ZURNAL24.SI
SUCCESS STORY

Zurnal24.si gets a 17% uplift in total revenues with Project Agora’s full stack Publisher Offering

“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.”

Matej Kosir, Editor in Chief, Feniks Media Doo member Of Styria Group Slovenia

PUBLISHER
Zurnal24.si is one of the top digital publishers in Slovenia. Close to 1M Unique Users trust Zurnal24.si on a monthly basis, to keep up to speed with Slovenian and global news.

CHALLENGE
Maximize Revenue and boost User Sessions and Pageviews without disrupting user experience.

OUR SOLUTION
Use our cutting-edge Header Bidding solution for Display and Video inventory & Native Content Feed, powered by our partner Taboola.

RESULTS
Results were exceptional with RPM uplift doubling region average, organic CTR exceeding x11 region average and revenue uplift reaching an increase of 17%.

RESULTS

x 2% RPM uplift

x 11% Organic CTR increase

+ 17% Revenue uplift
PUBLISHER OBJECTIVE

Zurnal24.si is one of the top digital publishers in Slovenia. Close to 1M Unique Users trust Zurnal24.si on a monthly basis, to keep up to speed with Slovenian and global news. Always keen to try new technologies Zurnal24.si had a dual objective: Revenue Maximization and Growth of User Sessions and Pageviews.

SOLUTION

Zurnal24’s configuration included:

A) The implementation of Project Agora’s proprietary Header Bidding solution for Display and Video inventory. Our Header Bidding offered Zurnal24.si new additional ways of monetizing their inventory, which combined with the internal expert Yield Optimization team resulted to a significant increase in the demand diversity and bid density.

B) The Native Content Feed solution, powered by Project Agora’s exclusive partner Taboola, to provide a personalized reading experience in a purely native, non-intrusive way. The sponsored and organic content recommendations were delivered in a format that consumers are familiar with from Social Media (continuous scrolling experience), with the content being generated dynamically depending on that specific user’s reading pattern. Content became even more personalized with every new engagement.