

FROOMLE x De Telegraaf

De Telegraaf has the largest reach of all daily newspapers and is in contact with more than 50% of the Dutch population. In plain language, close to the reader. Through paper and digital channels, they reach more than 7.8 million people. On this one-pager we show some of the amazing results from our collaboration with De Telegraaf.

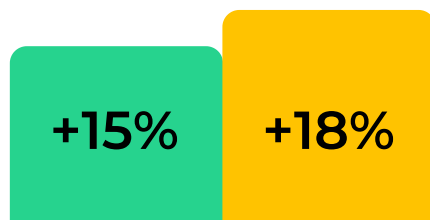
WHEN	WHERE	A/B TEST ON	MODULE
18/2/22 29/3/22	HOMEPAGE	LOGGED IN USERS	RECOMMENDED FOR YOU

#1 Increased Engagement

> CTR of personalized recommendations

> Overall Page CTR

■ Mobile ■ Desktop



+3%

AFTER DEPLOYING
FROOMLE

#2 Increased Diversity of the Homepage

> Number of different articles being shown

> Number of different categories being represented

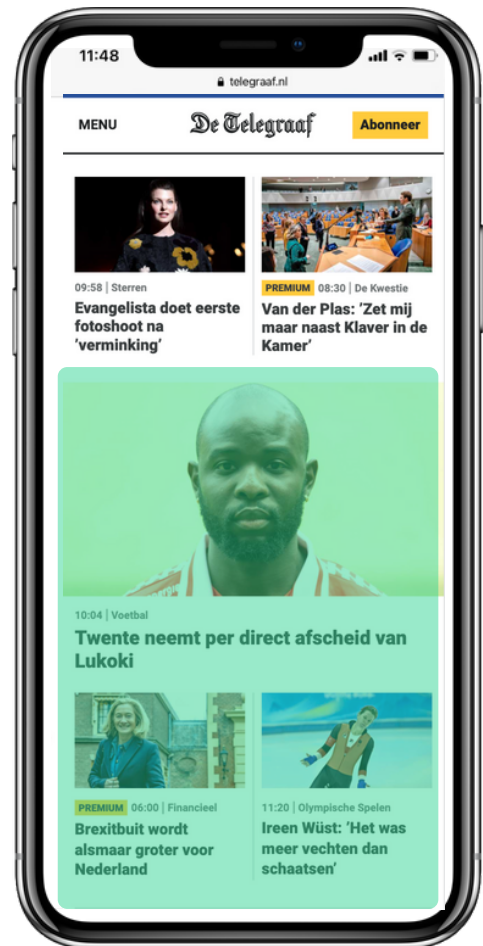
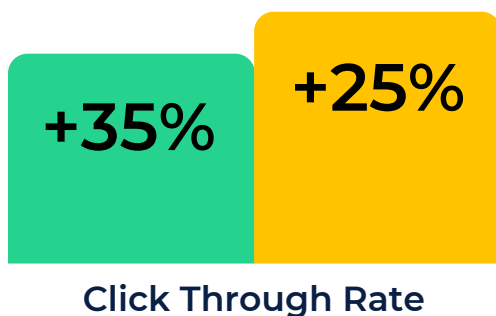
■ Manual ■ Froomle



#3 Proven consistent results in various positions

- New test on a lower position with more recommendations

■ Mobile ■ Desktop



About Froomle

Froomle offers a modular recommendation platform, enabling effortless creation of AI based personalized experiences across digital channels for News companies that want to improve online performance for their publications.

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