

THE  **TIMES**

NATIVE FEATURES

CASE STUDIES

NATIVE FEATURES CASE STUDIES

DATA - 2023 FEATURES

AVERAGE
ARTICLE CLICKS:

715

AVERAGE
BANNER
IMPRESSIONS

13,232

AVERAGE
CAMPAIGN
VIEWS:

18,050

AVERAGE
DWELL TIME:

2M, 35s

THE HIGHEST
NUMBER OF CLICKS
ON A SINGLE
ARTICLE:

3,190

THE HIGHEST
NUMBER OF BANNER
IMPRESSIONS ON A
SINGLE ARTICLE:

61,778

THE HIGHEST
NUMBER OF VIEWS
ON A SINGLE
ARTICLE:

21,713

THE HIGHEST
DWELL TIME ON A
SINGLE
ARTICLE:

4M, 42s

Average figures collected from native features between January 2023-December 2023

*Data is captured during campaign period which ends when minimum contracted views are achieved.

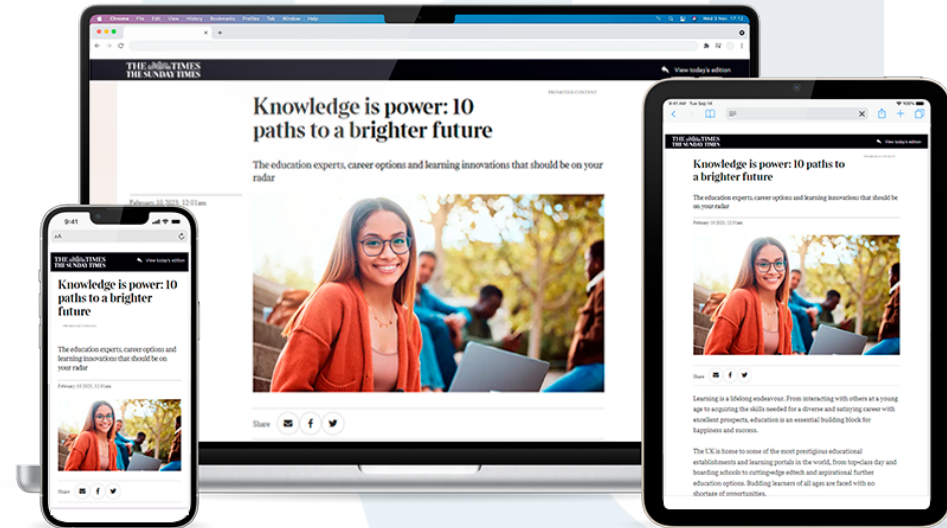
Contractual Agreements: 17,000 unique page

NATIVE FEATURES CASE STUDIES - **CAMPAIGN**

CASE STUDY 1

FEATURE:
EDUCATION CHECKLIST
PUBLISHED ON FEBRUARY 10, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

18,155

ARTICLE CLICKS:

742

ARTICLE DWELL
TIME:

3M,34s

HIGHEST ARTICLE
CLICKS
(**REPTON SCHOOL**):

