

## Full plista Integration Significantly Increases Publisher's KPIs up to 69%!

By integrating the full suite of plista Article Widgets, a top tier publisher increased Native Ads revenue by 69%. Furthermore, the on-site recommendations provided by the plista widgets also appealed more to the reader, resulting in a 48% increase in CTR.

Revenue Uplift  
of  
**69%**

&

Increase in vCTR  
by  
**48%**

Publishers are always looking for better ways to increase advertising revenues and deliver relevant content to their readers. A long term test has proved that plista's proprietary Recommendation Technology improves monetization via more intelligently targeted content.

### About the plista Recommendation Technology

The plista Recommendation Technology is an in-house developed cutting-edge recommendation engine. Through the interplay of dozens of algorithms in real time, it enables very precise user targeting with high hit rate and low scatter loss. To provide the best possible recommendations for every user, the plista Recommendation Technology combines several technologies such as:

- Collaborative Filtering
- Behavioural Targeting
- Semantic Targeting

This way, the delivery of advertising and content can always be matched to the individual preferences of a user. Advertisers, publishers, and users alike benefit from the high relevance of plista recommendations.

### About plista

plista is a pioneer when it comes to innovative solutions for targeted digital advertising and content distribution in editorial environments. With its data-driven content and advertising platform, the Berlin company has been successfully bringing advertisers and media together since 2008 and is one of the leaders in its segment in several international markets. With its specially developed real-time Recommendation Technology, plista is able to deliver both content and advertising that matches the interests of the individual user – on all channels (online, mobile and in apps) and across all devices (desktop PCs, tablets and smartphones.)

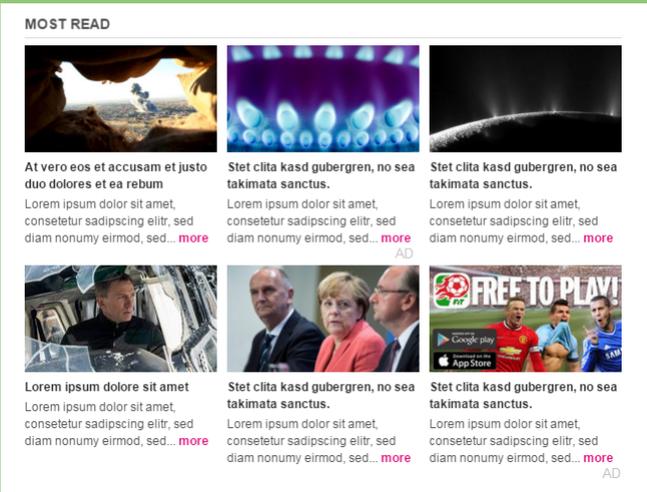
## The Challenge

A leading plista publisher compared the efficacy of recommendations provided by plista Article Widgets and self-generated on-site recommendations. Both widgets included four on-site recommendations and two targeted plista Native Recommendation Ads. The website-generated content recommendations displayed “MOST READ” articles to every user. In contrast to the plista Article Widget the self-generated recommendations did not take user-based information into account and therefore did not target the individual interests of the reader.

## Integration of plista Article Widgets

For five months, the publisher replaced its own widget with the plista Article Widget. The plista Article Widget matched the layout and size of the publisher widget, as seen in the pictures below and was marked with “THIS MAY ALSO INTEREST YOU – powered by plista”. The ad delivery in the plista Widget was based on the plista Recommendation Technology, which combines collaborative filtering, behavioral and semantic targeting, to ensure extremely precise targeting with high hit rate and low scatter loss.

**MOST READ**



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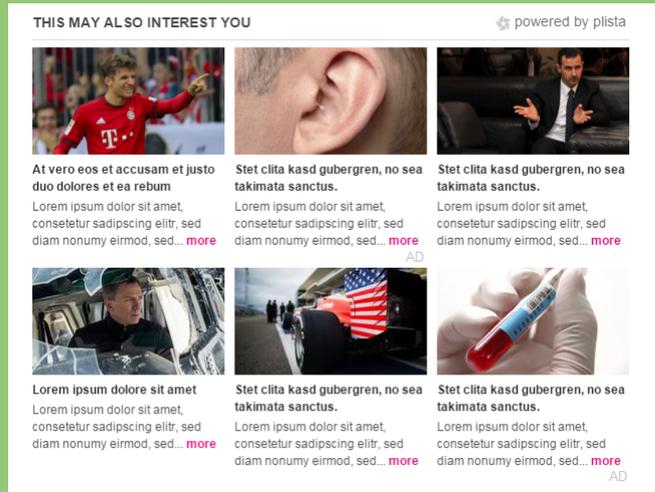
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### AdsOnly

The publisher widget contained four self-generated recommendations (most read articles) + two Native RecommendationAds by plista

**THIS MAY ALSO INTEREST YOU** powered by plista



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### Article Widget

plista Article Widget included four user-individual article recommendations + two Native RecommendationAds, both recommended by plista

## Bottom Line

### Outstanding Results

The test proves plista’s ability to deliver user-individual recommendations that are more relevant to readers. By leveraging plista Recommendation Technology, publishers are able to increase their revenue and simultaneously raise page impressions (PI).