



PUBLISHER/SPORTS

ballnews media Achieves 210% Increase in Revenue with Taboola Feed



“Right from the start, Taboola showed us what potential there was to optimize our recommended content, and they actively supported us in implementing these strategies. Our account manager at Taboola was also a great help; I think it was, above all, the personal contacts and individual advice that led to our success.”

- Vjekoslav Kesjic, Founder and Managing Director,
ballnews media GmbH

210%

Higher Quarterly
Revenue Than
Competitor Platform



ballnews media Engages Readers with **Taboola** Feed on Article Pages

COMPANY

ballnews media is a special interest publisher in the soccer segment, providing the latest soccer news and multimedia content around the clock.

CHALLENGE

Optimize on-site experiences and monetization strategies to increase revenue.

SOLUTION

Implement the **Taboola** Feed of curated, recommended content on article pages across desktop and mobile devices.

RESULTS

ballnews media achieved a **210% higher quarterly RPM** with **Taboola** compared to a competitor platform. It took **Taboola** just one month to generate the same revenue their competitor generated in one quarter.

Introduction

ballnews media is a special interest publisher in the soccer segment. With a vast digital presence that spans websites, apps, and social platforms, **ballnews media** offers the latest soccer news and multimedia content around the clock.

Run by a team of soccer enthusiasts, **ballnews media**'s credo is: by fans, for fans. Their portfolio includes FCBinside, the largest independent news portal about FC Bayern Munich in the German-speaking world, as well as other team-specific news platforms such as BVBWLD and SchalkeTOTAL.



ballnews media Optimizes Website Monetization with Taboola Recommended Content

ballnews media hadn't truly prioritized recommended content as a form of advertising and monetization. They'd been working with a central marketing partner to manage classic display ads and some recommended content placements. But **Taboola** knew that **ballnews media** could take their strategy even further, increasing revenue and engagement across their portfolio of websites.

Taboola connects publishers with nearly 18,000 advertisers looking to share their content in brand-safe environments across the web. **Taboola's** flagship solution, the **Taboola Feed**, brings the immersive scrolling experience of social media to publishers' sites — meeting visitors with feeds of personalized content recommendations to keep them engaged.

After a quick test phase, **ballnews media** soon realized that **Taboola** had the tools to help them optimize their recommended content experiences.

Taboola Outperforms Competitor Platform with 210% Higher RPM

ballnews media worked directly with **Taboola** to implement the Feed on article pages across desktop and mobile devices, making it easier for visitors to keep consuming content and stay engaged. The Account Manager provided an overview of traffic acquisition and exchange solutions.

The result? **ballnews media** generated **210% more revenue in Q2 with Taboola than in Q4 with a competitor platform**; this is particularly impressive given that Q4 often drives higher profit margins. In fact, it took **Taboola** just one month to generate the same revenue their competitor generated in one quarter. On top of that, **Taboola's organic clickthrough rate (CTR) also trumped the average organic CTR in Germany.**

ballnews media now considers **Taboola** a significant advertising partner for driving sales, optimizing recommended content experiences, and providing personalized campaign support.