

TIME

Time.com becomes an even more essential destination

loomia

Delivering your next best click

Loomia's Content Discovery offers Time.com readers a richer experience, while directly supporting the site's revenue goals

The Challenge

Reaching over 18 million unique users and serving over 140 million page views per month, Time.com sets the standard for authentic and authoritative online journalism.

When Time.com redesigned their site in 2008, the goal was not just to increase page views per visit, but also to provide visitors with a more compelling experience. They also wanted to help readers discover the tens of thousands of stories in its archives, dating back to the magazine's founding in 1923.

The Solution

Time.com chose Loomia's Content Discovery solution because it increases revenue for publishers by linking readers to articles that are most relevant to them, generating more clicks and providing a unique personalized experience to each user, all while boosting advertising value.

The Results

Time.com is pleased with Loomia's ease of operation and the site visitors are regularly discovering more of the news and insights of the day as well as more of the modern world's history. This contributes to increased time on site, improved reader experience and it increased advertisement views.

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"We've been very pleased with Loomia Recommendations. The quality of the recommendations is directly responding to our goal of providing an authentic, insightful, and engaging experience. We're looking forward to working with Loomia on new capabilities to make Time.com an even more essential place for our readers."

Shivani York, Director of Product Development, Time.com