

CASE STUDY



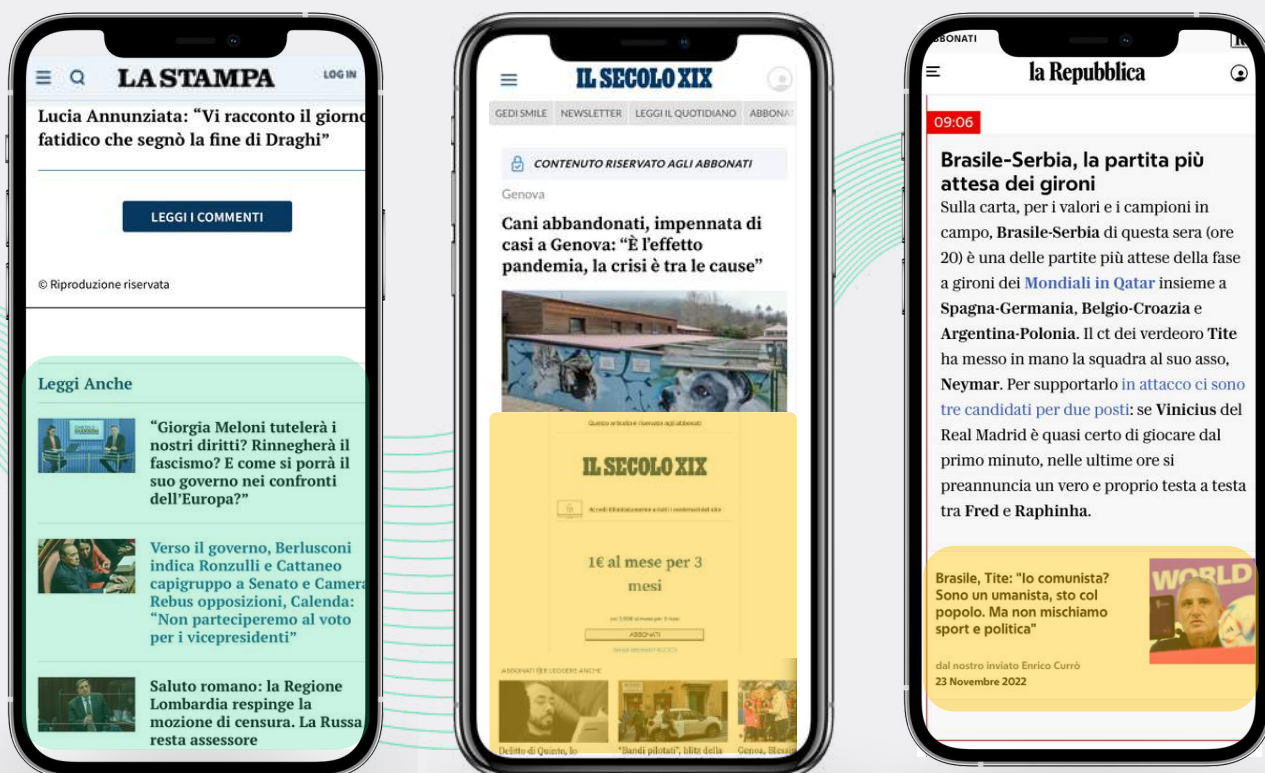
HOW GEDI STANDS OUT WITH PERSONALIZATION ACROSS BRANDS



ABOUT GEDI

With over 5.5 million users who read and listen every day, GEDI is one of the most important publishing groups in Europe.

Through the publications **La Repubblica**, **La Stampa**, 10 local newspapers, and various online portals, GEDI produces information and multimedia content that describes how the world changes every day with professionalism, honesty, and commitment.



WHAT WILL YOU LEARN

In this case study we will deep dive into the top GEDI brands and the different Froomle modules they implemented throughout the first year of their collaboration with us.

Their goal was to improve their reader experience, along with increasing short & long term engagement KPIs like click through rate and total pageviews per user. They started with the largest publications and are well on their way to deploying personalization across all their channels & brands.

