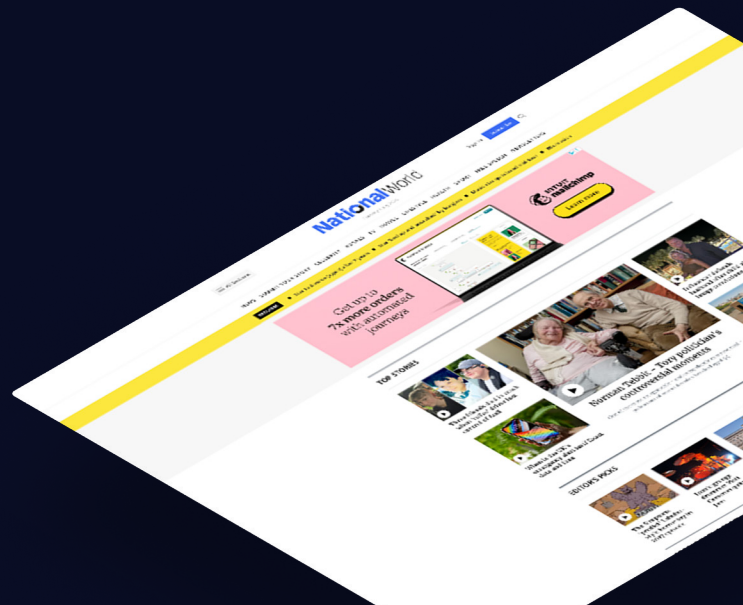


National World

NationalWorld enhances engagement and boosts revenue with SmartFrame

About NationalWorld

NationalWorld is one of the UK's leading media brands, with a mission to deliver incisive, informed, intelligent coverage of issues that matter. Based in Leeds, the organization focuses on regional and local journalism, with a portfolio of over 100 newspapers and websites, including *The Scotsman* and *The Yorkshire Post*.



Background

NationalWorld was keen to explore tools that could boost revenue while enhancing its audience's user experience and preserving editorial quality. These factors, along with the free and unlimited nature of SmartFrame's platform, led to the company adopting SmartFrame towards the end of 2024.

Objectives

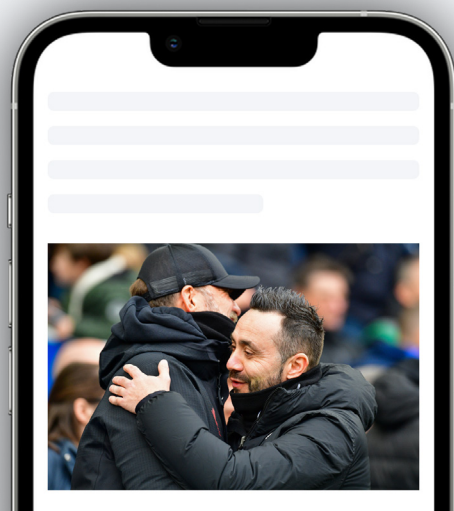
The company set out to enhance its digital presence, with a focus on revenue growth and audience engagement. The strategy centered on improving visual content to attract a younger demographic and increase on-site interaction.

Key objectives

- Boost revenue while preserving editorial integrity
- Enhance articles to improve reader engagement
- Increase dwell time per page
- Modernize content to appeal to younger audiences
- Diversify visual content to benefit engagement and SEO

104,220

Number of impressions recorded for the most popular SmartFrame image embedded on a NationalWorld site to date.



Solutions

SmartFrame was implemented at scale across sports sites in November 2024. The SmartFrame team provided editorial leads with weekly updates and gallery suggestions, helping them source relevant images, particularly during major events like the Six Nations Rugby tournament in early 2025.

Key strategic actions:

- **Replacing low-engagement gallery images** with embedded media in editorial content
- **Increasing the use of high-quality SmartFrame images** to boost visual appeal
- **Supporting longer-form content** to deepen reader engagement
- **Expanding SmartFrame adoption across titles**, starting with “World” brands (for example, *LondonWorld* and *LiverpoolWorld*) and scaling to 20–25 sites over time

Results

NationalWorld has seen several improvements since implementing SmartFrame.

✓ **28% increase in dwell time**

Measured on sports pages that featured SmartFrame images and longer-form content, compared to the same pages six months earlier.

✓ **25–30 seconds longer dwell time**

Measured on sports pages that featured SmartFrame images, compared to news articles.

✓ **19% revenue growth**

This was despite a 12% drop in page views in the same period, a consequence of removing gallery content.

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SmartFrame has disrupted the licensing landscape by providing millions of high-quality images for free, while also compensating publishers for their use. Its image libraries consistently impress, making it the leading solution in the marketplace.



Martin Crawford

Digital Strategy Lead – Sport
NationalWorld

Looking ahead

As a result of the success in the sports vertical, NationalWorld has now started to use SmartFrame more broadly across its editorial portfolio.

Want to understand how SmartFrame can bring the same benefits to your business? Head to smartframe.io today.