outbrain

CASE STUDY

Bizportal

How Bizportal, Israel's First Online Financial Portal, Grew its RPM with Smartlogic

Vertical	**Goal**
Business & Finance	RPM increase

Background

Bizportal is Israel's first online financial portal. Established in 1995 as a web-based repository for financial reports, it has since developed and grown in scope. Today, the site specializes in economics, business and finance, and is the leading website in Israel in the field of capital markets.
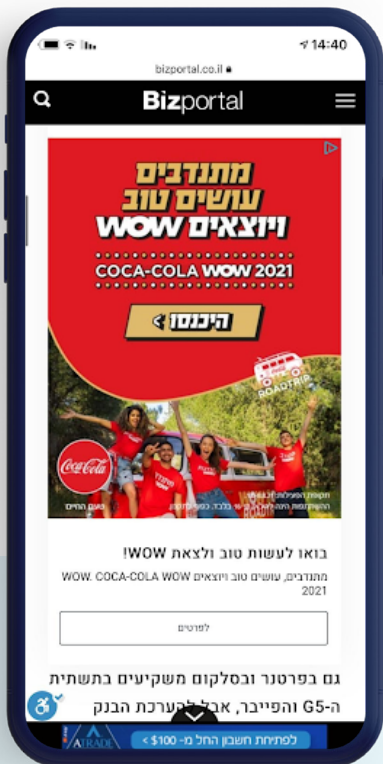
The website regularly publishes commentary, news and ongoing financial analyses from Israel and around the world in the areas of capital markets, the economy, real estate and consumer finance.

Bizportal partnered with Outbrain to provide its site visitors with unique, personalized content recommendations. At the same time, Bizportal aimed to improve the user experience and increase site revenue.

Solution

Outbrain Smartlogic is an exclusive tool that supports the development of unique, personalized experiences for web users. Smartlogic customizes the user experience in three key ways:

- **Optimize Card Selection:** Drives the highest organic CTR & RPM by serving the best performing card formats.

- **Optimize Card Blend:** Adjusts KPIs by dynamically blending the right card ratio & order.

- **Optimize Card UI:** Applies subtle yet impactful UI personalization to the card formats, adding a further layer of personalization and boosting engagement rates.

Results

In the three months after adopting Smartlogic, Bizportal saw **RPM increase of 196%**, compared to the previous three-month period, and a **100% increase in paid click through rates.**

196%
RPM increase (in the 3 months after Smartlogic adoption vs. the 3 months before)

100%
Paid CTR increase

"I am very pleased with our long-term partnership with Outbrain, and welcome the innovation it brings. Smartlogic has driven a significant increase in site revenue and a definite enhancement to the user experience, while preserving the current look and feel of the Bizportal site."

– Avishai Ovadia, Owner