

Proto Thema integrates Gamesnacks



Protothema.gr, the leading Greek news website, sought to increase user engagement, time spent on site, and revenue. Recognizing that news content alone was insufficient to achieve these goals, they implemented Gamesnacks, a gaming platform supported by Google and integrated with Google Ad Manager.

The challenge

Protothema.gr faced the challenge of maintaining reader interest and increasing user engagement in an increasingly competitive online news landscape. They recognized an opportunity to leverage gamification to enhance the user experience and drive revenue.

The approach

Protothema.gr conducted research and identified Gamesnacks as a suitable solution. The platform offered a wide range of games playable on all devices, seamless integration with GAM, and an attractive revenue-sharing model. The integration process was straightforward, and Protothema.gr prominently featured the Games section on their websites.

The results

Users

10K users a day playing games

Time & Engagement

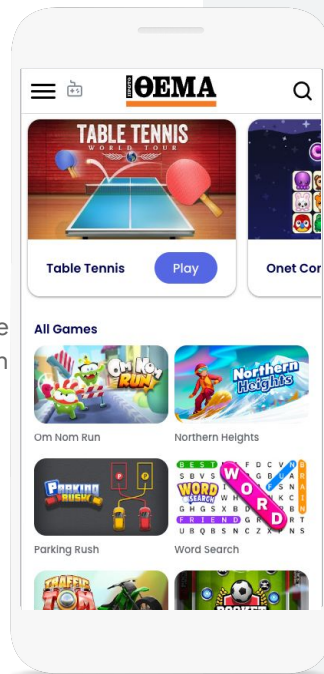
+69% increase on time spent on site

Viewability

98% viewability

eCPM

40% increase in eCPM



"News media publishing is becoming more of a source of entertainment rather than a source of news updates. Every app is now competing for the same pool of user attention across gaming, streaming, social media and news "

-Nikos Iliopoulos, Internet & New Media Director, Protothema

"I'm thrilled that our integration of Gamesnacks has significantly enhanced user engagement and opened new revenue streams in our competitive online news landscape."

-Yannis Bistogiannakis, Head of Advertising Operations, Proto Thema