



# Gray TV Drives Organic Engagement and Increases Revenue with Smartfeed

**Vertical**

Publisher / News

**Goal**

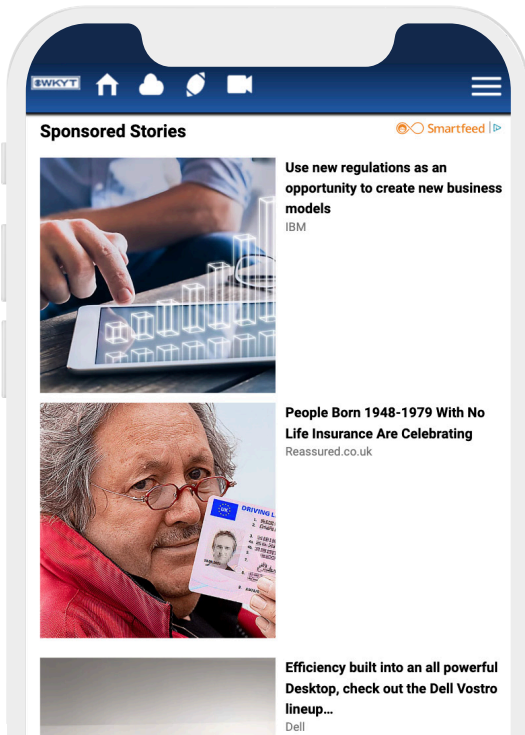
Increase RPM and total PVs across sites

## Challenge & Goals

Gray TV wanted to grow engagement on their pages, specifically improving organic traffic to all of their sister sites.

## Solution

Gray TV launched Smartfeed to capture and hold the attention of their visitors. By creating an endless stream of discoveries, their audience was able to explore content across all of Gray TV's properties. Video was also successfully incorporated to increase engagement and interaction across sites.



## Results

Smartfeed delivered, driving more organic clicks and page views to Gray TV sites while increasing RPM and paid CTR.

**Up to 69%**

increase in RPM

**Up to 175%**

increase in organic CTR

**Up to 93%**

increase in paid CTR

**55%**

increase in RPM, utilizing homepage video

Outbrain is a total revenue solution for us. Smartfeed improved RPM while fostering our commitment to quality content that captivates our audience. We continue to see impressive gains in organic content consumption across all of our sites.

– Blake Joslyn, Director of Programmatic and Yield Management, Gray Television

To learn more about achieving the highest and best RPMs, reach out to your Outbrain representative.