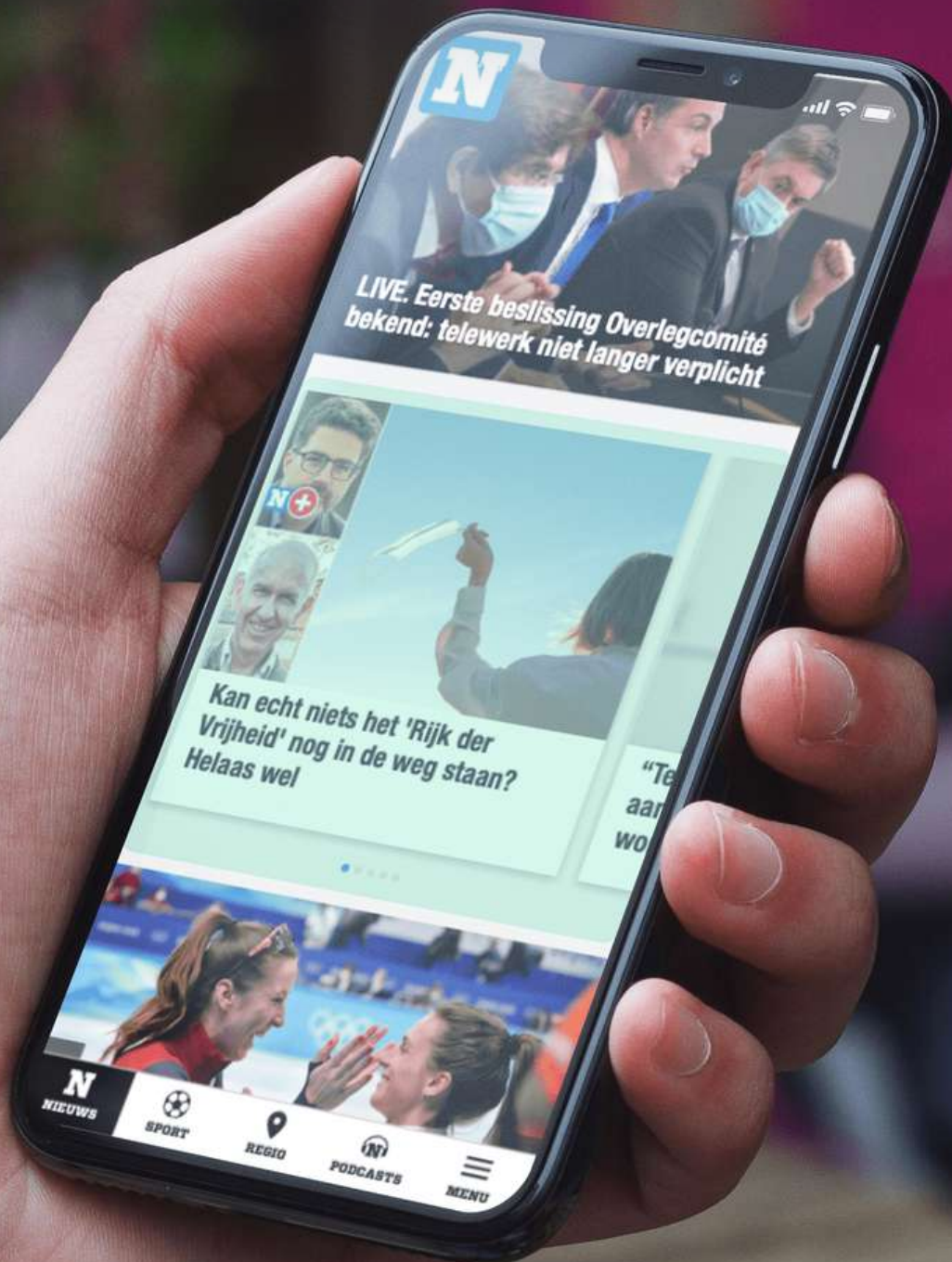


CASE STUDY

MEDIAHUIS'S MULTI-CHANNEL STRATEGY TO IMPROVE READER ENGAGEMENT

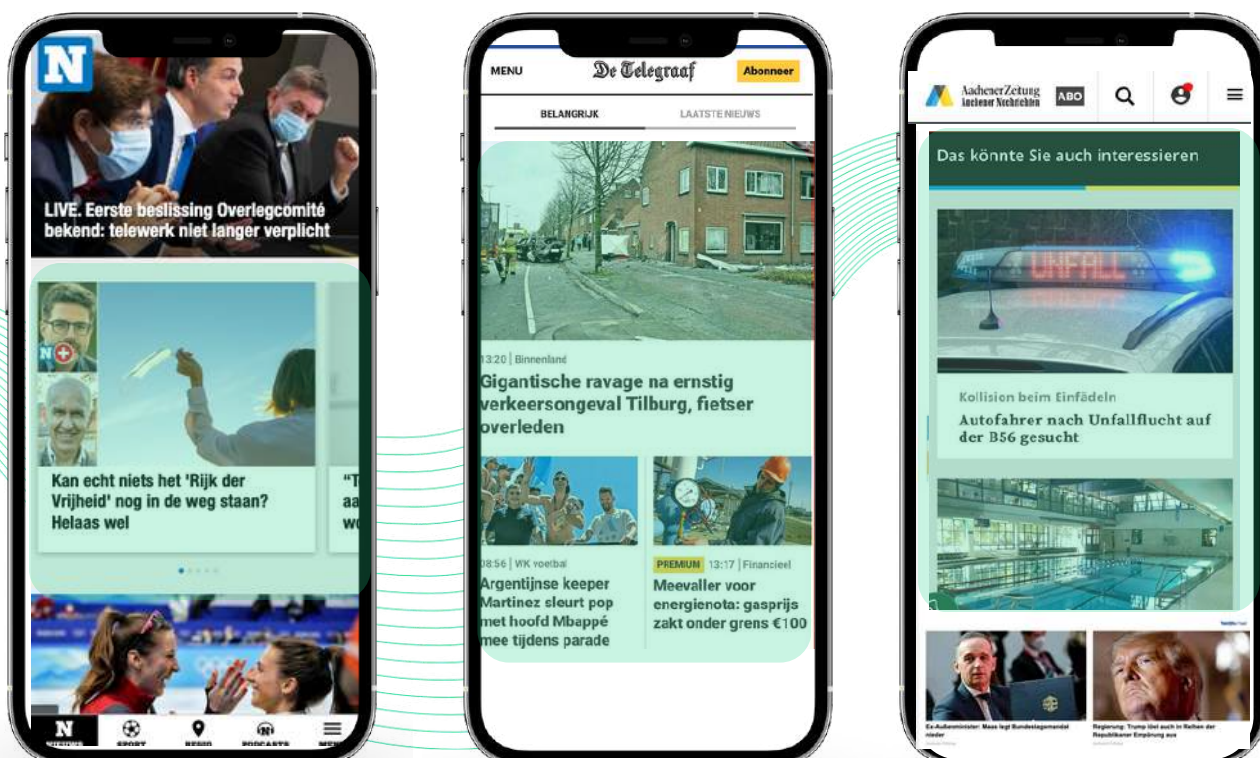




ABOUT MEDIAHUIS

Mediahuis is a European media group with companies and activities in Belgium, the Netherlands, Ireland, Germany, and Luxembourg.

Independent news brands and reliable journalism are at the heart of the organization with brands like 'Het Nieuwsblad' and 'De Standaard' in Belgium and 'De Telegraaf' in the Netherlands



WHAT WILL YOU LEARN

In this case study, we showcase an updated version of our work with Mediahuis across their brands in Belgium, The Netherlands, and Germany for the last 2 years.

Their collaboration with Froomle has been focused on increasing their reader engagement and loyalty through a variety of channels, such as email, push notifications, and website.

