



"We started working with Taboola after relying on a single monetization partner for several years, from whom we couldn't always count on steady performance. Adding Taboola to our monetization mix has proved to be an incredible success, and we look forward to testing new technologies and monetization strategies with Taboola in the future."

- **Jonathan Clarke**, Owner, GFC Nieuws

35%

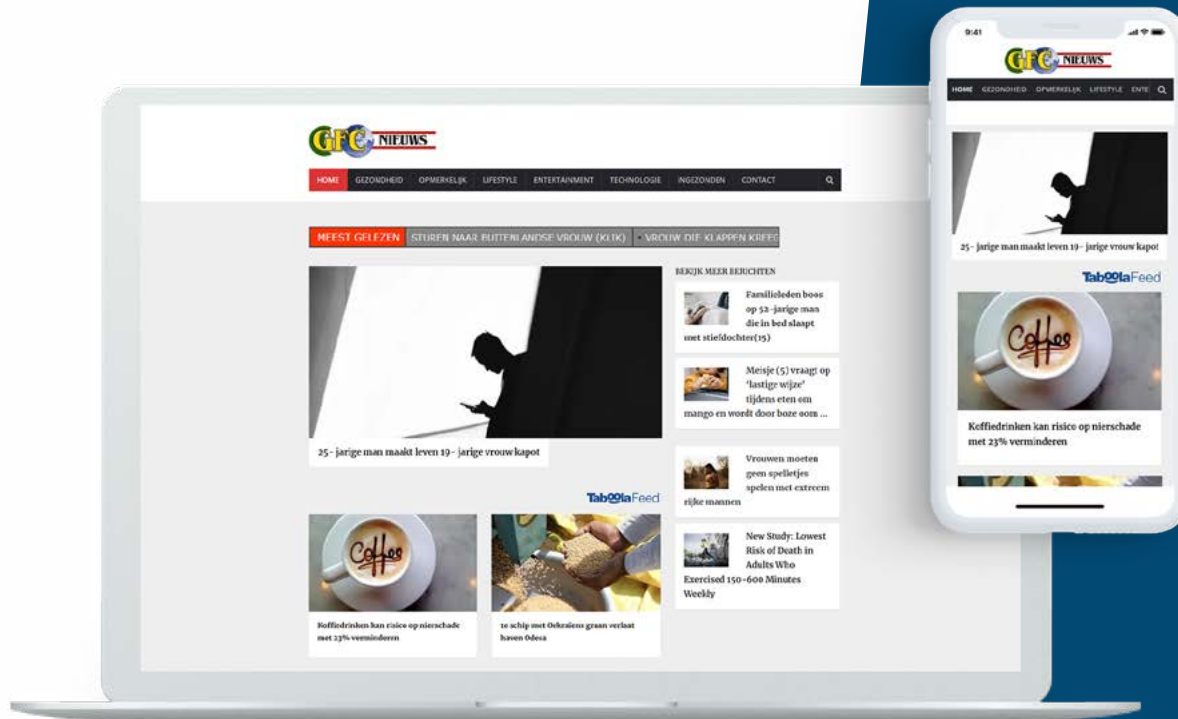
Of GFC Nieuws Revenue
is Driven by Taboola

3%

Increase in Organic Click-
Through-Rate (CTR)

 PUBLISHER

**25% of GFC Nieuws Revenue is Driven
by Taboola Feed and Explore More**



COMPANY

GFC Nieuws is a broadly oriented news medium and publishes short, summarized reports 24-hours a day for a broad Dutch-speaking audience.

CHALLENGE

Diversify revenue streams by finding a new strategic partner to optimize for monetization metrics without harming the user experience.

SOLUTION

Work with **Taboola** to implement Taboola Feed and Explore More on article pages, homepage and section front.

RESULTS

Taboola now drives **35% of GFC Nieuws overall revenue**, and has supported a **3% increase in engagement with organic content**.

Taboola Products Optimize for Organic Content Engagement and Revenue for **GFC Nieuws**



Introduction

GFC Nieuws is a broadly oriented news medium and publishes short, summarized reports 24-hours a day for a broad Dutch-speaking audience.

Taboola Increases Engagement with Organic Content by 3% in Addition to Stabilizing GFC Nieuws Revenue

GFC Nieuws is always looking for ways to surface more relevant content to their audience, as well as monetization opportunities that are effective without the user experience.

After working exclusively with one partner for several years, they began working with **Taboola** to diversify their revenue streams. First, they implemented a continuously scrolling **Taboola** Feed across all article pages, section pages and the homepage, as well as **Taboola**'s mid-article placements on article pages.

Taboola Feed brings a familiar scrolling experience to **GFC Nieuws**'s site. This next generation below article experience delivers a new, infinite scroll format of engaging 'cards' that may contain a variety of content: video, articles, slideshows, and a host of third-party experiences, all personalized for the user. **GFC Nieuws** implemented **Taboola** Feed on mobile, tablet and desktop devices.

GFC Nieuws also implemented Explore More to optimize engagement and revenue metrics.

Taboola's Explore More is inspired by common native app experiences and re-engages users by surfacing relevant content recommendations before they leave a page.