Recommended for You & Recent from Topic



CHALLENGE

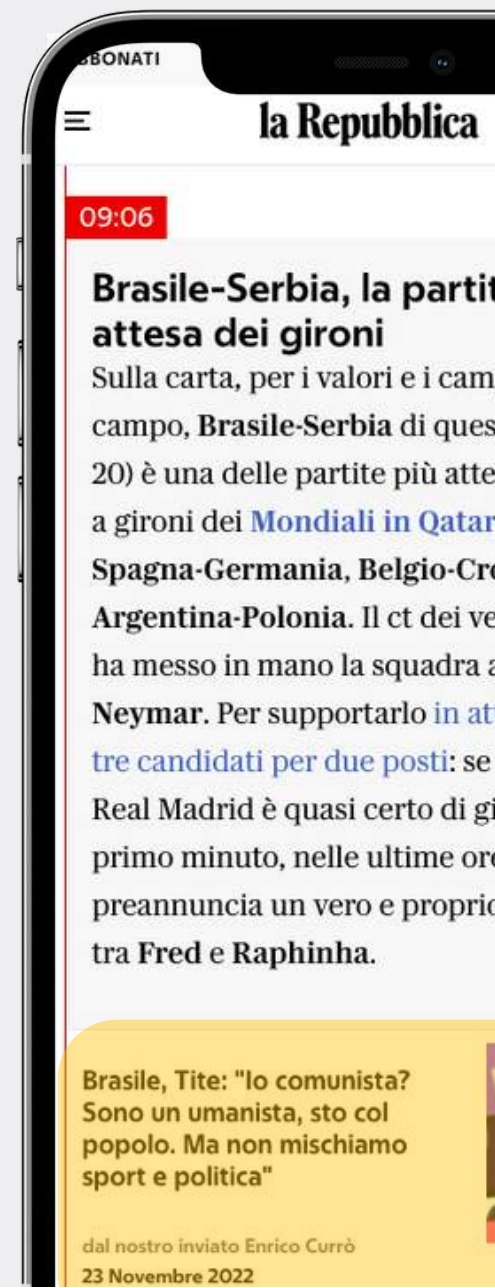
As a part of GEDI Group's larger mission to increase their engagement across the entire digital offering of the group, Froomle started with personalizing their largest newspaper: La Repubblica.



SOLUTION

Froomle approached this personalization task by starting with the implementation of two modules placed in two key areas on their website: the **Section pages**, which are specific to a certain topic, and the article page.

With the use of the 'Recommended for You' module to promote diversity of content on the article page & 'Recent From Topic' which promotes recent content on the same topic, users are guided through their journey with personalized content every step of the way.





FINAL RESULT

Over the first year of our collaboration, we had some stellar results:

- Froomle modules were directly responsible for **2%** of all articles views
- With only two modules Froomle generated **5Mn** additional yearly page views compared to the GEDI baseline
 - For every 1000 **sessions**, Froomle users had **2.3** extra pageviews
 - For every 1000 **logged-in users**, Froomle generated **13** extra pageviews
- Increased CTR by **100%** in 12 months

These modules are **just the beginning** of the digital transformations for La Repubblica. As we continue the creation of a joint roadmap, we look forward to implementing newsletter personalization, the ranking of articles on their homepage based on the individual user and so much more. Stay tuned for the results!



The service offered by Froomle is a new step forward in our digitization strategy, which will help us integrate our high quality journalism with a better reading experience: by strengthening the relationship with our readers, we will be able to offer them a new and interesting range of services on our platforms.

- Daniele Bianchi, Digital Managing Director at GEDI



CHALLENGE

The next publication we started to work with was La Stampa. In a similar fashion to La Repubblica, Froomle started with the implementation of modules on their website.



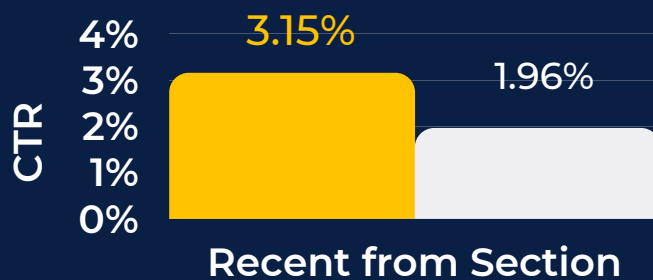
SOLUTION

Going off our learnings from La Repubblica, it was decided to implement a 'Recent Articles from Section' on the topic page. Once implemented, our internal team of data scientists was able to quickly optimize the module to the specific audience of La Stampa.



FINAL RESULT

By reranking recent articles based on the individual user's reading history, the Click Through Rate for La Stampa improved by 60% when compared to the baseline.



Froomle

Baseline



CHALLENGE

As word got around to different brands within the GEDI organization about the uplift Froomle modules had on KPI's for La Repubblica & La Stampa, Il Secolo XIX was keen to give our modules a go on their brand-new website.



