

Television News Channel Achieves 81% Increase of eCPM through Native Design Optimization

Web design has a large influence on publishers' performance. A well designed website increases users' length of stay and leads to more page impressions. Accordingly, the accurate integration of widgets in a native format improves website KPIs and helps publishers boost their revenue. plista offers services to continuously improve widget design adaption.

A major German television news channel, reaching about 4.5 million unique users per month online, benefitted from this customer support significantly. As the site includes plista Article Widgets and Video Widgets, it achieved a plista revenue uplift of 81% by tailoring the widget to a perfect fit into website's design.

Tailored Design Increases plista Performance to a Maximum

Video Widgets
The background was redesigned transparent for a seamless integration, while the visibility stayed the same.

DAS KÖNNTE SIE AUCH INTERESSIEREN



WEITERE INTERESSANTE VIDEOS



DAS KÖNNTE SIE AUCH INTERESSIEREN



WEITERE INTERESSANTE ARTIKEL



ArticleWidget
Image und font size were adjusted and extended to match the website's look and feel. Furthermore, the adlabeling was adapted.

Significant Results



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.