



PUBLISHER

# Grupo Crónica Drives 40% of All Website Traffic During Election Period with Taboola's Recirculation and Audience Exchange Solutions

*Crónica*

*"Taboola's account management team has been immensely helpful in implementing a more segmented and personalized recirculation strategy, while also being attentive at every step of the process and supporting us in using their tools."*

- **Andrea Decurnex**, Grupo Crónica

210%

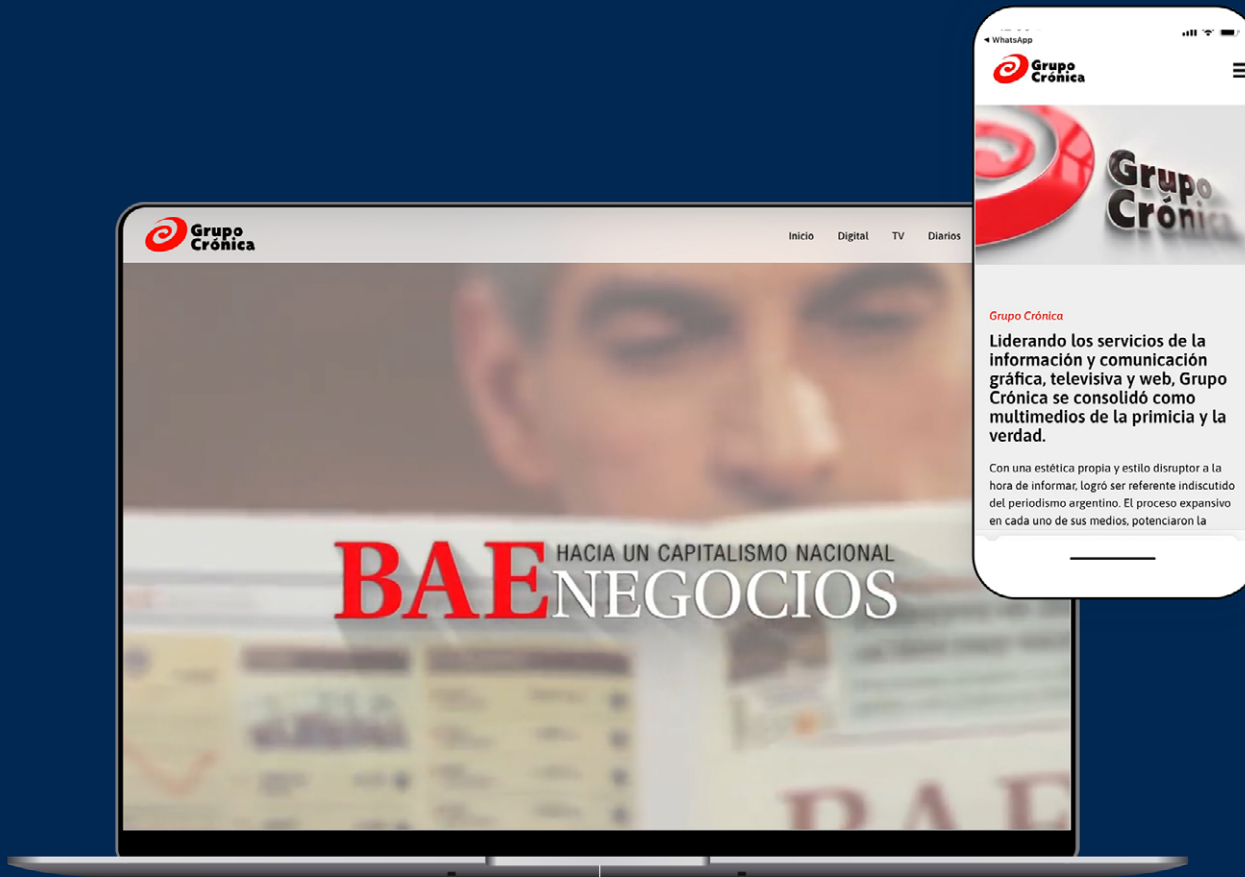
Increase in CTR

68%

Increase in Organic CTR Across Sites

40%

Of Website Traffic Attributed to Taboola



**Grupo Crónica** Increases Organic CTR with **Taboola** Feed and Audience Exchange

## COMPANY

**Grupo Crónica**, based in Buenos Aires, is a multi-platform media company focused on entertainment, news, finance, business, music, and more.