168

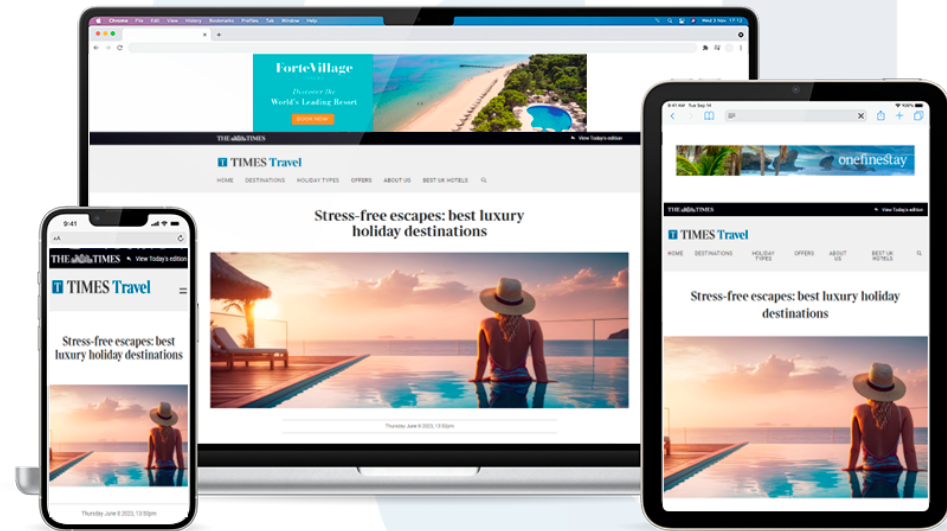
DATA PROVIDED BY NEWSUK ON 1 MARCH 2023

NATIVE FEATURES CASE STUDIES - **CAMPAIGN**

CASE STUDY 2

FEATURE:
TRAVEL CHECKLIST
PUBLISHED ON APRIL 28, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

17,796

ARTICLE CLICKS:

1,538

ARTICLE DWELL
TIME:

3M, 1s

HIGHEST ARTICLE
CLICKS
(**MAFTEN HALL**):

556

NATIVE FEATURES CASE STUDIES - **CAMPAIGN**

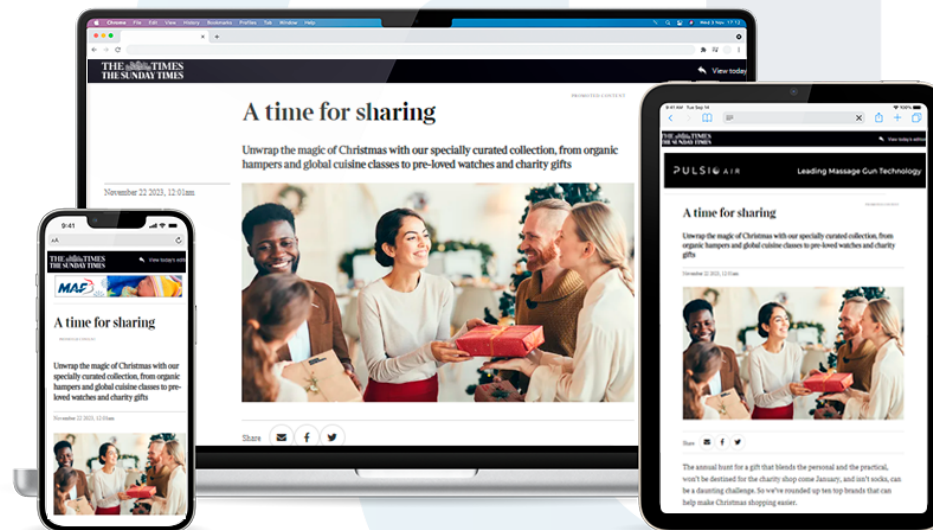
CASE STUDY 3

FEATURE:

CHRISTMAS CHECKLIST

PUBLISHED ON NOVEMBER 22 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

19,491

ARTICLE CLICKS:

3,190

DISPLAY AD
IMPRESSIONS:

25,681k

HIGHEST ARTICLE
CLICKS (**EMBER**):

