PROMOTIONS.HU SUCCESS STORY
Promotions.hu grows RPM and organic traffic recirculation on mobile with Project Agora's Explore More

“As one of the biggest publishing groups in Slovenia, we are always looking for new technology to maximize the value of our online properties. Working with Project Agora’s full stack offering enabled us to significantly increase our revenues and our traffic. Most importantly this increase did not come at the expense of user experience, which is of paramount importance for us.”

Maximilián Melles, CEO

PUBLISHER
Promotions.hu is one of the biggest websites in Hungary, with more than 1.8M unique users visiting the site each month, to read local news and its varied lifestyle content.

CHALLENGE
Engage and retain more users from Social Media sources, thus increasing time spent on site and ultimately revenues.

OUR SOLUTION
Use Explore More, developed by our exclusive partner Taboola. Explore More is designed to make mobile users coming to a site from Social Media and apps, stay longer on site by re-engaging them before they exit and providing them with relevant content recommendations.

RESULTS
Increase in both RPM and organic CTR was impressive. In the initial 3-months period RPM uplift of smartphone traffic exceeded 67%, while organic CTR increased by 139%.

RESULTS SMARTPHONE
Estimated RPM uplift +67.5%
Estimated organic CTR uplift +138.9%

RESULTS TABLET
Estimated RPM uplift +52.8%
Estimated organic CTR uplift +49.9%
PUBLISHER OBJECTIVE

Promotions.hu is one of the biggest websites in Hungary, with more than 1.8M unique users visiting the site each month, to read local news and its varied lifestyle content.

With a significant portion of its traffic on mobile coming from Social Media sources, Promotions.hu wanted a way to engage and retain those users more, thus increasing time spent on site and ultimately revenues.

SOLUTION

Promotions.hu partnered with Project Agora to implement the native content solution “Explore More”.

Explore More, developed by our exclusive native partner Taboola, is designed to make mobile users who are coming onto a publisher’s site from Social Media and apps, stay longer on site. The way it does this is by re-engaging them before they exit, providing them with relevant content recommendations.

With Explore More, publishers can retain users longer and maximize the value they are getting out of them, without jeopardizing user experience.

Results in Promotions.hu were impressive in the first months of implementation already.