## CHALLENGE

Increase recirculation across **Grupo Crónica's** eight websites, improving organic engagement and revenue during the 2023 elections in Argentina.

## SOLUTION

Replace all recommendation units with the **Taboola** Feed, leveraging **Taboola's** Organic Recirculation and Audience Exchange solutions to cross-promote organic content throughout **Grupo Crónica's** sites

## RESULTS

During the election period, **Taboola** accounted for **40% of Grupo Crónica's website traffic**. With **Taboola**, Grupo Crónica achieved a **210% increase in CTR within two months**, a **68% increase in organic CTR across sites**, and a **20% increase in views per visit**, ultimately improving revenue.

## Introduction

**Grupo Crónica**, based in Buenos Aires, is a multi-platform media company focused on entertainment, news, finance, business, music, and more. **Grupo Crónica** operates a portfolio of several distinct online publications, including Crónica, BAE Negocios, Veintitrés, and Diario Show.

Leading in the field of information, television, and web communication services, Grupo Crónica has established itself as a multimedia outlet of exclusivity and truth. With its unique aesthetic and disruptive style of reporting, it has become an undisputed reference in Argentine journalism.




## **Grupo Crónica Implements Taboola Feed Across 8 Publisher Sites, Increasing Engagement**

**Taboola** has been a trusted partner for **Grupo Crónica** since 2019, providing innovative solutions to help increase page views, engagement, and revenue. With the **Taboola** Newsroom, **Grupo Crónica** accesses real-time audience analytics and readership data to identify trends and optimize content. As a leading native advertising platform, **Taboola** is also **Grupo Crónica**'s sole partner for sponsored content recommendations and recirculation.

Ahead of the 2023 elections in Argentina, **Grupo Crónica** was eager to increase recirculation across its eight websites, including BAE Negocios, Veintitrés, and FMQ. This would allow the publisher to achieve multiple goals, including improving engagement and revenue at scale. So they worked with **Taboola** to build a personalized strategy that could be implemented throughout their suite of online properties.

First, **Grupo Crónica** replaced all recommendation units across their sites with the **Taboola** Feed of customized, AI-powered content. The Feed was implemented on **Grupo Crónica**'s article pages, homepages, section fronts, and landing pages — meeting website visitors with personalized content experiences at each turn.

The **Taboola** Feed is not only populated with personalized sponsored content for monetization but also personalized editorial content, powered by **Taboola**'s Organic Recirculation and Audience Exchange solutions. With Audience Exchange, publishers can cross-promote content throughout their sites, keeping readers engaged within their network of properties. With Organic Recirculation, publishers can recommend additional on-site content, keeping readers engaged with a particular publication. For **Grupo Crónica**, these tailored experiences are vital for not just increasing on-page engagement but also nurturing long-term relationships.



## **Taboola Becomes Primary Source of Website Traffic for Grupo Crónica During Election**

**Grupo Crónica** also leveraged **Taboola's** Explore More feature, which is designed to re-engage mobile users who visit the publisher site from an external app like iMessage or WhatsApp. Once users click out of an article, they're presented with a personalized feed of further content recommendations, inviting them to explore more of the publisher's articles before heading back to their app.

After implementing **Taboola's** recirculation solutions, **Grupo Crónica increased traffic across all of their sites**, improving traffic and growth for each vertical. Specifically, **Grupo Crónica** achieved a **210% increase in CTR** on their main site, Cronica.com.ar, during the election season, meeting one of their main objectives for the year.

Going further, the publisher also drove a **68% increase in organic CTR** and **20% increase in views per visit** across their network— helping them meet their objectives of **increasing engagement**. In fact, Audience Exchange and Organic Recirculation were so successful that **Grupo Crónica** worked with **Taboola** to target audience segments outside of Argentina and start driving revenue in other countries.

During the election period, **Taboola** served as **Grupo Crónica's** primary source of traffic, **driving 40% of page views across the company's websites. Currently, Taboola accounts for 10% to 15% of their traffic.** Going forward, **Grupo Crónica** plans to continue testing and implementing new **Taboola** technologies to help meet their monthly editorial and monetization goals.