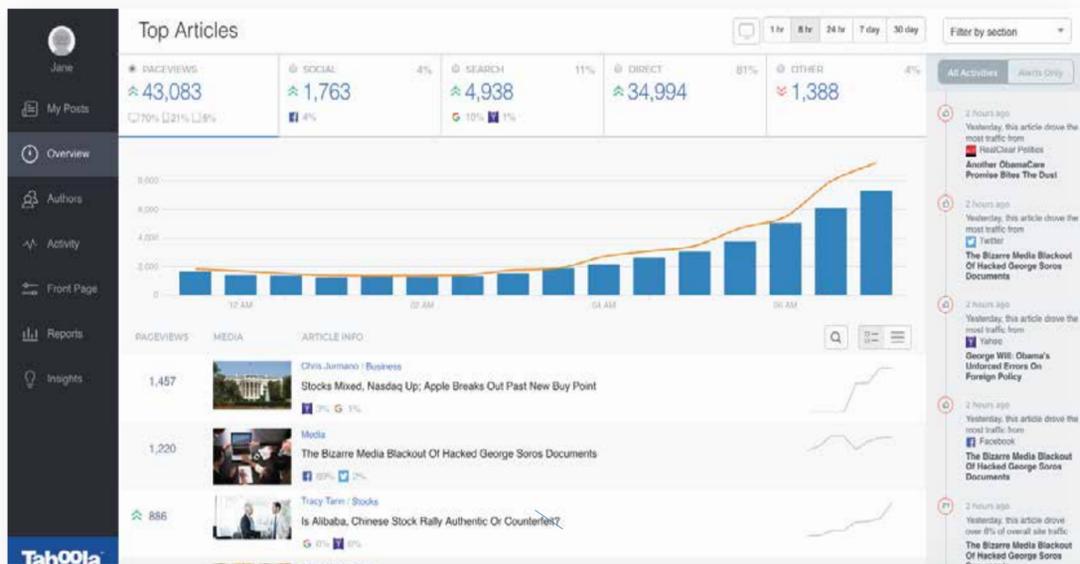


Build New Audiences with Actionable Data Insights

Powered by Taboola's predictive engine and massive data set of over a billion internet users, Taboola Newsroom arms writers and editors with actionable data insights that help build new audiences and increase engagement with content.

Track content performance in real-time

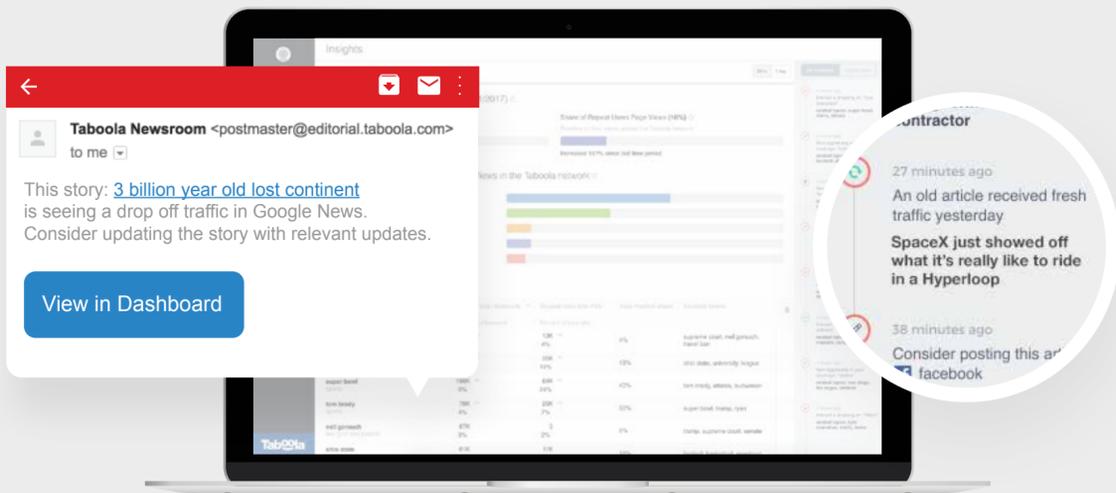
Get real-time and historic data about your content's performance. Track page views and the speed at which traffic is being accrued and segment by referral traffic type, section or author.



