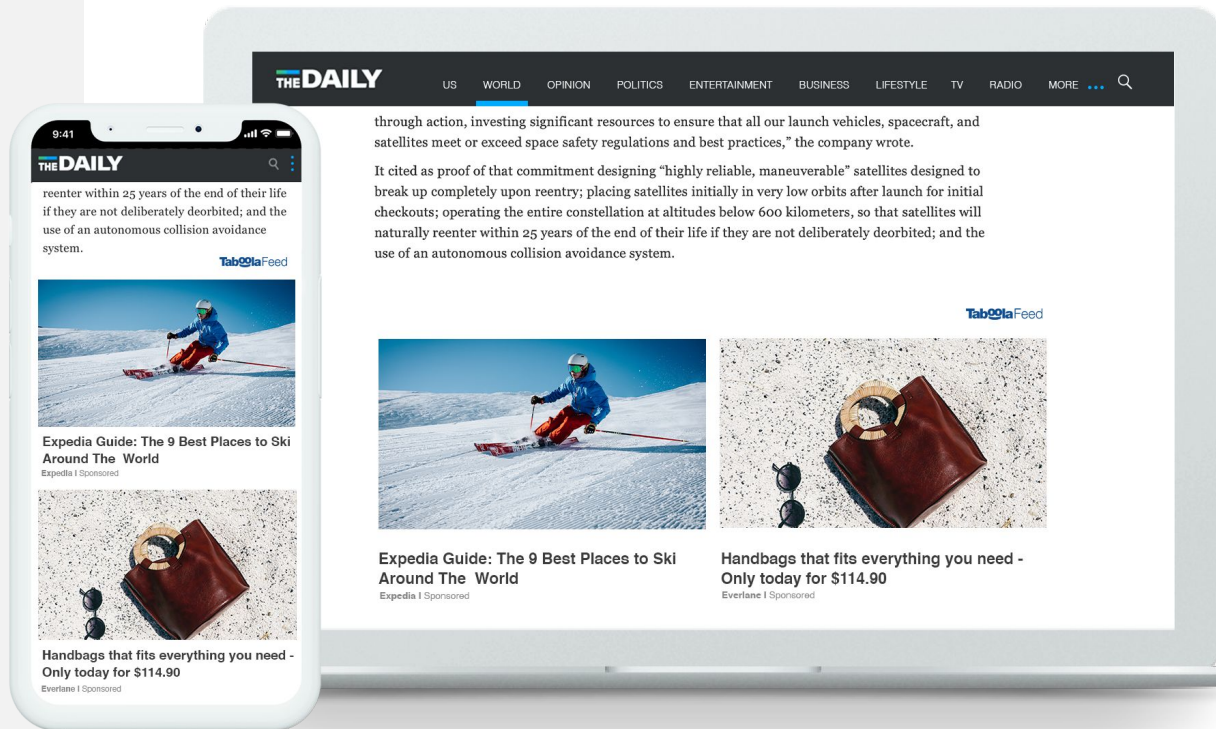


BELOW ARTICLE

- **Maximise below article value** with a familiar continuous scrolling experience.
- The mix of Sponsored Content and Editorial recommendations **boosts RPM and Session Depth**
- **No impact** on user's article reading experience



CONVERT HIGH USER
ATTENTION TO MEET
**MONETISATION AND
ENGAGEMENT GOALS**

BELOW ARTICLE

RPM

+45%



DIFFERENT
FEED
**PACKAGES
AVAILABLE**

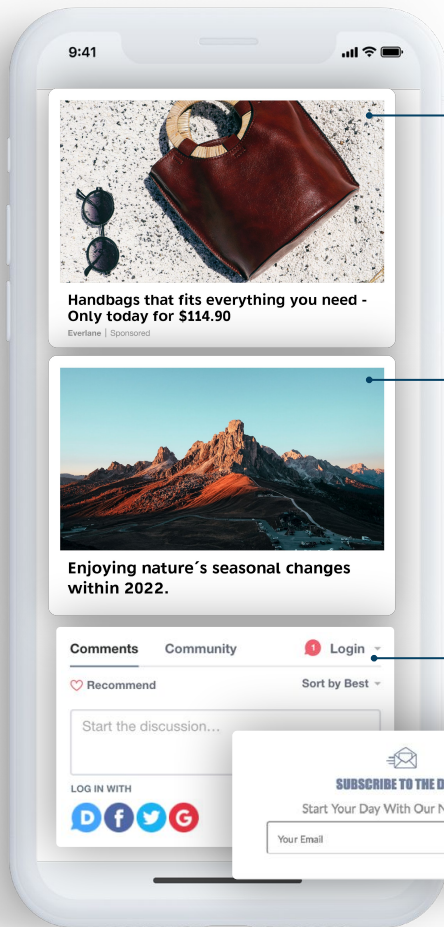
ORGANIC CTR

+95%



INSERT
PUBLISHER
**UNITS INTO
THE FEED**

TaboolaFeed



Sponsored Content

The largest content marketplace in the industry

Organic Recirculation

Maximize visitor engagement on your content

Pre-existing Publisher Units

Insert commenting platforms to banner advertising into the Feed