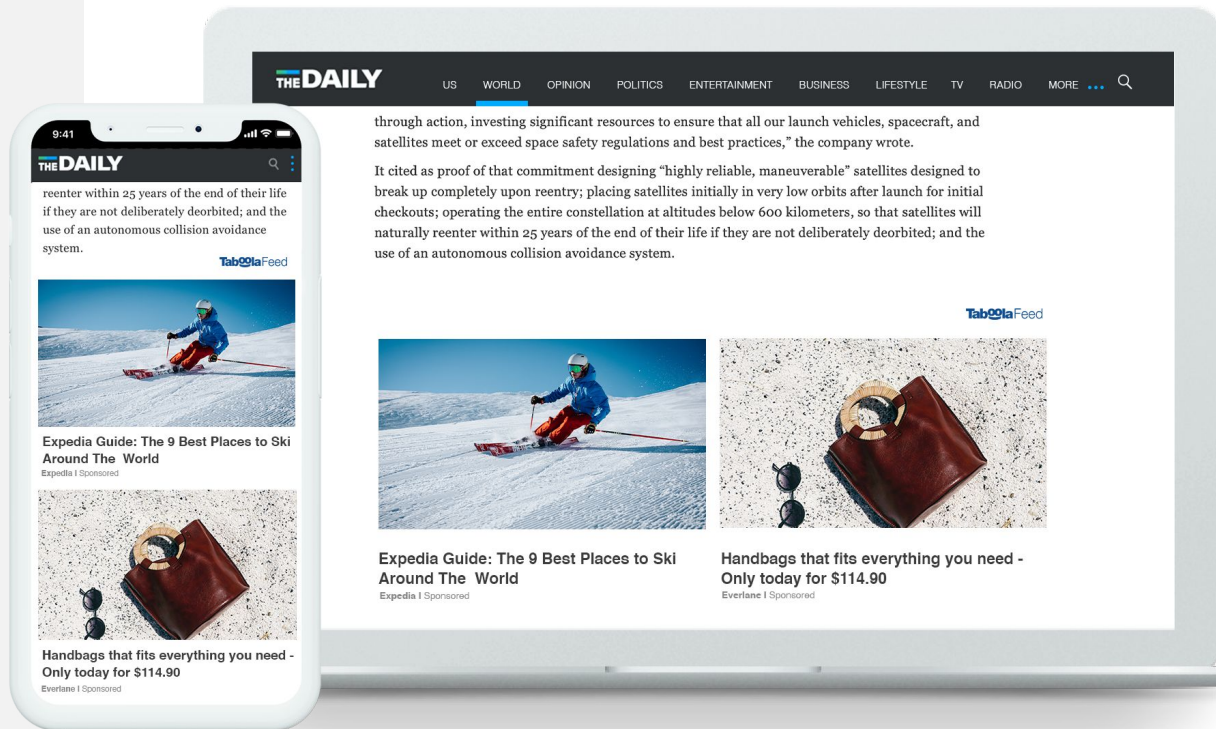


# BELOW ARTICLE

- **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 Uplift

**+45%**



DIFFERENT  
FEED  
**PACKAGES  
AVAILABLE**

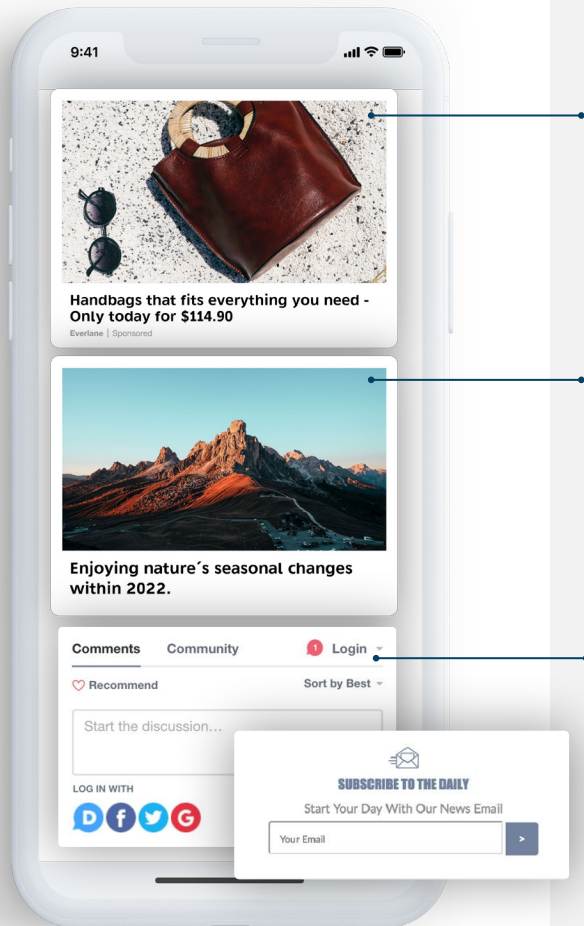
ORGANIC CTR

**3-5%**



INSERT  
PUBLISHER  
**UNITS INTO  
THE FEED**

**Taboola**Feed



## **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