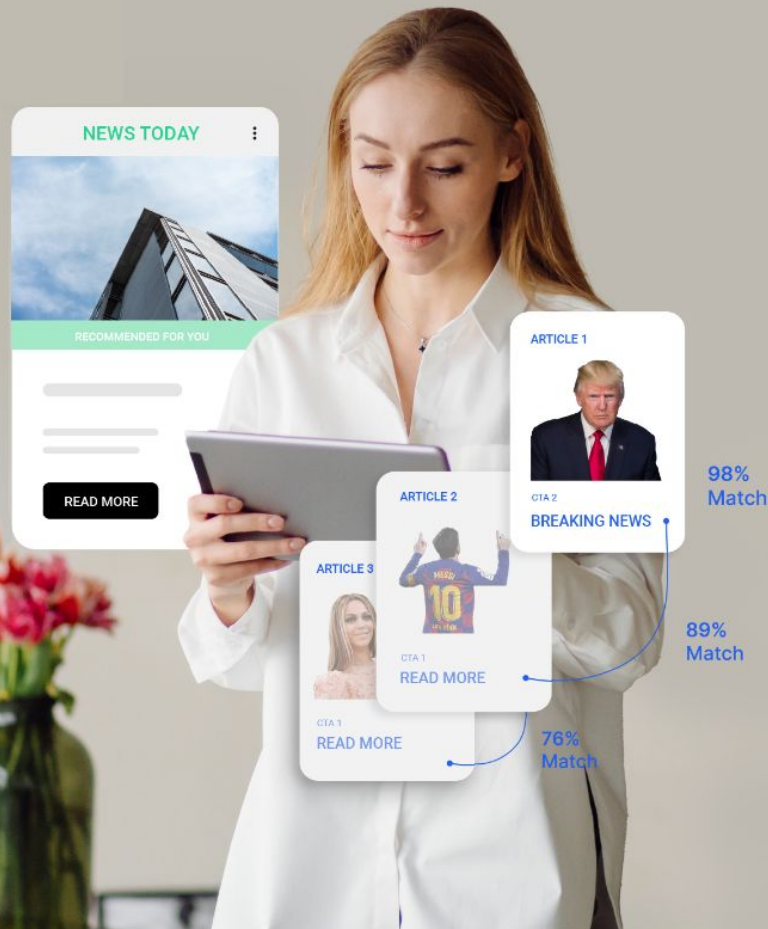


FROOMLE creates AI experiences for MEDIAHUIS digital channels

Presented by: Jonas Boonen (Head of Product)

FROOMLE  **inma**
International News Media Association



In this new world, success will depend on
Our ability to leverage
Personalization
to **monetize** your audience

Every session counts. Every reader is unique.

Oswald

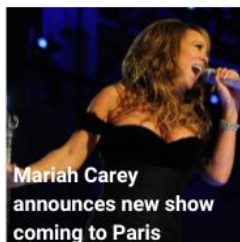


Number of visits: 150

Reading History: Trump, Golf, Ukraine, Science

Currently Reading about Financial markets

Recommend:



