CNN.GR CASE STUDY

CNN.GR significantly grows RPM and Pageviews following migration to Content Discovery Feed

“The Content Discovery Feed adaptation led to significantly positive results both in performance and monetization metrics. Project Agora’s account management team has been and continues to be a true partner, always prompt and on call, providing their expertise and assistance.”

Tina Ferentinou, CCO of DPG Media

PUBLISHER
CNN.gr is one of the leading digital publishers in Greece and sets the highest standards in optimizing their sites and providing a unique and meaningful experience to their readers.

CHALLENGE
Implement an experience that would easily adapt with no technical conflicts and enhance user engagement metrics and bring uplift in Revenue per Thousand Pageviews (RPM).

OUR SOLUTION
Implement Content Discovery Feed, powered by our partner Taboola, to provide a personalized reading experience in a purely native, non-intrusive way.

RESULTS
With Content Discovery Feed CNN.gr Revenue per Thousand Pageviews (RPM) increased by 32%, Pageviews per Session increased by 10.3% and Bounce Rate declined by 9.5%.

RESULTS
+32%
Increase in Revenue-Per-Mille
+10.3%
Increase in Pageviews per Session
-9.5%
Decrease in Bounce Rate
**OVERVIEW**

CNN.gr sought a content recommendation tool that would easily adapt with zero technical conflicts and enhance user engagement metrics such as: uplift in Recirculation, Pageviews and Time spent per Session and decrease of Bounce Rate. CNN.gr looked to couple the uplift in User Experience with an uplift in the Revenue per Thousand Pageviews (RPM).

**CONTENT DISCOVERY FEED PROVIDED A PERSONALIZED READING EXPERIENCE FOR EVERY USER**

Content Discovery Feed did not just provide content in bulk. The content recommended for every user was generated depending on that specific user’s reading pattern and became more specific as time went by.

In terms of UI/UX there was a variety of options on how to serve the content on site. Content Discovery Feed was incorporated in a purely native way with the site’s existing design and wasn’t intrusive for the reader.

*See Feed in action, with our demo.*