

## How Times of Israel Boosted Programmatic Revenue with Tappx



### An overview

Times of Israel, a leading digital news platform with global reach, partnered with Tappx to unlock premium programmatic monetization while preserving a high-quality user experience. Through advanced SSP capabilities and seamless integration with Amazon TAM, Times of Israel achieved significant revenue growth and improved ad performance in both display and video formats.

### The challenge

- **Goal:** Maximize programmatic revenue from global demand while ensuring a safe, seamless, and engaging experience for users.
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### The solution

#### Strategic Integration via Amazon TAM

In December 2023, Tappx joined forces with Times of Israel through Amazon TAM, unlocking a powerful monetization engine backed by high-intent demand and real-time bidding. Tappx supported this integration by providing:

- Access to high-quality, global demand partners
- Real-time performance reporting and actionable insights
- Competitive CPM floor pricing across inventory
- Consistent yield optimization tailored to display and video environments

This setup ensured transparency, scalability, and control—key elements for long-term revenue success in premium publishing.

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### The results

The partnership delivered immediate and measurable outcomes. In just one month of activity (Jan–Feb 2024), Times of Israel saw:

- **+399% increase** in programmatic ad revenue
- **Improved KPIs** across both display and video ad formats
- **Full brand safety** and a preserved user experience
- **Consistent yield improvements** across placements and formats

**399%+**

Programmatic revenue  
growth (Jan–Feb 2024)

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*"Partnering with Tappx has been a great experience. They are easy to work with, highly communicative, and have quickly become one of our top bidders on TAM. I'd definitely recommend reaching out to them."*



**Danny Zarek**

Head of Revenue at Times of Israel

### About Times of Israel

Founded in 2012, Times of Israel is a globally recognized online news organization covering developments in Israel, the Middle East, and Jewish communities worldwide. With millions of monthly readers, Times of Israel delivers in-depth reporting and independent journalism across multiple languages and digital platforms.

Learn more: <https://www.timesofisrael.com>

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