Engagement

+

Conversion

+

Retention

Click Through Rate

Session Length

Page Views

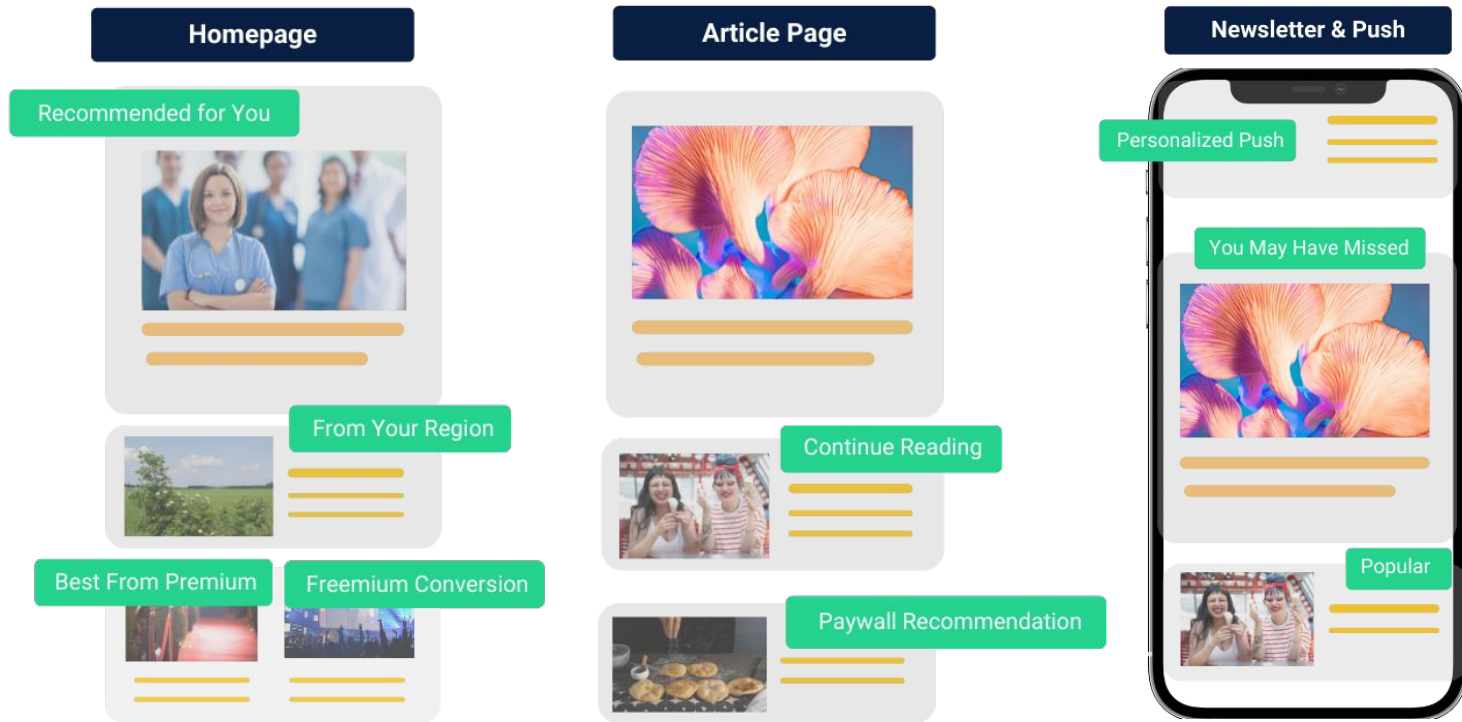
Paywall/Regwall
Impressions

Conversion Rate

Churn

Customer Lifetime Value

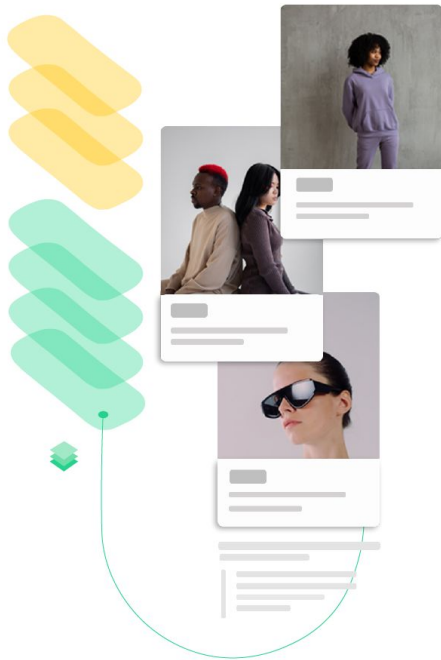
Modular Personalization



Modular Personalization: Under the hood

Algorithms

- What people *like you* are reading
(**Collaborative Filtering**)
- What is most trending *right now*
(**Popularity Windows**)
- Have you already seen this recommendation
(**Impression Discounting**)
- Which article is most likely to generate a click/subscription
(**Bandits**)
- The likelihood of user to convert
(**Propensity Scores**)
- ...