MODULE

Recommended for you

CHANNEL

Website

GOAL

Engagement



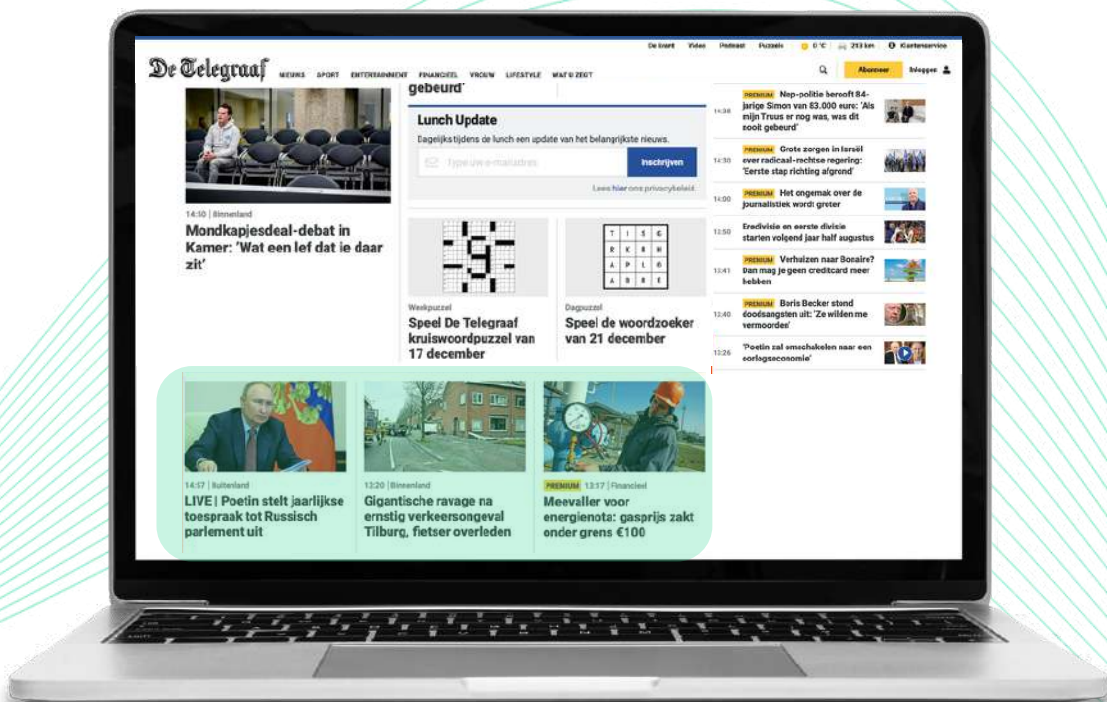
CHALLENGE

De Telegraaf, the largest Dutch newspaper in the Netherlands, wanted to test their hand-picked article selection on the homepage against a personalized solution to compare which resulted in higher engagement.



SOLUTION

They chose to implement the Froomle 'Recommended for You' module in two places on their homepage: first, directly below the top header and then further down the homepage.





FINAL RESULT

After a couple of the weeks of testing, the results were in. They saw an overall increase in reader engagement and home page article diversity, all while serving relevant content throughout their homepage experience. Some specific results include:

- **25% higher** CTR on personalized positions vs handpicked recommendations (20% on mobile, 30% on desktop)
- **4.5% more** clicks overall on the home page with the personalized experience, helping to decrease the overall bounce rate
- Froomle recommendations had **100% more** diversity in terms of content topics compared to a hand-picked selection, meaning that twice as many different articles are being surfaced to the most relevant readers.

Our collaboration is just heating up! On the roadmap we are looking forward to adding more modules on their homepage and website article page, along with starting to personalize their mobile application. Stay tuned for the results!



Froomle
uplift

MODULE
Continue Reading

CHANNEL
Website

GOAL
Engagement



CHALLENGE

After becoming a major shareholder in Medienhaus Aachen GmbH at the beginning of 2022, Mediahuis brought **Germany** into the Froomle family. Their main goal was to increase the time spent by readers on the **Aachener Zeitung** website.



SOLUTION

The '**Continue Reading**', known for increasing session length, was deployed on their article pages. As the algorithms behind the module get smarter, thanks to the interactions it has with the reader, it becomes optimized for the specific audience of each newspaper.



FINAL RESULT

Since implementation, the Continue Reading module generates an **additional 30k pageviews** every month. This results in users who are shown Froomle recommendations having **5% longer sessions (active time spent on the website in seconds)** on average than users who did not get Froomle recommendations.



Seconds

52

50

48

Session Length



Froomle



Baseline

MODULE
Continue Reading

CHANNEL
Website

GOAL
Engagement



CHALLENGE

DVHN (Dagblad van het Noorden) is a **Dutch regional daily newspaper** that is published and circulated in the provinces of Groningen and Drenthe in the northeastern Netherlands.

