MediaNews Group saw results immediately after implementing Smartfeed. On average, bounce rates from Outbrain referral traffic were 34% less and session duration time was 158% greater compared to other sources. Engaging Smartfeed elements included a comments section on desktop and a carousel feature for organic content on mobile. This engagement led to higher CTRs for both paid and organic content (using Outbrain organic recommendations):

**Mobile:**
- 40%+ paid CTR lift, 60%+ organic CTR lift

**Desktop:**
- 30-60% paid CTR lift, 40-100% organic CTR lift

And active reader engagement and loyalty translated into higher RPMs. Desktop saw a 20-50% average RPM lift and mobile had a 30% lift in RPM, leading to ever-increasing revenue gains for MediaNews Group.

**Results**

With a modest amount of effort, the implementation of Outbrain Smartfeed allowed us to deliver a much more personalized experience to our readers. The ability to A/B test multiple variants has not only provided meaningful data to further enhance our engagement tactics but even more, drive direct revenue.

– Brian Vigil, Senior Director of Product, MediaNews Group

To learn more about driving revenue and increasing RPMs with Smartfeed, please reach out to your Outbrain representative.