Configurations

- Age eligibility
(**ie 48 hours max**)
- Category Filtering
(**ie only News**)
- Access Type Balancing
(**ie min 1 "Paid"**)
- Topic Diversity
(**ie min 3 different categories**)
- Blacklisting/Boosting
(**ie boost "sponsored" content"**)
- ...

FROOMLE x MEDIAHUIS

Collaborating since 2016 across brands & countries

Showing **over 6M** daily recommendations

dS De
Standaard

Het Nieuwsblad

GAZET VAN ANTWERPEN

 **HET BELANG
VAN LIMBURG**

MEDIENHAUS
AACHEN

De Telegraaf

Continue Reading

Serve the content that's most likely to keep readers engaged, increasing CTR and Session Duration.

dS De
Standaard

HET
BELANG
VAN
LIMBURG

N
Het Nieuwsblad

+30%

Click Through Rate

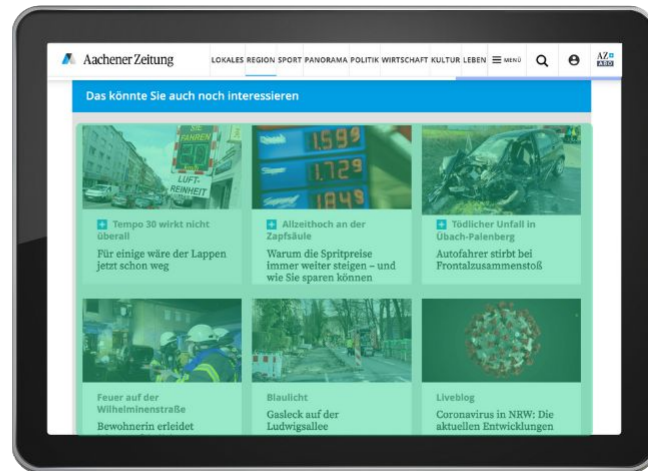
vs. trending



MEDIENHAUS:
AACHEN

+5%

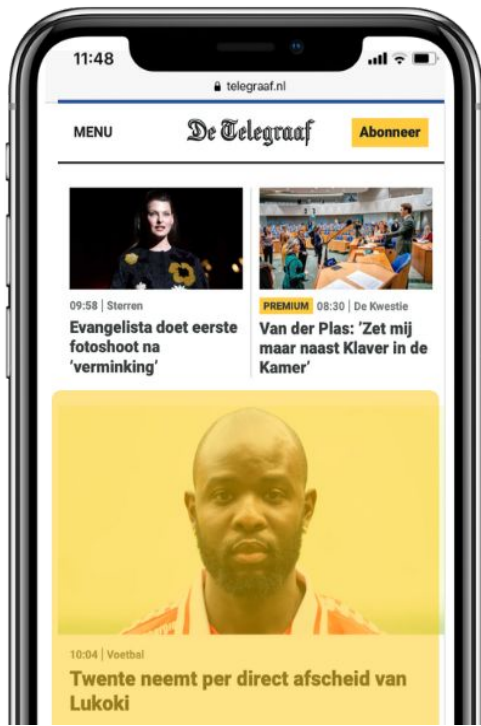
Session Duration



vs. no recommendations

Recommended for You

Serve relevant general content explicit or blended into your home page, increasing reader engagement and home page diversity.



De Telegraaf

+35%
CTR on Mobile

+100%
Content Diversity

vs. handpicked

Het Nieuwsblad

+200%
CTR

+35%
More clicks on
premium content

Voor jou aangeraden



BINNENKIJKEN. Actrice Lize Feryn verkoopt huis met zes slaapkamers in Gent: "Heb hier zo graag gewoond"



Belgian Lions openen het EK basketbal in Georgië met een stunt in het hol van de leeuw



President Biden haalt hard uit naar Trump en aanhangers in tv-toespraak: "De ziel van..."