After seeing the success achieved with Belgium brands and De Telegraaf, while also wanting to challenge their own recommendation solution, they started their personalization journey to improve their online reader's experience.



SOLUTION

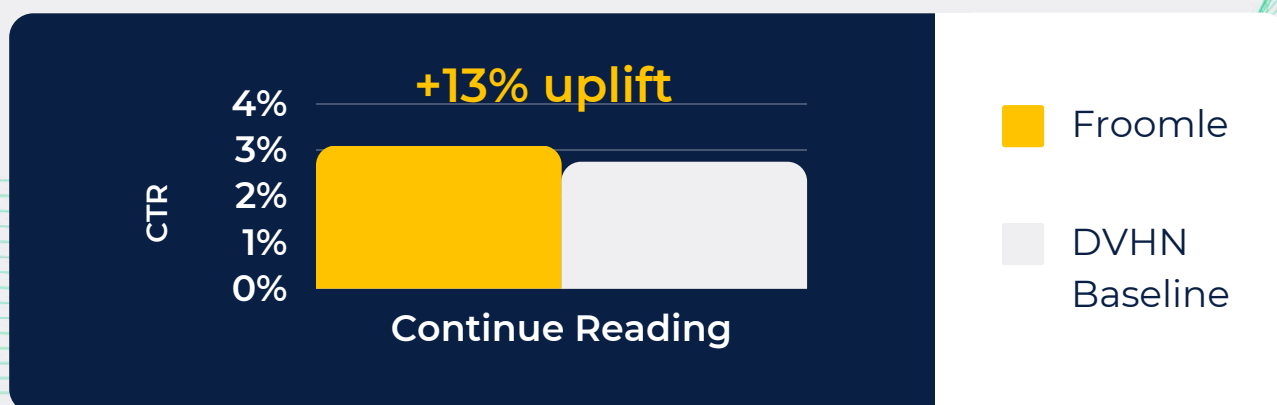
They implemented Froomle's **'Continue Reading'** module in two places on their homepage, below the top header and then further down the page, with the goal of comparing Froomle recommendations to their own internally generated recommendations.



FINAL RESULT

1. Compared to their own recommendations in place, Froomle generated an **uplift of 13% in CTR** (on best-performing treatment 3.25% vs 2.88%).

2. Readers that are shown Froomle recommendations are more engaged, with our module generating an **additional 418k clicks** every year compared to the internally generated recommendations.



MODULE

You Might Have Missed

CHANNEL

Newsletter

GOAL

Engagement



CHALLENGE

Newsletters are a key channel when it comes to creating value for a subscriber. The majority is curated by the newsroom, sending the same newsletter to the entire audience with a focus on sharing the trending articles. This can result in some readers being very engaged, and others seeing no relevant content at all. Across brands, Mediahuis wanted to improve reader loyalty while **increasing traffic** to their main channels.



SOLUTION

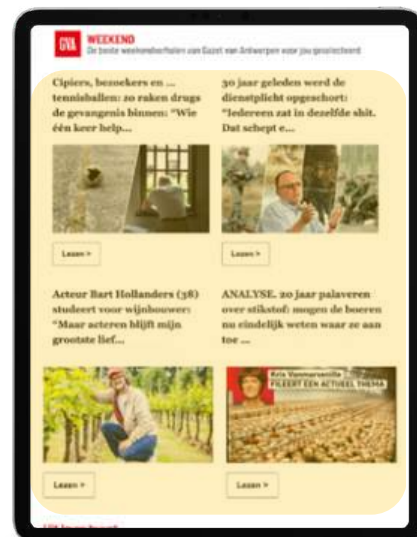
By using the Froomle 'You Might Have Missed' module within three of the weekly newsletters of key brands, the content is optimized for the specific reader while automating the article curation for editors.



FINAL RESULT

When comparing the recommendations shown within the Froomle module to the **manual curated articles**, the results across the three brands are incredibly exciting:

- +20% Click Through Rate
- 16x the diversity of content



MODULE

From Your Region

CHANNEL

Website

GOAL

Engagement



CHALLENGE

When browsing a news site, a question that we have wondered at Froomle is how much regional interests play into what a reader is likely to click on an article.