2,829

NATIVE CASE STUDIES - CLIENT SPOTLIGHT

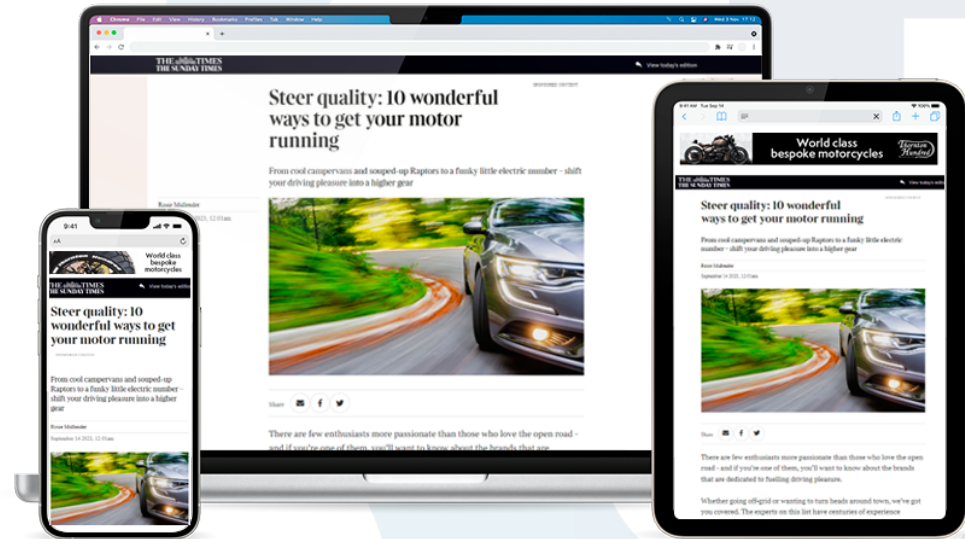


FEATURED IN:

MOTORING CHECKLIST

PUBLISHED ON SEPTEMBER 14, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

17,914

THORNTON
ARTICLE CLICKS:

617

THORNTON DISPLAY
AD IMPRESSIONS:

1,615

ARTICLE DWELL
TIME:

2M,54s

DATA PROVIDED BY NEWSUK ON 19 OCT. 2023

NATIVE CASE STUDIES - CLIENT SPOTLIGHT

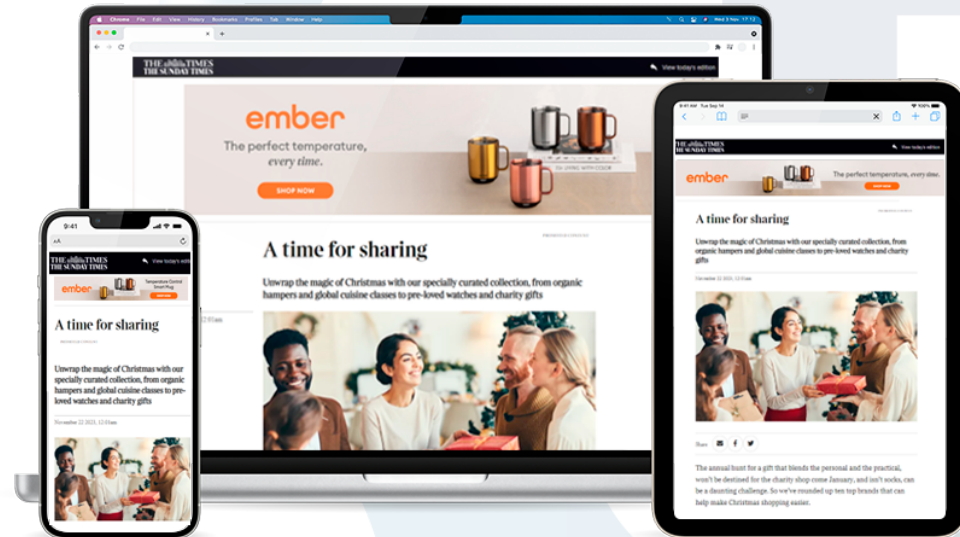
ember

FEATURED IN:

CHRISTMAS CHECKLIST

PUBLISHED ON NOVEMBER 22 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

214k

EMBER ARTICLE
CLICKS:

2,829

EMBER DISPLAY AD
IMPRESSIONS:

2,500

EMBER
DISPLAY AD CLICKS:

60

DATA PROVIDED BY NEWSUK ON 28 DEC. 2023