

inFranken.de Increases Engagement and Monetization of Facebook Traffic



Background & Objectives

The Media Group Oberfranken is a multimedia service provider, including daily newspapers and magazines, online publications and digital ventures. The subsidiary inFranken.de is one of the largest regional news and service portals in Germany and is the leading portal in Franconia.

Outbrain has been working with inFranken.de since September 2018 to improve engagement and monetization while reducing high bounce rates from social traffic.

Solution

inFranken.de introduced the "Read More" button, in combination with Outbrain's recommendation technology, to improve engagement of low performing referral traffic from Facebook.

The button now appears mid-article, providing readers the choice of finishing the article or discovering other content from the publisher and Outbrain advertisers. Outbrain's proprietary interest data ensures that both internal and external recommendations included below the button are relevant to the reader. By giving more choices at an earlier time within the article, inFranken.de was able to optimize the user experience and reduce the bounce rate for Facebook traffic.

Results

By providing more opportunities for reader engagement at a crucial moment, inFranken.de was able to improve organic CTR by almost 3x, reducing Facebook referral bounce rates by 76%. Through higher engagement, the publisher was also able to increase the monetization of this traffic by 132%.



+132%
RPM

-76%
Bounce rate

+192%
Organic CTR

With Outbrain's recommendation technology, we can connect different types of traffic to our digital content. The implementation of the Outbrain technology in combination with the "Read More" button enhanced the reader experience, which resulted in a lower bounce rate and a higher level of engagement, reflected in our significantly higher CTR and revenue."

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Contact your account manager for more information on how you can optimize engagement and monetization of social traffic.