



Rabona Achieves +57% RPM with Outbrain's Smartlogic

Vertical: News & Media	Objectives: Engagement, Monetization	Products: Smartlogic
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Overview

Voetbal24.be is a website operated by leading media company Rabona, delivering juicy and relevant football news across the Belgian league.

Rabona sought a one-stop solution that would increase traffic to its editorial content and boost user engagement for better website monetization.

Solution

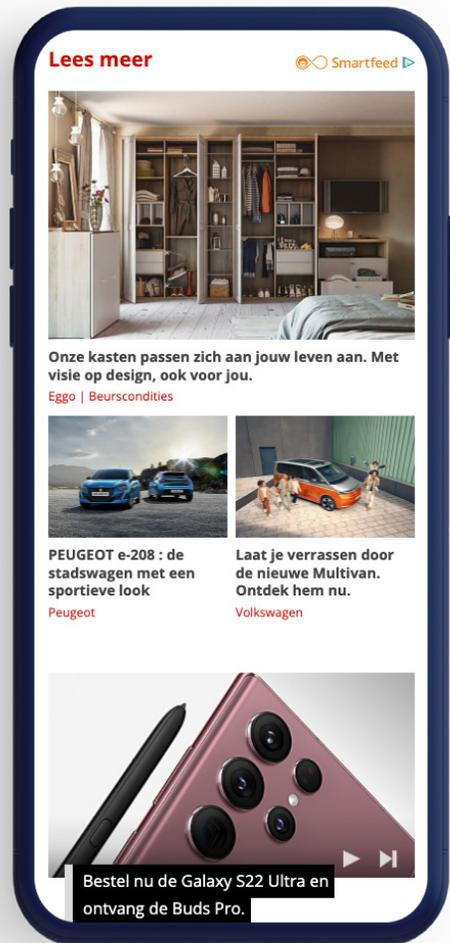
Changing consumer habits and increasing demands of the publisher industry have made it critical for media owners to provide the best user experience possible. Looking for a feed solution that optimizes the entire recommendation experience and takes personalization to the next level, Rabona implemented Smartlogic.

Smartlogic is Outbrain's latest serving logic that dynamically adjusts the arrangement and formats of content depending on performance data and publisher KPIs. Upon implementation, Rabona was able to quickly see a boost in performance for both its editorial and paid content.

Results

+57%
RPM

+19%
Editorial CTR



Smartlogic, is a real game changer for us. Through close collaboration, the Outbrain team managed to boost user engagement with our editorial content and to significantly increase our monetization. The local team always goes above and beyond, meeting our special technical requests and making sure we are in close and regular contact with them. I would recommend all media owners to seriously consider Smartlogic for their websites."

- Dennis Peeters, CEO at Rabona