

# MediaNews Group Opens New Revenue Streams with Outbrain Smartfeed

## Vertical

Entertainment/Media

## Goal

Drive Revenue; Increase RPM

### Challenge & Goals

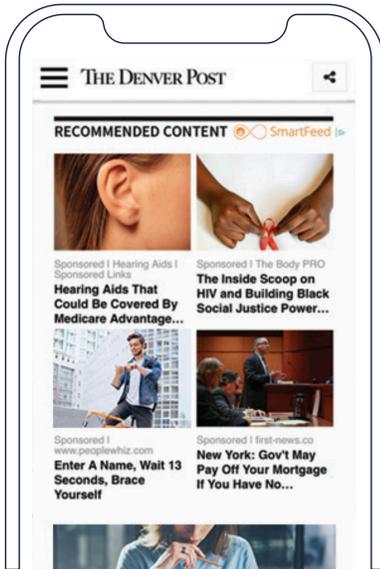
MediaNews Group has a vast portfolio of local media assets including The Denver Post, The Mercury News, and The Orange County Register.

MediaNews Group wanted to build greater customer lifetime value through deepened engagement across their sites, increasing revenue while boosting internal recirculation traffic.

### Solution

Using Smartfeed, MediaNews Group was able to create an optimal mix of paid and organic content in an endless feed layout, creating a continuous stream of fresh content for readers to discover.

Readers were enthralled with their personalized content discovery feed and motivated to stay on the sites and apps longer, and with greater engagement.



With a modest amount of effort, the implementation of Outbrain Smartfeed allowed us to deliver a much more personalized experience to our readers. The ability to A/B test multiple variants has not only provided meaningful data to further enhance our engagement tactics but even more, drive direct revenue.

– Brian Vigil, Senior Director of Product, MediaNews Group

### Results

MediaNews Group saw results immediately after implementing Smartfeed. On average, bounce rates from Outbrain referral traffic were 34% less and session duration time was 158% greater compared to other sources. Engaging Smartfeed elements included a comments section on desktop and a carousel feature for organic content on mobile.

This engagement led to higher CTRs for both paid and organic content (using Outbrain organic recommendations):

**Mobile:** 40%+ paid CTR lift, 60%+ organic CTR lift

**Desktop:** 30-60% paid CTR lift, 40-100% organic CTR lift

And active reader engagement and loyalty translated into higher RPMs. Desktop saw a 20-50% average RPM lift and mobile had a 30% lift in RPM, leading to ever-increasing revenue gains for MediaNews Group.

**20-50%**

Lifts in RPM

**60%**

Increase in Organic CTR (mobile)

**40%**

Increase in Paid CTR (mobile)

**158%**

Greater Session Duration  
(among referral traffic sources)

\*Note: Results are based on averages two weeks before and after the implementation.

To learn more about driving revenue and increasing RPMs with Smartfeed, please reach out to your Outbrain representative.