Sneller starten met lagere school, einde van grootbank en goedkope verbouwlening: dit...



TRANSFERLIVE. Volg hier alle activiteit op de binnen- en buitenlandse transfermarkt op de voet

vs. trending

FROOMLE

You Might Have Missed

Automate & personalize newsletters, increasing loyalty & traffic on dull moments.

GAZET VAN ANTWERPEN

HET
BELANG
VAN
LIMBURG

Het Nieuwsblad

+20%

Click Through Rate

x16

Diversity of Content

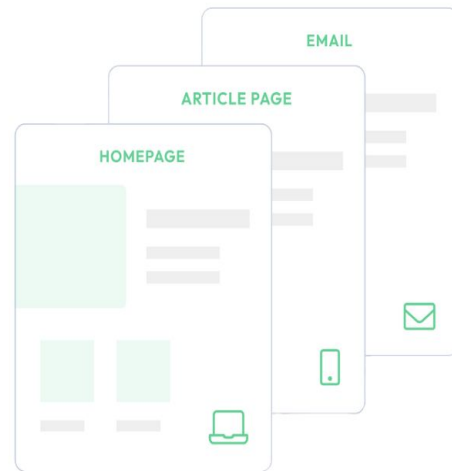
vs. trending



From Your Region

Kick-start your regional engagement & content strategy, showing relevant regional news to all returning users across your channels.

- **85%** users receive personalized treatment
- Combination of **explicit preferences** with **reading behavior**
- Leverage **neighbouring** regions



Nieuws uit de buurt

STEL UW GEMEENTE IN >



AALST Meldert viert kermis met Nuit de Folie en Chicken Run



AALST Heldere ochtend in Aalst



AALST Draaiorgel en attracties symboliseren jaarthema 'Kermis' aan Capucienenlaan



AALST Oude computerklas krijgt nieuw leven als hippe speel- en leeromgeving...



AALST De Margriet gaat voor 'lichtpuntjes' doorheen het hele schooljaar

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG

Het Nieuwsblad

Push Notifications Personalization

Transform your push notifications from 'spam' to a relevant & personalized activation channel.

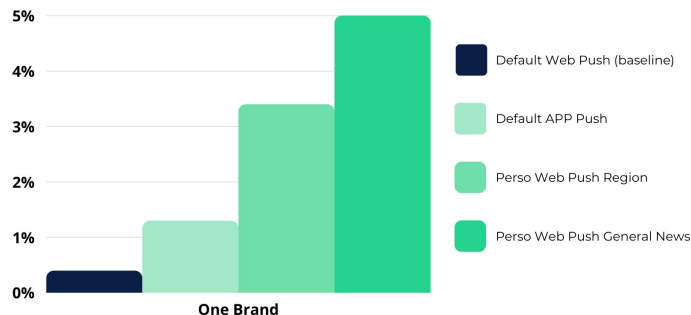
De Limburger

HET
BELANG
VAN
LIMBURG

GAZET VAN ANTWERPEN

Het Nieuwsblad

Average CTR per Push Notification type



- **x5-10 CTR** vs. regular desktop pushes
- Applied for **Interest-based, Regional and Hyperlocal use cases**
- **x20 audience sizes** vs. using followed tags/regions only
- Rate limiting, history filtering, batch pushes and automation **features**

Key Success Factors



Ensure Newsroom, Media Product team and Personalization team collaborate to ensure alignment on expectations, use case and results



There's no one-size fits all solution for personalization, every module is different



Building a modular recommendation platform is a multi-year effort, think carefully about buy vs build



Achieve best results by using behavioural data and personalizing on individual level

Join other industry leaders
and get started today!