



Have partnered to provide Brightcove Express customers the ability to offer videos from anywhere on your site.



The benefits

- Drive viewer engagement
- Keep people on your site longer
- Get more views for your most valuable content
- Videos are easy to find
- Daily on-line reporting to track the performance of your video content

Summary

- Taboola predicts what video people want to watch next better than anything else
- Taboola widgets can be used on **home**, **story**, and **video** pages to recommend videos and drive more video views
- Simple integration:(1) provide your Brightcove publisher number and media API key, and (2) paste 1 line of JS/AS snippet on all pages where you would like the Taboola widget to render

Business model

- Brightcove Express \$499.00 customers pay \$59.00 to Taboola.
- Taboola includes targeted text ads. (all ad revenue retained by Taboola)
- Brightcove Express customers who would like Taboola ads removed pay \$99.00.
- Brightcove Express customers in other tiers should contact their account manager for more information.

Effectiveness of Recommendations

Taboola establishes an ongoing A/B system. While the Taboola widget looks the same, 1% of the users see alternative recommendations such as “more from category”, “popular”, and the rest of the 99% see Taboola’s technology driven recommendations. This allows our publisher to evaluate the lift created by Taboola.

Need Help?

Contact us,

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