

 PUBLISHER

SOMOS INVICTOS Increases Revenue Per Mille by 35% with Taboola Feed, Read More, and Next Up in Just 6 Months



"We were looking for a solid partner to help us boost engagement, while also increasing opportunities for monetization of our growing audience. With Taboola, we've found a partner that will allow us to grow, and continue to bring more quality content to a greater number of sports fans."

- **Jesús Valle**, Commercial Director, SOMOS INVICTOS.

35%

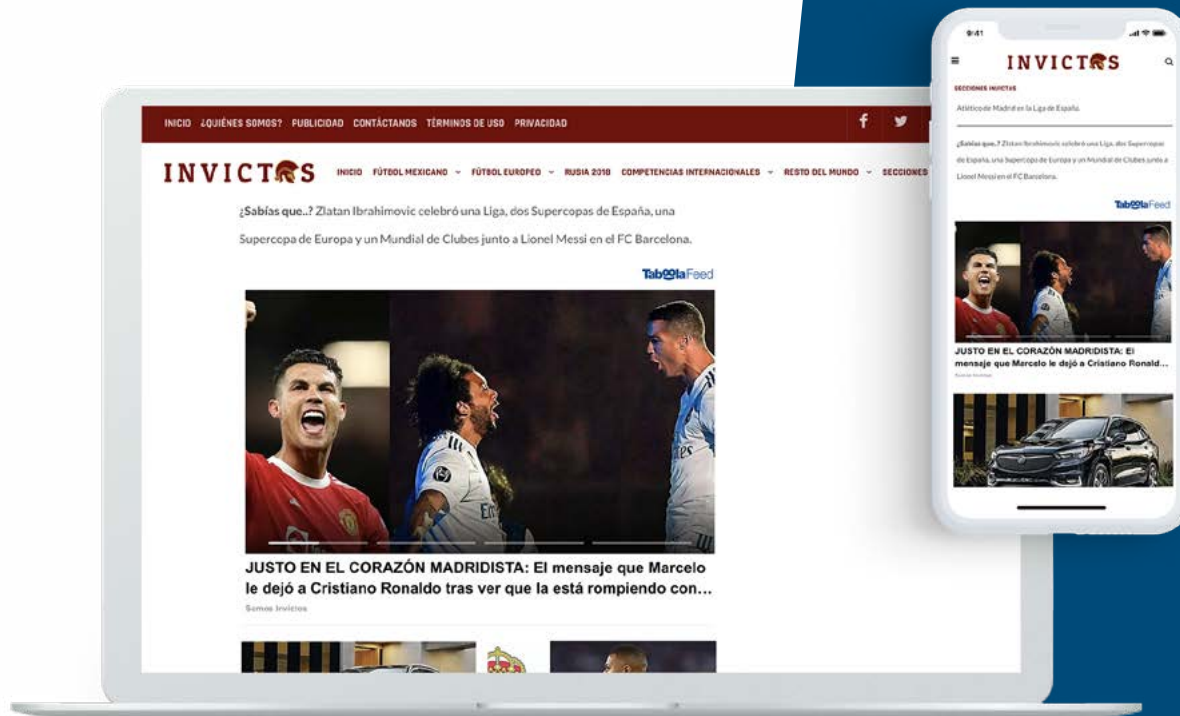
Increase in Revenue Per Mille (RPM) in 6 Months

21%

Increase in Daily Ad Revenue from Taboola After Implementing Next Up

31%

Increase in Ad Revenue After Implementing Read More



COMPANY

SOMOS INVICTOS is a digital magazine dedicated to providing updated and reliable information to Spanish-speaking fans of the most popular sport in the world: football.

CHALLENGE

Find a solution to engage and monetize football fans on site outside of traditional solutions like banner ads.

SOLUTION

Work with **Taboola** to implement solutions like **Taboola Feed**, **Next Up** and **Read More** to surface relevant content to each user while increasing monetization opportunities.

RESULTS

With **Taboola**, **SOMOS INVICTOS** was able to **increase RPM by 35%** in just six months. **Next Up positively impacted daily revenue by 21%**, while **Read More positively impacted revenue by 31%**.

SOMOS INVICTOS Finds New, Innovative Ways to Engage and Monetize Football Fans on Site.

Introduction

SOMOS INVICTOS is a digital magazine dedicated to providing updated and reliable information to Spanish-speaking fans of the most popular sport in the world: football.

They provide high-quality news and opinion content, always written with current trends and popular internet phenomena in mind. **SOMOS INVICTOS** has one of the most engaged communities in the sports ecosystem of Spanish-speaking digital media.



SOMOS INVICTOS Increases Revenue Per Mille by 35% with Suite of Taboola Products in Just 6 Months

SOMOS INVICTOS is always looking to reach new soccer fans, while also continuing to test innovative new monetization opportunities as their audience scales. When **SOMOS INVICTOS** wanted to find a solution other than traditional ad monetization solutions like banner ads, they turned to **Taboola**.

SOMOS INVICTOS implemented the **Taboola** Feed, a continuously scrolling feed of sponsored and editorial content on their article pages. The **Taboola** Feed surfaces relevant **SOMOS INVICTOS** editorial content and sponsored content to soccer fans at the bottom of the article. They also implemented **Taboola's** slider unit to further monetize their audience with video.

The implementation of **Taboola** Feed and other monetization products increased **SOMOS INVICTOS' RPM by 35%** in just six months.

SOMOS INVICTOS Successfully Tests Taboola's Read More and Next Up Products and Find Positive Impact on Revenue

In addition to the **Taboola** Feed, **SOMOS INVICTOS** tested Next Up and Read More — two **Taboola** products that strive to increase engagement with editorial content and increase revenue for publisher partners.

The Next Up unit is a sticky slider that engages **SOMOS INVICTOS** readers by showing them recommendations above the fold, re-engaging them before they bounce. Next Up **increased daily ad revenue by 21%**, **click-through-rate (CTR) by 20%**, and **gross RPM by 25%** in just seven days.

Read More helps to maximize the impact of available article page real estate. It enables **SOMOS INVICTOS** to engage and monetize readers before they bounce by raising the visibility of below-article units like **Taboola** Feed higher up the page, while also enabling interested readers to continue reading the full article. Read More **increased ad revenue for SOMOS INVICTOS by 31%** and **CTR by 100%** in just one month.

SOMOS INVICTOS looks forward to continuing their close partnership with **Taboola**.