Having brands in major cities across Belgium, Mediahuis wanted to further expand on their **regional engagement & content strategy**, showing relevant regional news to all returning users across channels.



SOLUTION

Using the Froomle '**From Your region**' module, our internal team of data scientists and researchers have been testing different solutions to find the best-performing variation of techniques and inputs for this audience.

This includes **exploring content and audience-based variations** and different weights between explicit and implicit preferences of a reader.

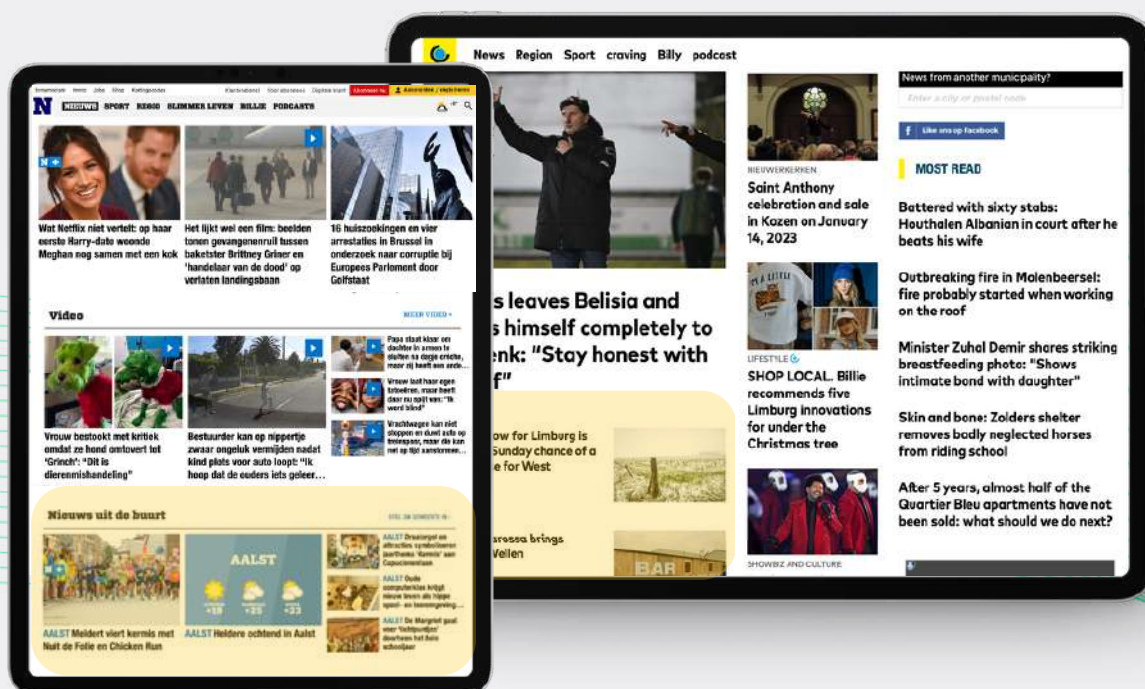


FINAL RESULT

This project started in 2020 with none of the users receiving personalized regional recommendations. Today, **85%** of returning users receive personalized treatment that:

- Combines explicit preferences with reading behavior
- Leverages articles from neighboring regions

The current combination of techniques and inputs performs **50-70% better in CTR** compared to just serving recent articles from the (explicit) region of the user. You can read more about the research being done on this topic in our [blog post](#).



MEDIAHUIS

MODULE
Personalized Push

CHANNEL
Website

GOAL
Engagement



CHALLENGE

Push notifications are a part of everyday life, especially when it comes to receiving news updates. However, the majority of publishers will send one massive news blast to their entire audience.

This method does not take into account user preferences: not every piece of news is relevant to every user which can create friction for some of them. To combat this, Mediahuis and Froomle began looking at ways to personalize this channel **across 4 of their main regional brands**.



SOLUTION

As a result, Mediahuis **pushes regional articles** and then Froomle will select the right audience to send this article to. To ensure a user does not get fatigued by push notifications, two factors were added:

1. There is a limit to the number of pushes per hour/day
2. The user needs to have either indicated an interest in the region OR read a lot of articles on the region.

