

NEWS

HuffPost Korea Drives 18% of Page Views with Taboola for Audience Solutions

HUFFPOST
KOREA

"Taboola's suite of Audience solutions had a measurable impact in helping us meet our traffic goals and improve performance. Taboola quickly proved to be a stable and reliable source of traffic, providing daily insights that we can use to continuously enhance engagement and build direct relationships with users."

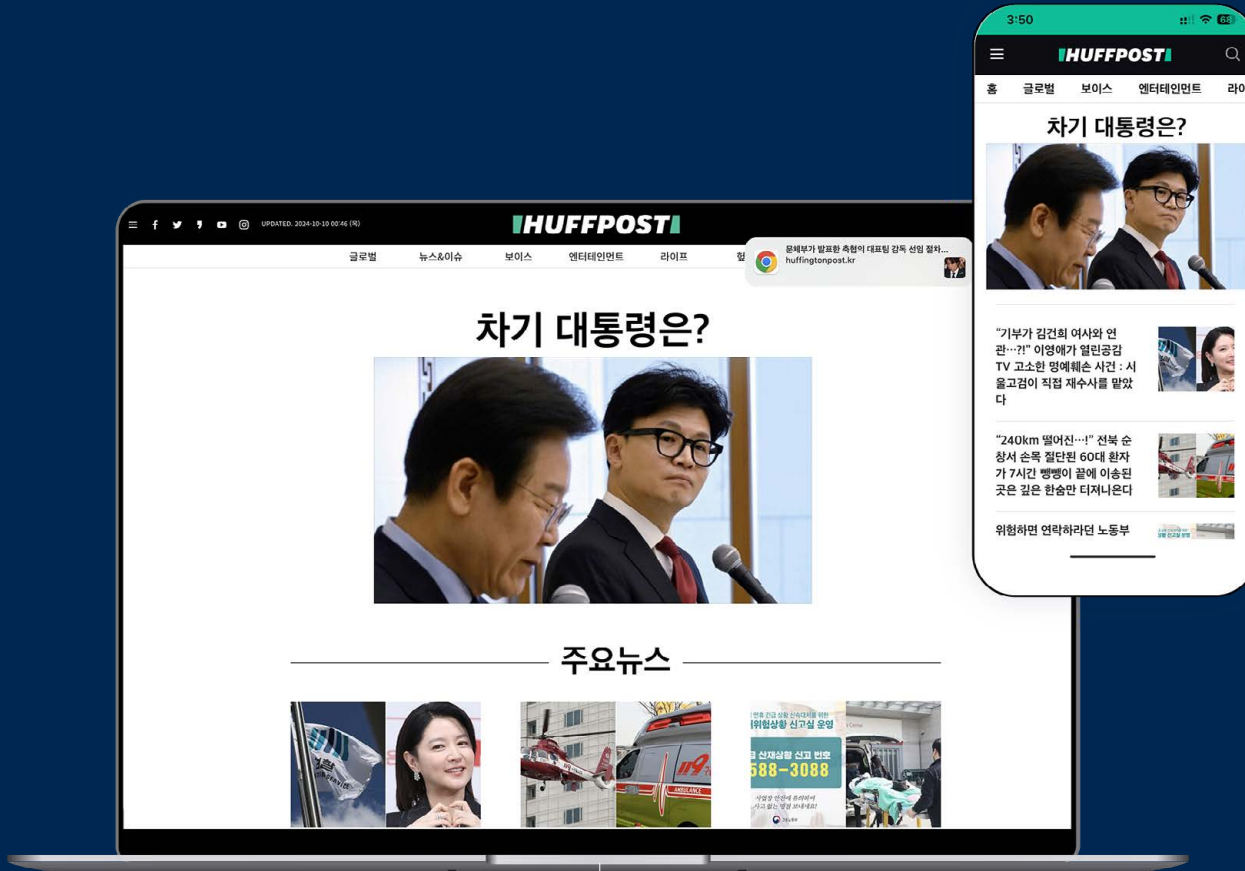
- **Sanga Kwak**, Deputy Editor-in-Chief,
HuffPost Korea

12%

Of Total Page Views
from Taboola Push

6%

Of Total Pageviews
from Taboola News



HuffPost Korea Increases Page Views and Engagement with **Taboola** for Audience Solutions

COMPANY

HuffPost Korea is a digital media platform founded in 2014 by The Hankyoreh newspaper in Korea and HuffPost US.