Drive more views by acting on automated alerts

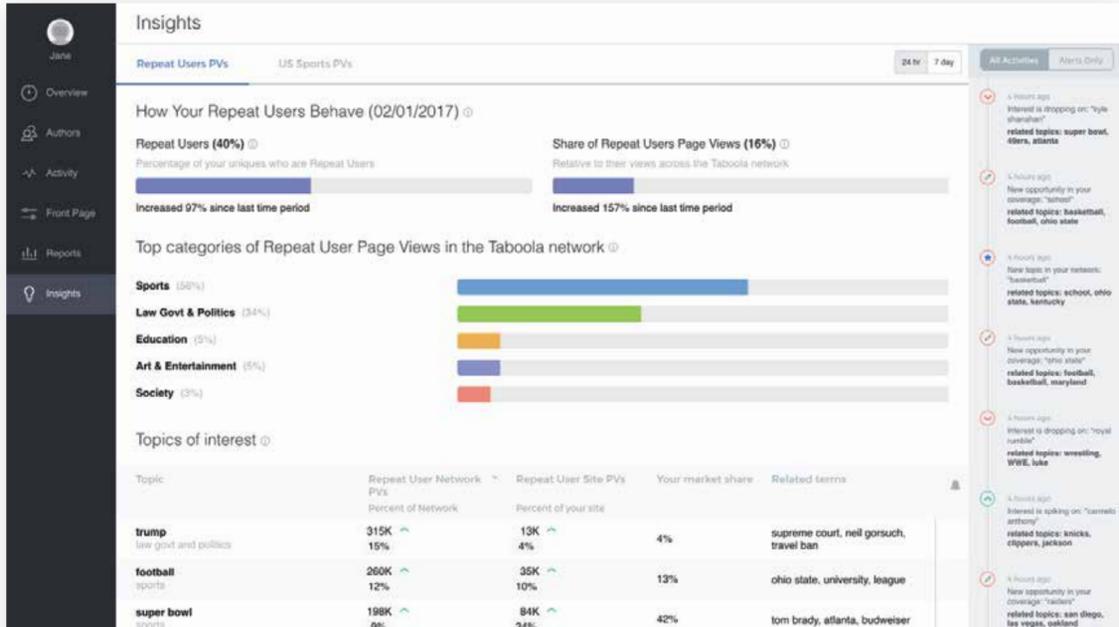
Taboola's predictive engine gives you advice on how you could drive more views to your content by automatically detecting opportunities such as meaningful spikes and drops around content, videos and social engagements, and increases in traffic from specific sources.

You can choose to receive these alerts in the dashboard, by email or via Slack.



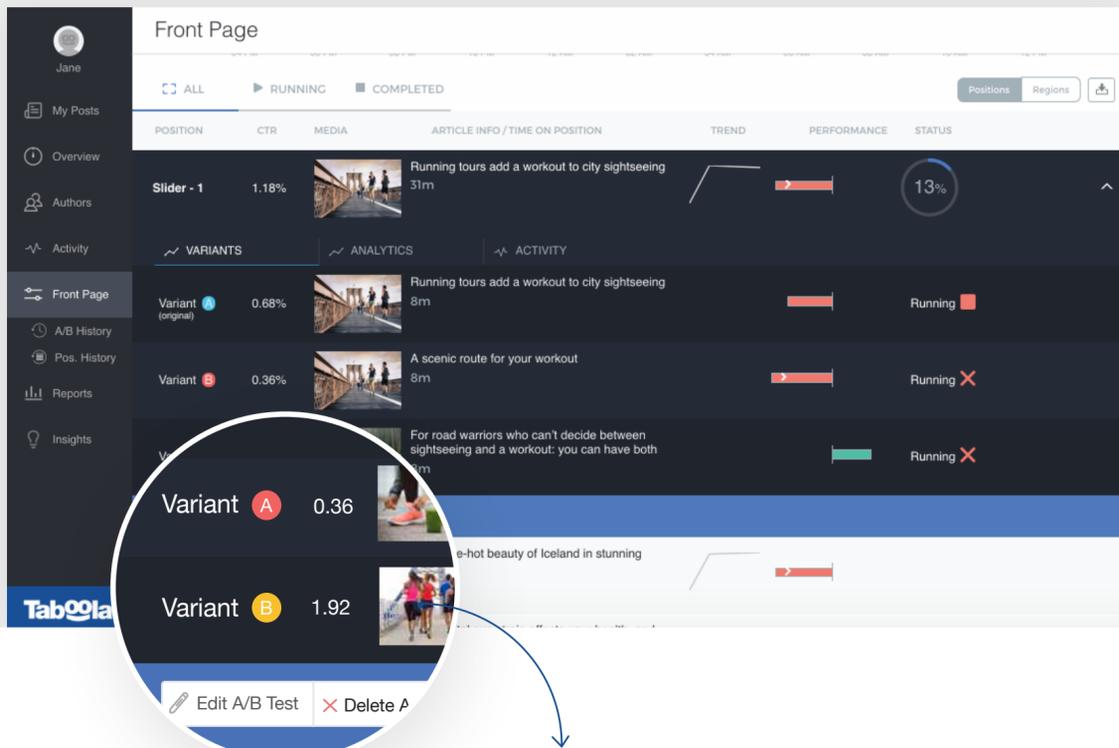
Make informed coverage decisions with insights from across the Taboola network

Leverage the breadth of the Taboola network to identify the topics your users are reading on your site as well as on other sites. Taboola spots emerging and waning interests and provides a rich dataset to inform short and long term coverage decisions.



Optimize your homepage to increase engagement

Taboola Newsroom continuously monitors your homepage and alerts you as soon as performance varies significantly from your baselines, so you can quickly adjust content selection or leverage powerful content items for extra promotion.



A/B test headlines and visuals

A/B test variations of your headlines and visuals to determine the ones that drive the most clicks, then go live with the winning combination without having to access the CMS.