

VERIZON MEDIA/YAHOO

Zemanta reaches highest user retention for Verizon Media vs other channels



VERTICAL

News Publisher

GOAL

Drive quality traffic to Yahoo's site with the goal of turning visitors into daily active users

BRAND



Challenge & Goals

Owned by Verizon Media, Yahoo is a web services company that produces daily content for its readers. Looking to acquire new users in the United Kingdom and France, the company promoted its own content through various channels, such as social, display and native.

In order to reach relevant audiences that would be most engaged with its articles, Yahoo sought a solution that would simplify the content upload process and generate high quality traffic while being efficient when it came to cost-per-click.

Solution

Using a mix of Zemanta's proprietary interest data and 3rd party segments, Yahoo found the ideal partner to match high-performing content to the most relevant audiences. By doing so, these engaged visitors would be more inclined to become active daily site users.

Zemanta set up an automatic creative upload from Yahoo's RSS feed, while pausing older creatives to ensure the content advertised was up to date.

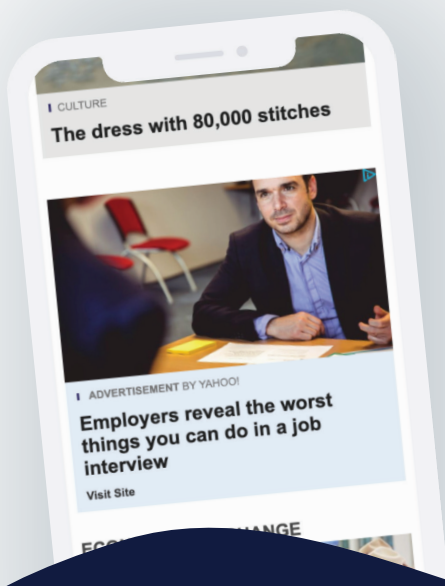
Moreover, these campaigns utilised Zemanta's Campaign Budget Optimisation feature, which automatically moved the daily spend between best performing audiences to maintain strong performance and making sure budgets were delivered efficiently.

Results

Not only did Zemanta prove to be the most effective native format, but it also outperformed social and display channels with a better retention rate in France (+50%) and the UK (100%).

In addition, through successful A/B testing, Yahoo was able to learn what type of content worked best to bring in the highest converting audience.

For instance, 'evergreen' content proved to perform better than content related to current events (e.g. "Employers reveal the worst things you can do in a job interview vs "Top tips to budget university")."



Up to 100%

higher retention rate compared to other channels

5,7% CTR

achieved on their top performing article