CHALLENGE

Engage and convert site visitors from high-bounce referral sources like search and social, and turn them into loyal readers, driving traffic to improve advertising revenue.

SOLUTION

Implement **Taboola** for Audience solutions to increase organic traffic, keep readers engaged on-site, and gather daily insights to identify trending topics.

RESULTS

Taboola drove **18% of page views** with **Taboola** of Audience solutions. **Taboola** Push generated **12% of total page views** and **Taboola** News generated **6% of total page views**.

Introduction

HuffPost Korea is a digital media platform founded in 2014 by The Hankyoreh newspaper in Korea and HuffPost US. It delivers diverse and interesting global news and domestic news from original perspectives.

HuffPost takes a people-first approach in everything they report — be it news and politics or lifestyle and entertainment — and covers real stories about real life.



Taboola News Drives 6% of Overall Traffic for HuffPost Korea

HuffPost Korea generates most of its revenue from on-site display and native advertising. To consistently drive that revenue, however, the publisher needs a stream of reliable and engaged website traffic. The problem was that most of their traffic came from search and social referral channels, which led to high bounce rates. To improve their advertising revenue, **HuffPost Korea** needed to turn those one-off visitors into loyal and engaged readers.

Taboola had a suite of advanced solutions to help. As a leading advertising platform, **Taboola** works with a network of over 9,000 premium publishers to better monetize and drive engagement on their sites. With **Taboola** for Audience — a new, AI-powered

technology — publishers can significantly increase website traffic and develop their audiences through personalized experiences. With a reach that spans nearly 600 million daily users, **Taboola** is on track to become the largest referral source for publishers after search and social.

Taboola for Audience is just what **HuffPost Korea** needed to reach their goals. **HuffPost Korea** first partnered with **Taboola** to monetize their site content with a range of solutions. The publisher placed a continuous **Taboola** Feed of both sponsored and organic content below their articles, meeting readers with native ads and recommended stories at just the right moment. This included **Taboola**'s NextUp feature, a sticky slider unit that previews Feed content for readers who are not likely to finish an article.

The publisher also implemented a right rail unit of entirely organic content to keep visitors engaged and on-site. The performance of the **Taboola** Feed was higher than that of any other ad platform. In fact, **organic recirculation from the Feed drove 2-3% of HuffPost Korea's overall traffic.**

HuffPost Korea was also an early adopter of **Taboola** News, a solution that distributes the publisher's content in premium placements across Samsung smartphones in the Korean market. With its massive scale and targeted delivery, **Taboola** News contributed **6% of HuffPost Korea's overall traffic.**

Taboola Push Drives 12% of Traffic for HuffPost Korea

To reach their goal of increasing traffic, **HuffPost Korea** leveraged **Taboola** Newsroom, an audience analytics platform that provides real-time, actionable insights for publishers and editorial teams. With the data from **Taboola** Newsroom, **HuffPost Korea** was able to gather daily insights and pinpoint trending topics for their editors to cover.

HuffPost Korea also used these insights to send **Taboola** Push notifications to subscribers, increasing page views and engagement. This solution was so impactful that it delivered 12% of all website traffic for the publisher.

Ultimately, **Taboola's** Audience solutions contributed to **18%** of total page views for **HuffPost Korea**, helping the publisher engage and convert users from high-bounce referral platforms like search and social. With this reliable and controllable stream of traffic, **HuffPost Korea** can better monetize their content, meet their performance goals, and nurture reader relationships for long-term success.