



Case Study



NEWS, POLITICS, FINANCE

How Matterkind Helped The Economist Decrease Subscription CPA by 55% with the Taboola Programmatic DSP

matterkind

**The
Economist**

"We needed a seamless way to transition direct buying activity over to programmatic buying via DSP. Taboola's account management went over and beyond, delivering training, strategy sessions, and data-driven insights to ensure that we over-performed vs. direct buying and KPI's. This activity has now formed a key part of our always-on programmatic performance strategy."

Otis Smart,
Operations Director, Matterkind

55%

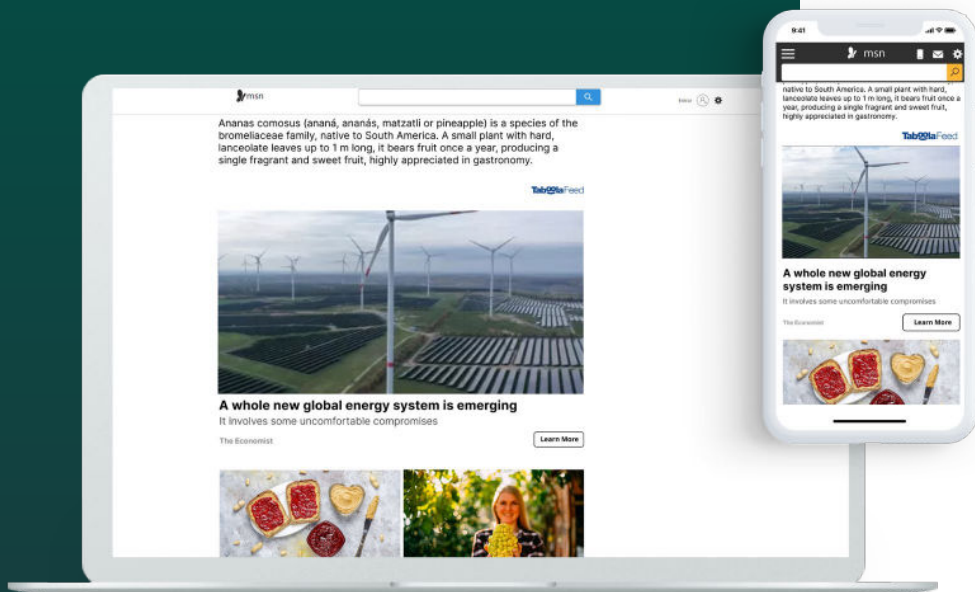
Decrease in Subscription CPA

28%

Increase in vCTR



Case Study



Matterkind Helps The Economist Launch Taboola Native Ads Across Premium Publisher Sites

COMPANY

Matterkind, IPG's activation intelligence company, drives better business outcomes while putting the customer experience first. **The Economist** is an authoritative global news and analysis publisher, offering print and digital subscriptions.

CHALLENGE

Matterkind needed to help its client, **The Economist**, transition from direct buying to programmatic buying in order to increase subscriptions.

SOLUTION

Matterkind ran **The Economist's** programmatic ads through the **Taboola** DSP and used the **Taboola Pixel** to monitor on-site engagement.

RESULTS

With the **Taboola** DSP, **Matterkind decreased subscription CPA by 55%** and **increased vCTR by 28%** for **The Economist**.



Introduction

Matterkind drives better business outcomes while putting the customer experience first. Through the lens of conscious marketing, they employ ethical data and patented applications to deliver addressable activation intelligence. **Matterkind** strengthens connectivity between brands and their audiences through trusted partnerships, excellence, and expertise. **Matterkind** is a part of **Kinesso**, the marketing technology unit of **The Interpublic Group of Companies, Inc. (IPG)**.

The Economist is a UK-based authoritative global news and analysis publisher, offering print and digital subscriptions. **The Economist** delivers fair-minded, fact-checked coverage of world politics, economics, business, science, and technology.





Matterkind Seamlessly Runs Programmatic Campaigns Through the Taboola DSP

Matterkind was eager to help its client, **The Economist**, increase digital subscriptions while lowering costs. While **The Economist** was already running social, display, and native ads, they needed to transition from direct buying to programmatic buying. With programmatic buying, **Matterkind** and **The Economist** could launch targeted ads at scale across the open web, expanding their reach and driving more potential subscribers to the publisher's website.

That's when **Matterkind** turned to **Taboola**. **Taboola** powers recommendations for the open web, helping advertisers reach over 500 million daily active users across over 9,000 leading publisher sites and apps.

As one of **Taboola**'s strategic agency partners, **Matterkind** was able to seamlessly connect **The Economist** to the **Taboola** DSP and start launching programmatic ad campaigns. **Taboola** worked directly with **Matterkind** throughout the entire process, training and up-skilling their team to use the **Taboola** DSP most effectively and enhance performance.

Together, **Matterkind** and **The Economist** built custom **Taboola** Image Ads — sponsored content units featuring a thumbnail, headline, description, and call to action. Each ad led to a specific article from **The Economist**, targeted to each reader's interests. Once they clicked through, audiences could continue reading and eventually subscribe for more content.

With close collaboration and hands-on support, **Matterkind** also introduced the **Taboola** Pixel onto **The Economist** site. With the **Taboola** Pixel, **Matterkind** could monitor on-site engagement and see which ads led to subscription sign-ups. This allowed **Matterkind** to better understand the true value of **Taboola** Ads and unlock new opportunities for campaign optimization.

The result? By running programmatic campaigns through the **Taboola** DSP, **Matterkind** was able to lower subscription **CPA by 55%** and **increase vCTR by 28%** for **The Economist**.