



# The Spun Achieves Significant RPM Lift Driven by Outbrain

**Vertical**  
Publishers & Platforms

**Objective**  
Monetization

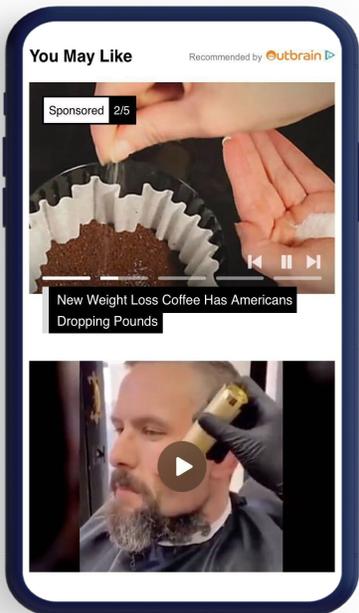
**Products**  
Smartfeed & Smartlogic

## Overview

The Arena Group is a leading tech-powered media company in the United States, owning and operating several iconic brands such as Sports Illustrated, The Street, and The Spun. In particular, The Spun is their fastest-growing sports property that reaches over 38 million U.S. readers each month with what's trending in the sports world.

## Solution

After a few months of testing with Outbrain, The Spun utilized Smartfeed and Smartlogic. By activating these products, they were able to create a feed experience that combined various paid and editorial formats within the Outbrain module, and benefited from upgraded serving logic that dynamically adapted the feeds through AI and machine learning.



## Results

As a result of utilizing Smartfeed and Smartlogic, The Spun significantly increased RPM:

**+63%**

RPM Lift to  
Desktop Widget\*

Timeframe:  
30 days pre/post  
switch

**+14%**

RPM Lift to  
Mobile Widget\*

Timeframe:  
69 days pre/post  
switch

\*Data sourced from Outbrain's internal reporting dashboard.

“Through our successful partnership with Outbrain, and particularly the adoption of their Smartfeed and Smartlogic products, we continue to scale our business and see strong revenue growth, thanks in large part to the scale that Outbrain’s global demand provides.”

- Avi Zimak, Chief Revenue & Strategy Officer, The Arena Group