

CASE STUDY

E.W. Scripps Company Maximizes Revenue and Reader Quality with Outbrain Smartfeed



Client Name

The E.W. Scripps Company

Client Type

News & Entertainment Publisher

Goal

Drive Revenue and Improve Reader Engagement

About Scripps

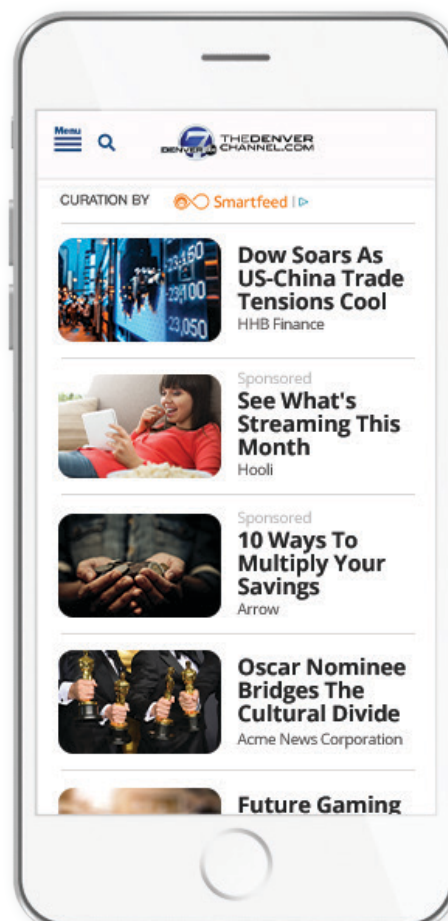
The E.W. Scripps Company serves audiences and businesses through a growing portfolio of local and national media brands. With 36 television stations, Scripps is one of the nation's largest independent TV station owners. Scripps runs a collection of national journalism and content businesses, including Newsy, the next-generation national news network; podcast industry leader Stitcher; the fast-growing national broadcast networks Bounce, Grit, Escape and Laff; and Triton, the global leader in digital audio technology and measurement services.

Goals

Increase revenue streams and promote reader engagement through a personalized experience.

Outbrain Solution

Scripps used Smartfeed to maximize revenue by creating an optimal mix of paid and organic content in an engaging feed layout, creating a continuous stream of fresh content for readers to discover. These personalized discovery feeds led to higher CTR, RPM, and internal site recirculation. Outbrain delivered a clean, curated journey based on site loyalty.





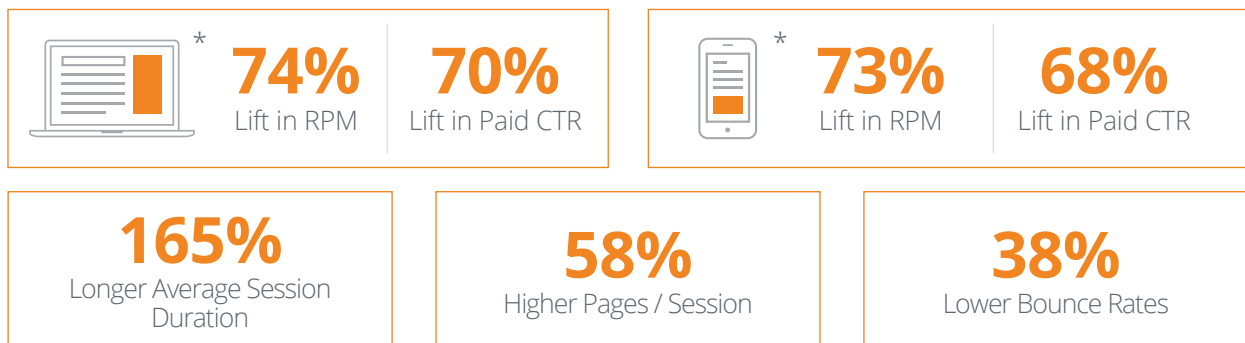
Results

Scripps experienced incredible results over time, with Smartfeed delivering and exceeding expectations through multiple monetization streams. With the introduction of Smartfeed, Scripps saw a 43% increase in direct revenue and a 15% increase in programmatic revenue.

Paid CTRs and RPM had significant lifts on desktop and mobile, particularly when combined with Scripps' site redesign.

The addition of Outbrain organic recommendations across Scripps' properties led to successful recirculation, driving an average of one million additional PVs per month, and maximized display ad revenue streams.

The Smartfeed layout also led to longer sessions on site, with more pages viewed per session and lower bounce rates, cultivating loyal and engaged readers.



*Note: Results are based on June-December 2018 results with Smartfeed and June-December 2017 without Smartfeed.

"We're thrilled with our Smartfeed results. Our site experience is clean, engaging and truly customized. Smartfeed is a major contributor to the look, feel, and functionality of our pages. The additional revenue and RPMs have maintained over time and in some cases continued to improve. Smartfeed is a solution that delivers on all of our business needs, from engagement to revenue."

Brandon Beard, *Director, Passive Revenue*, The E.W. Scripps Company



A unique digital experience for publishers and readers where every page becomes a personalized stream of content discovery.