



GRUPO
atlántida

“The account management team has great expertise and is very meticulous regarding the operation and data of their formats. And always giving us a proposal for improvement in terms of our revenue...”


- **Priscila Pipman**, Commercial Director, Grupo Atlántida

350%

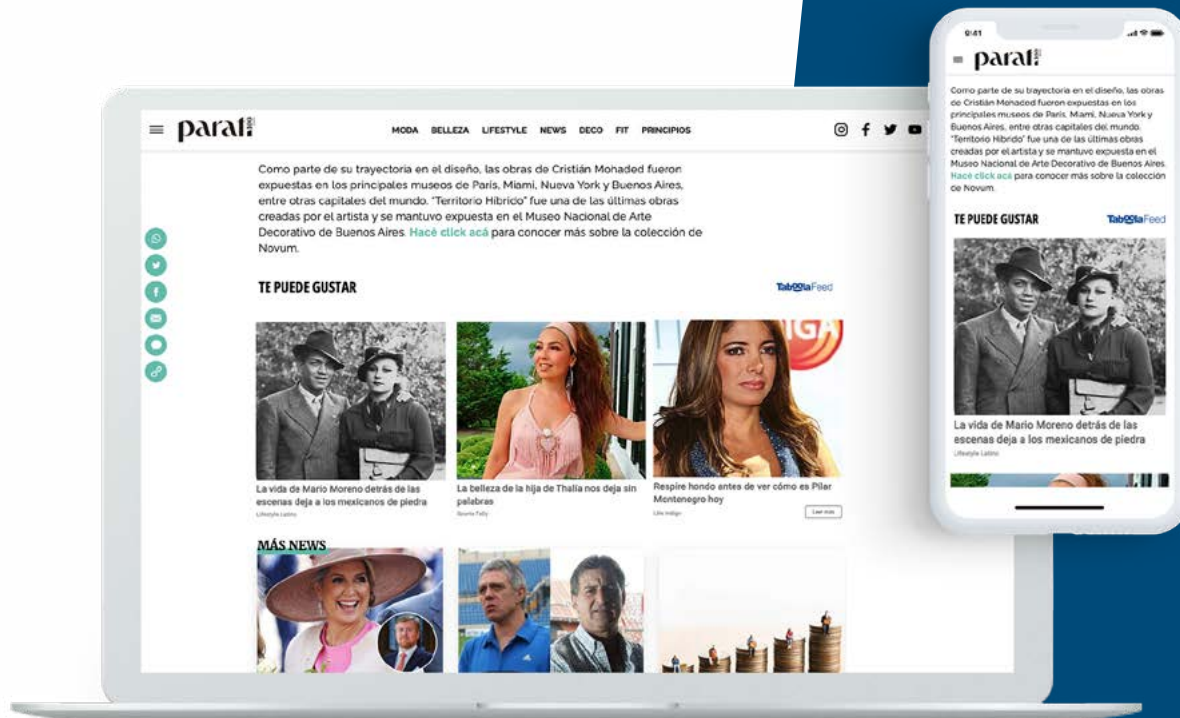
Increase in Monthly
Revenue from Taboola
Feed in One Year

70%

Organic Click-through-
rate (CTR) Uplift After
Implementations

 PUBLISHER

**Grupo Atlántida Increases Revenue by
350% in Just One Year with Taboola Feed**



COMPANY

Grupo Atlántida is a leading media company, having been at the center of Argentinian culture for more than a hundred years.

CHALLENGE

Find new and innovative ways to engage audiences with the most relevant content for them, while also scaling monetization opportunities without affecting the on-site experience.

SOLUTION

Work with **Taboola** to implement solutions like **Taboola Feed**, Mid-Article Placements, Start From Slider, Explore More and Recommendation Reel.

RESULTS

With **Taboola**, **Grupo Atlántida** increased revenue by **350%** in just one year, while achieving **70% CTR uplift** on organic editorial content after implementations.

Taboola Products Engage **Grupo Atlántida** Users with Editorial and Sponsored Content

Introduction

Grupo Atlántida is a leading media company, having been at the center of Argentinian culture for more than a hundred years. Throughout their history they've had the same goal: to inform, form and entertain their audience.

Today, **Grupo Atlántida** faces a new challenge in their long history: to constantly evolve, and produce quality content that connects brands with audiences.



Grupo Atlántida Increases Engagement with Editorial Content by 70% with Taboola

Grupo Atlántida is always looking to provide users with the best on-site experience, so that they choose **Grupo Atlántida** again and again. In addition, they seek to provide relevant, high-quality advertisers with access to that same engaged audience.

Part of the on-site experience is their audience's engagement with sponsored content and ads from those advertisers. **Grupo Atlántida** chose to work with **Taboola** when searching for new types of ad formats, outside of traditional banner ads.

Grupo Atlántida implemented the **Taboola** Feed and **Taboola's** mid-article placements on their article pages. **Taboola** Feed is a continuously scrolling, social media-like feed of editorial and sponsored content, whereas **Taboola's** mid-article unit serves the same type of content as a user is reading an article.

Grupo Atlántida's **Taboola** Feed includes Start From Slider, an in-feed video unit that detaches from the **Taboola** Feed and becomes a slider unit once the user scrolls past the card that contains the video. These units also live on Grupo Atlántida AMP Pages to monetize mobile audiences.

With **Taboola**, **Grupo Atlántida increased revenue by 350%** in just one year, while achieving **70% CTR uplift** on organic editorial content after implementations.

Grupo Atlántida Increases Engagement with Editorial Content by 70% with Taboola

Inspired by common native app experiences, Taboola's Explore More is designed to help publishers keep users on their mobile pages longer; re-engaging users by surfacing relevant content recommendations.

Explore More contributed to the overall 70% increase in CTR uplift, and accounts for 31% of the total monthly recirculation clicks.

Recommendation Reel displays video ads among Taboola content cards in an Instagram Story-like presentation, with a white dotted line progress bar, in a similar fashion to a content carousel.

performance of campaigns across **Taboola**. The CTA appears as a button alongside the creative, and is designed to catch the attention of users and drive them towards a specific post-click action based on the campaign KPI.