



AUTO

Wyborkierowcow.pl Achieves 97% Increase in RPM with Taboola Feed & Explore More

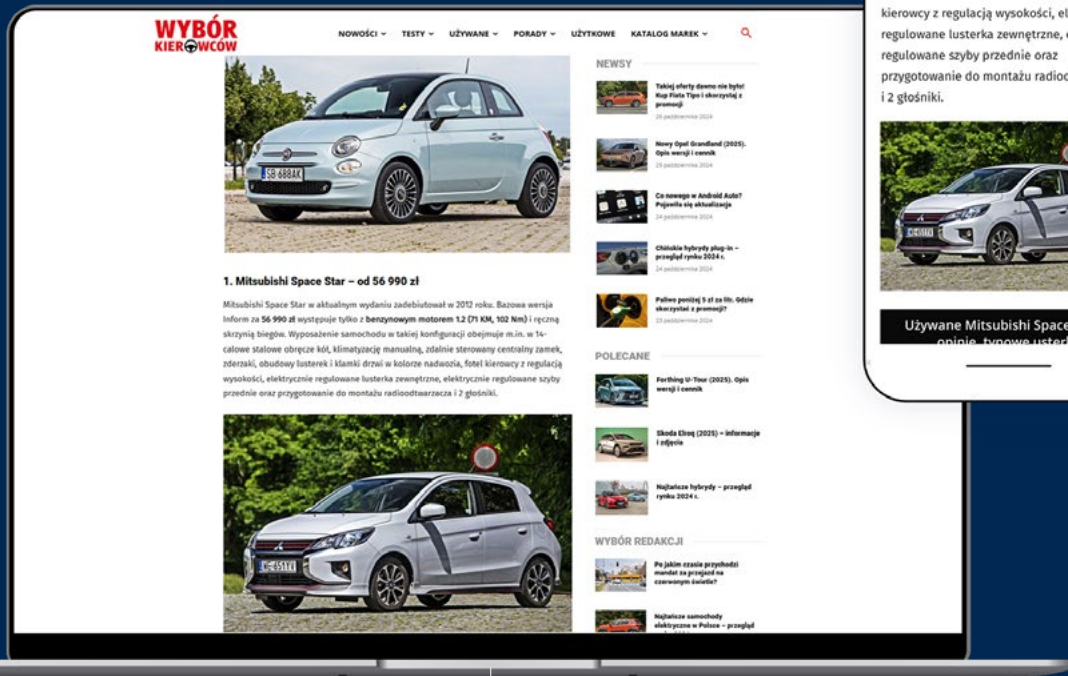
**WYBÓR
KIERWCÓW**

97%

Increase in RPM in Q3
Compared to Q1 & Q2

67%

Increase in CTR for
Organic Recirculation



COMPANY

Wyborkierowcow.pl is an independent online automotive website in Poland.

CHALLENGE

Increase revenue, engagement, and organic traffic on their website.

SOLUTION

Replace their existing widget with the personalized content recommendations of **Taboola** Feed. Also, implement **Taboola** News and Explore More to increase clicks and engagement.

RESULTS

With **Taboola**, **Wyborkierowcow.pl** saw a **97% increase in RPM** and **67% increase in CTR** for organic recirculation in Q3 compared to Q1 and Q2 2024.

Wyborkierowcow.pl Increases Revenue & Engagement Across Article Pages with **Taboola**

Introduction

Wyborkierowcow.pl (“Drivers’ Choice” in Polish) is an online platform featuring the latest news from the automotive world, along with expert editor opinions and user reviews on cars and automotive services. Founded by journalists, **Wyborkierowcow.pl** is committed to providing high-quality, substantive content from authors with knowledge and experience in the automotive industry.



Wyborkierowcow.pl Delivers AI-Powered Sponsored Content with Taboola Feed

Wyborkierowcow.pl was looking for new ways to increase revenue and organic traffic on their website. The publisher had been using a widget to reach visitors with sponsored and organic content. However, they were looking for a more innovative solution to improve monetization and engagement across their pages.

Taboola was able to help. To start, **Wyborkierowcow.pl** replaced its widgets by implementing the **Taboola** Feed on its article pages, delivering AI-powered, personalized ad recommendations to readers at the moment they're ready to consume new content. Unlike widgets, the **Taboola** Feed brings the familiar scrolling experience of social apps to publishers' sites, inspiring visitors to discover new articles and sponsored ads that keep them engaged and drive revenue.

Wyborkierowcow.pl Drives 67% Increase in CTR for Organic Recirculation with Taboola Feed

In addition to the **Taboola** Feed, **Wyborkierowcow.pl** implemented **Taboola's** innovative Explore More feature to re-engage users from social sites. When people visit from an external app, like iMessage or WhatsApp, Explore More presents them with relevant content recommendations before they head back to that original platform — keeping users on mobile pages for longer.

The publisher also leveraged **Taboola** News to expand their reach and further increase website traffic. With **Taboola** News, **Wyborkierowcow.pl** was able to deliver personalized publisher content to the lockscreens of Realme, Oppo, Xiaomi users across Poland — engaging them at just the right times.

After implementing the **Taboola** Feed, **Wyborkierowcow.pl** saw a **97% increase in RPM** and **67% increase in CTR** for organic recirculation in Q3 compared to Q1 and Q2 2024. Overall, **Taboola's** solutions have contributed to a significant improvement in revenue and engagement, helping the publisher meet their KPIs and keep readers on site.