



*"The best part about Taboola's push notification solution is how effortlessly it integrates into our daily editorial operations. When a story breaks, we can have the notification in front of our readers in seconds."*

**- Frances Sheen,** [7NEWS.com.au](https://www.7news.com.au)  
Editor-in-Chief

4%

Of Website Traffic  
Driven by Taboola  
Push Notifications

Hundreds  
of Thousands  
of Monthly Active Users

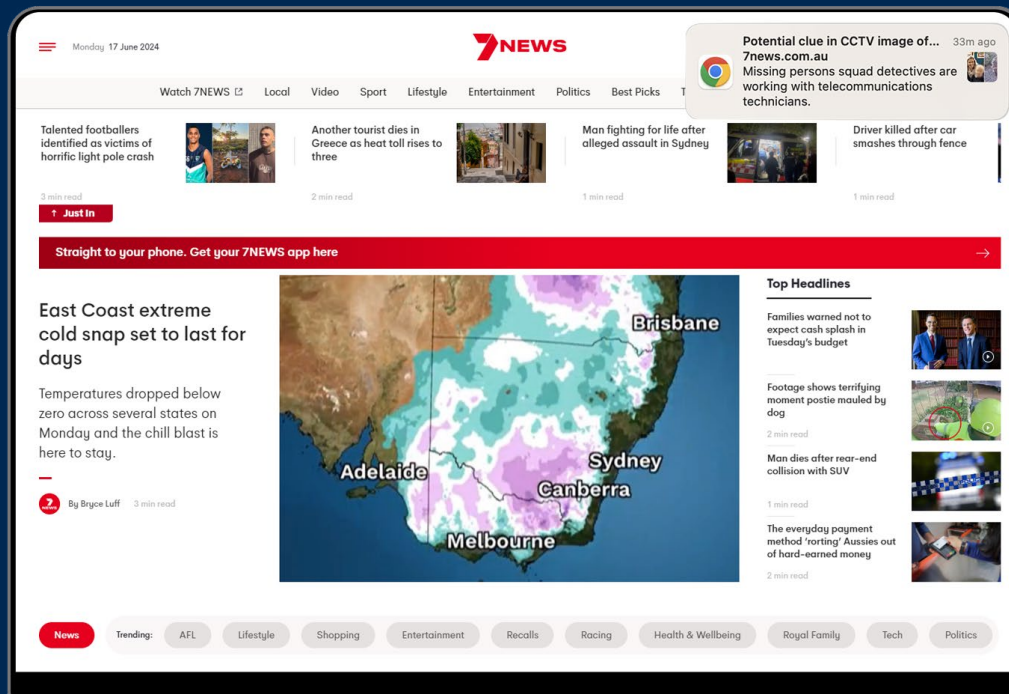
5%

Increase in Pages  
Per Visit



NEWS

**7NEWS Drives 4% of Website  
Traffic with Taboola Push**



**7NEWS** delivers real-time alerts to loyal users with **Taboola** Push.

## COMPANY

**7NEWS** is the leading broadcast news service in Australia. Through its digital platform, **7NEWS.com.au**, the publisher delivers free local, national and international news to audiences in major metropolitan markets through a dedicated team of reporters, editors and video producers in newsrooms across the country and around the world.

## CHALLENGE

Acquire and engage audiences across Australia, driving people to the **7NEWS.com.au** website.

## SOLUTION

Implement **Taboola** Push to increase repeat website visits and engagement from loyal users. Use **Taboola** News to reach new audiences across devices from partners.

## RESULTS

**Taboola** Push now accounts for almost 4% of **7NEWS'** total website visits<sup>1</sup>, with hundreds of thousands of loyal users opting into the service. **7NEWS** was also able to achieve a **5% increase in pages per visit**<sup>2</sup>.



## Introduction

**7NEWS** is the leading broadcast news service in Australia, delivering bulletins from seven metropolitan studios across the country, as well as local and regional locations. One of the most-read sites in the nation, it publishes free local, national and international news via a dedicated team of reporters, editors and video producers in newsrooms across the country and around the world.



## **7NEWS Drives Website Visits with Real-Time Taboola Push Notifications**

**7NEWS.com.au** is always looking for fresh ways to increase site traffic and engagement. **Taboola** had just the solution. As a leading content recommendation platform, **Taboola** helps more than 9,000 premium publisher properties unlock new opportunities to drive website traffic, engagement and monetisation.

For **7NEWS**, **Taboola** recommended push notifications – a high-performing channel that allows publishers to re-engage website visitors with one-click subscriptions.

With **Taboola** Push enabled, **7NEWS** was able to deliver real-time alerts to loyal users across desktop browsers and mobile devices, driving them back to the site for further engagement.

## Hundreds of Thousands of Loyal Readers Engage with Notifications Powered by Taboola Push

“For **7NEWS**, acquiring and engaging new audiences as well as driving direct traffic has always been a priority. **Taboola** Push aligns with our goals, and has become a core tool in the **7NEWS** editorial product suite.” – Claudio Russo, Senior Product Manager, **7NEWS**.

**7NEWS** implemented **Taboola**'s Audience Exchange solution to cross-promote its top-performing content on other premium publishers' pages. This way, the site could reach engaged audiences in trusted environments across the web.

The results were remarkable. In the last **18** months, **Taboola** Push grew to account for almost **4% of 7NEWS' total website visits**, with hundreds of thousands of loyal users opting into the service. Now, **7NEWS** editors are sending an average of five notifications per day – re-engaging loyal users with content selected for maximum impact.

Looking ahead, **7NEWS** plans to implement **Taboola**'s core offerings into its mobile app to further increase site visits, as well as expand its relationship with Skimlinks, **Taboola**'s built-in widget for delivering e-commerce recommendations across publisher properties.

1. *Taboola Backstage, Aug 2022–Mar 2024, Visit Value report, Taboola Push pageviews as a percentage of total referral traffic pageviews.*

2. *Taboola Backstage, Jan–Mar 2024, Visit Value report, Taboola Push average views per visit vs all referral traffic*