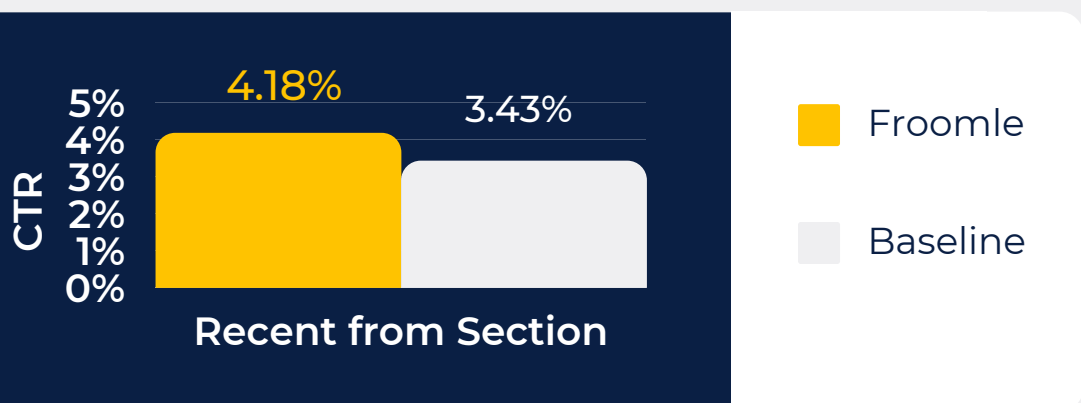
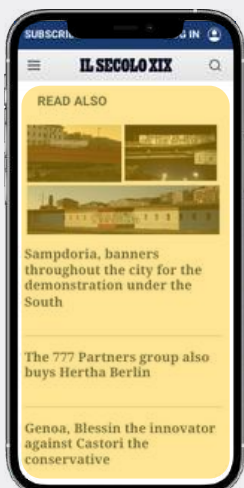
SOLUTION

With some solid experience under our belts, Froomle placed the 'Recent from Section' module on the article pages of their website in order to compare our best personalization techniques to the baseline. These techniques focused on the best order to show articles based on their relevance to the individual reader.



FINAL RESULT

The results, similar to the other brands so far, show an increase in CTR of 22% compared to the baseline thanks to the implementation of a single module.



MODULE

Paywall

Recommendations



CHALLENGE

With the entire industry reevaluating the different channels they use to collect revenue, GEDI was keen to make the most of their **subscription strategy** across their brands using the Froomle modules.



SOLUTION

By combining Froomle's Paywall-specific module with their existing Zephr paywall solution, each brand is able to promote the best and most relevant premium content to the non-subscriber from the moment they receive the paywall.



FINAL RESULT

This paywall collaboration has been live for 6 months across 10 GEDI brands. Since launching, every week over **4M users** are shown a sneak peek of the most relevant premium content hidden behind the paywall, in order to entice them to subscribe to their favorite publication.



Podcast & Playing next (Auto play)



CHALLENGE

Over the last few years, podcasts have become an incredibly popular and important part of how people consume information and entertainment. GEDI understands that podcasts and audio are an increasingly important part of the future and they were looking for ways to increase the engagement of their mobile application One Podcast.



SOLUTION

Using Froomle's Podcast specific module, GEDI is able to recommend different kinds of content to the user, from full episodes to audio snippets and everything in between. Froomle takes care of both general recommendations in their app, as well as auto play recommendations after an episode is finished.



FINAL RESULT

With all podcast listeners receiving Froomle recommendations, the results since launching in June 2022 have been quite strong, with a daily Click Through Rate ranging from 7%-10%.

Thanks to the excellent results from One Podcast, GEDI is now expanding personalization into another audio application: Radio Deejay.





ABOUT FROOMLE

Froomle is composed of experts in recommender systems for the digital publishing industry, allowing us to offer an extensive catalog of specialized modules that are tailored to meet your specific business needs.

To get people consuming, subscribing, and engaging with your content, Froomle provides AI powered recommendations that help your user access the right content regardless of the channel. Working with both media conglomerates (Axel Springer, GEDI, Hello!, Mediahuis) and independent publishers (The Boston Globe, IOL, Mediafin), Froomle has a solution for any size.

The Boston Globe



MEDIAHUIS

De Telegraaf

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OTHER USEFUL RESOURCES

