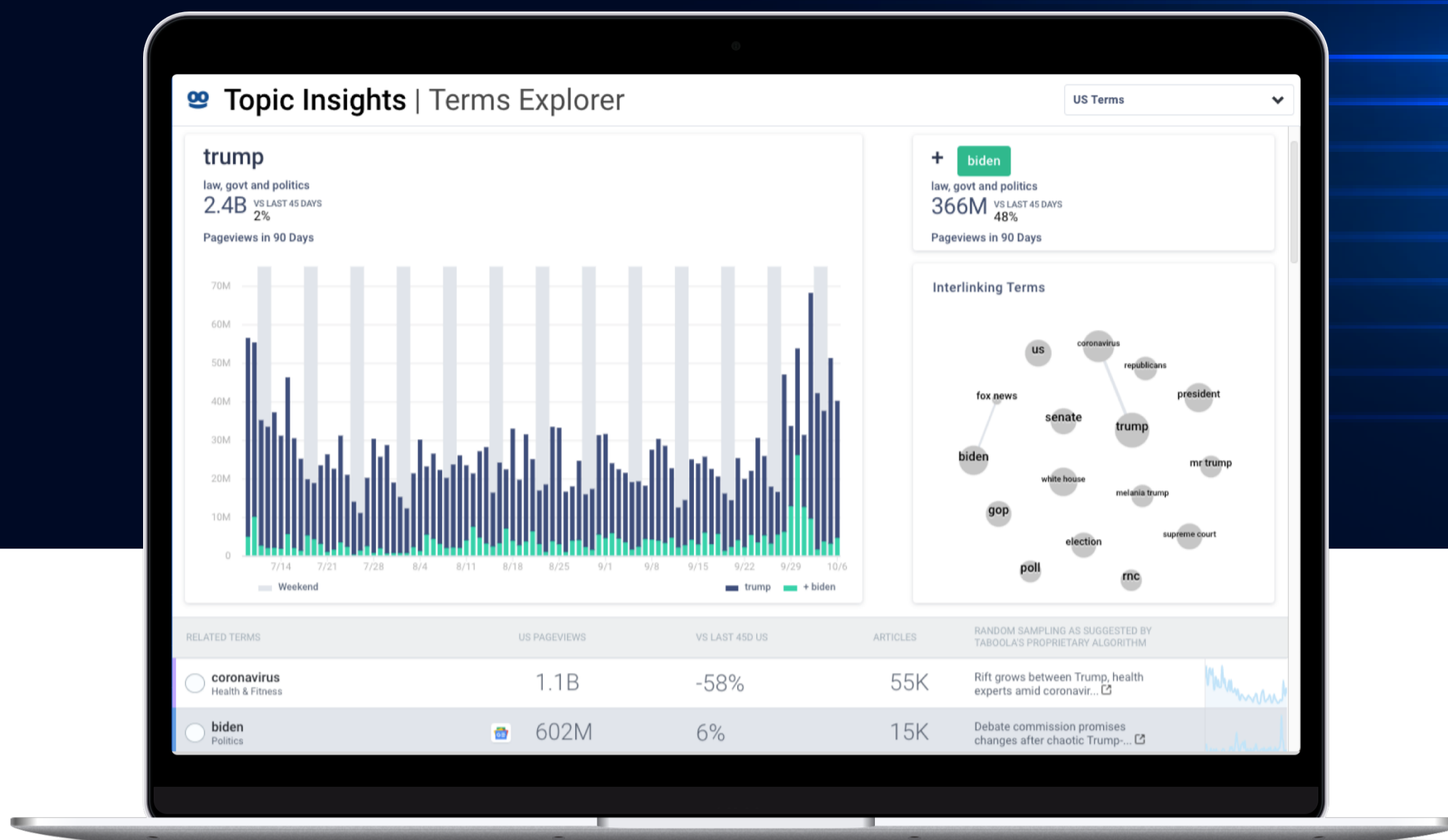


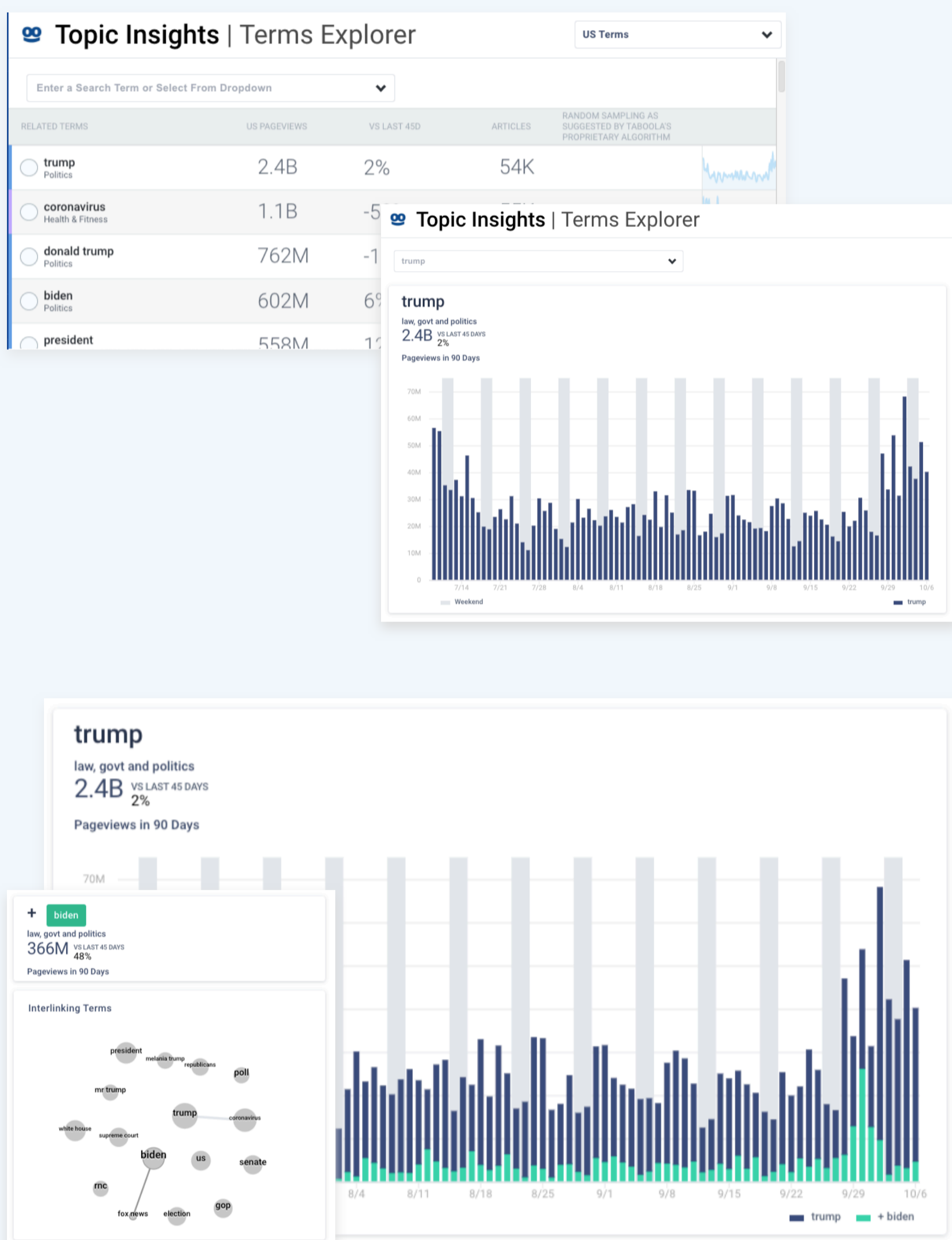
TERMS EXPLORER

Utilize this new data insight tool to discover new readership interests.



WHAT IS TERMS EXPLORER?

Terms Explorer helps publishers identify terms and interlinking topics across the open web.



- Search directly or explore trending terms to see what people are reading about.
- Access 90 days of article traffic and article count performance to identify trends.
- Overlay interlinking terms to understand how they impacted overall traffic coverage.

HOW DO I GET STARTED?

- 1 Sign in to Newsroom.
<https://newsroom.taboola.com>
- 2 Click on Topic Insights.
Select Terms Explorer.
- 3 Enter a term in the search bar or explore the list of trending topics that audiences have been reading about.
- 4 See traffic over 90 days for every term and hover over interlinking topics to see how they impacted the traffic.