THE CHALLENGE

Lacking the internal resources to build a sophisticated monetization suite, Euronews came to Marfeel with a clear mindset: increase programmatic revenue while promoting an organic user experience.

Starting with arabic.euronews.com, Marfeel focused on increasing revenues through proprietary monetization technology, while also increasing page views, engagement metrics, and returning visitors.

THE SOLUTION

Ad revenue from the page is then continually optimized using sophisticated programmatic technology, turning a better reader experience into more valuable advertising space.

This site was created with a lightweight framework that ensures high-speed load times and a strategic content layout to increase session time and user retention.

To create a total solution, Marfeel’s Platform Team implemented an app-like mobile website. This included adjusting the technology for international usage with custom integrations.

THE RESULT

The impact on Euronews’s monetization was extremely significant, with a 207% increase in programmatic revenues from May 2018 – May 2019. They also observed a 69% increase in pages per session, a 28% increase in average session time, a 38% reduction in bounce rate, and an 18% increase in total sessions. After going live with their Turkish and Arabic editions, Euronews is now rolling out Marfeel across its Spanish, Italian, and German mobile websites.

FEATURES

- Dynamic ad insertion
- Consistent brand identity
- State of the art Progressive Web App
- Supply Side Platform (SSP), aggregating millions of premium ads
- In-cloud website updates
- Local news

“...We started our partnership with Marfeel as an African audience-first site to fit our African audience needs, and we quickly reached incredible results. The elevation of our African media with the Marfeel solution came very quickly. We did it with a lean economic model, leading us to an employing this solution across all other African market editions. The most surprising thing for me the user experience, and the user experience with Marfeel meets all the needs.”

Pouya Bouzidi
Head of Digital Products
Euronews

Avda. Josep Tarradellas 20-30, 6th Floor
08029 Barcelona, Spain
ES +34 93 178 59 50
US (+1) 917 341 25 40
Contact us

Euronews is an international news channel, broadcasting in 12 languages and reaching more than 200 million households worldwide. In addition to their television channel, Euronews provides a full digital offering with 15 websites, 4 apps, and a wide range of other digital assets. They deliver the stories that matter in an impartial manner. Their promise is that ‘all views,’ and ‘all voices’ are ‘all welcome’.