We started by focusing on three different types of pushes – regional articles, hyperlocal articles, and interest-based articles. and support sending multiple articles at once, each to the right users.



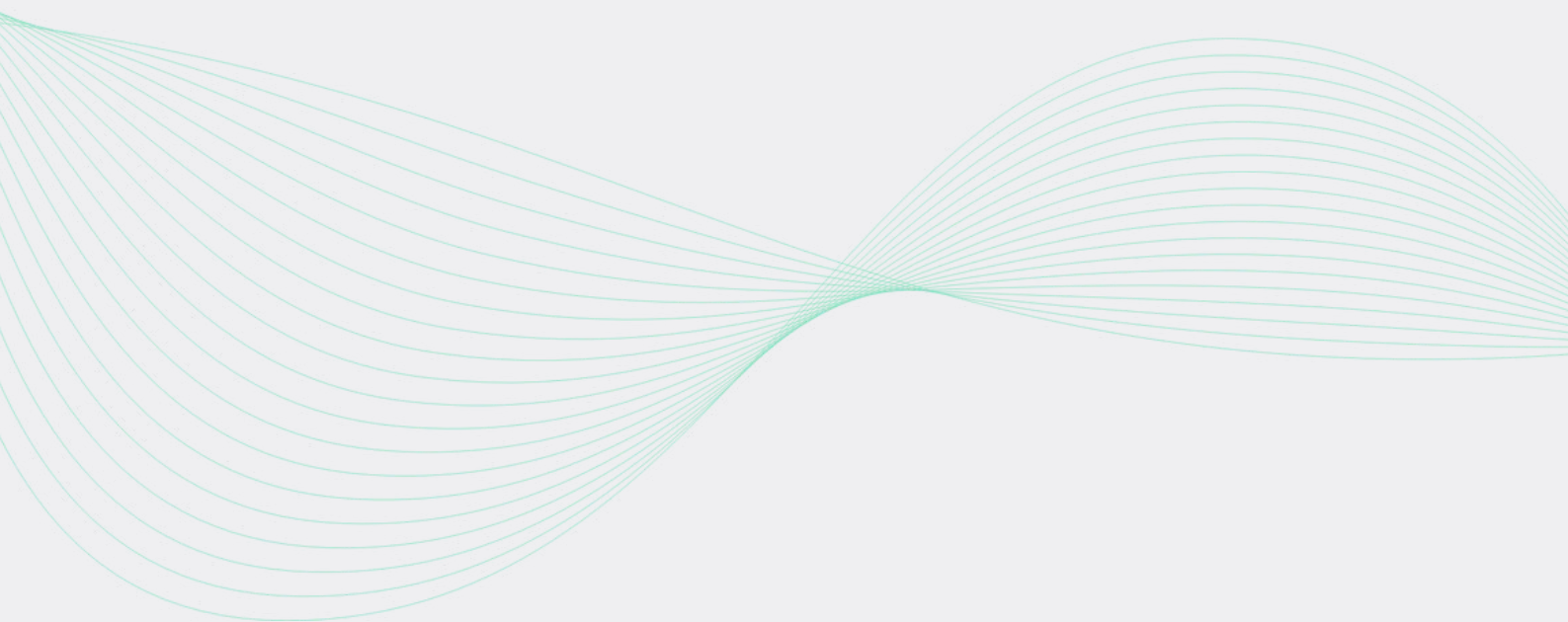
FINAL RESULT

After one year of use on web push notifications, the results are very promising:

- The **average unsubscribe rate*** for notifications is typically around 1,5% percent. In this case, the rate was **0,25%** for users that receive Froomle personalized pushes and practically non-existent (as low as 0,02%) for users that click on Froomle personalized push notifications across all four brands.
- Zooming in on Het Nieuwsblad, Froomle achieved a **CTR that's 10x higher** with the personalized push notification compared to general news pushes.

Currently, this process involves some manual steps on both sides, but we are excited to continue innovating and make more steps in the process even more automated, making the lives of editors even easier.

*daily users that unsubscribe compared to the total subscribed users.





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 **la Repubblica** De Telegraaf **HELLO!** **HUFFPOST**

OTHER USEFUL RESOURCES

