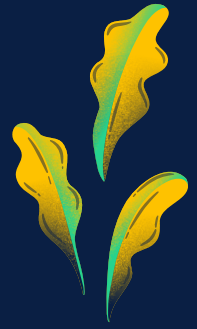
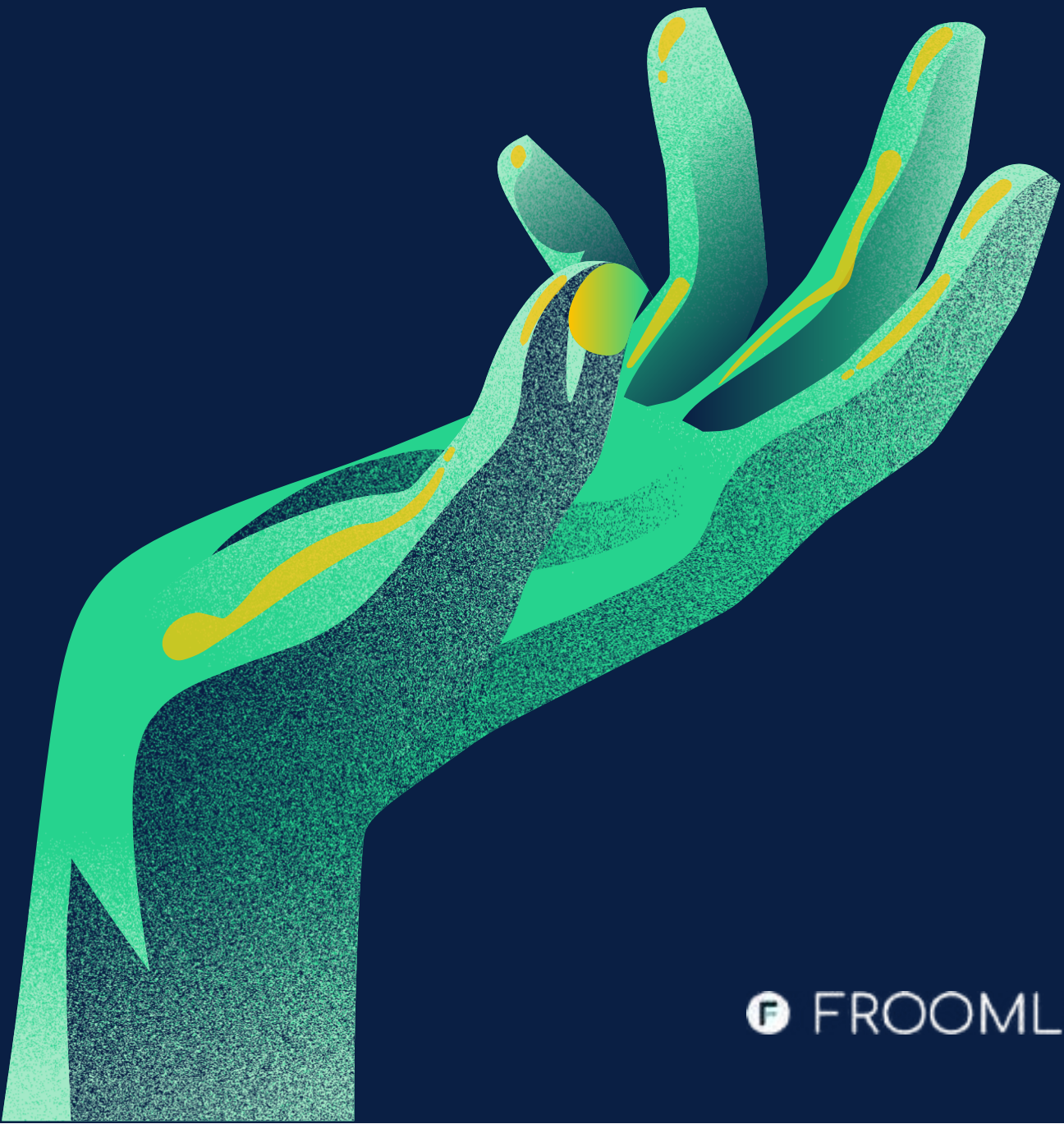


HOW TO PREPARE FOR PERSONALIZATION



THE ALL IN ONE GUIDE TO STARTING INDIVIDUALIZED
DIGITAL CHANNEL OPTIMIZATION



PROBLEMS IN NEWSROOMS

Newsrooms have been on an uphill journey over the past few decades. Starting with the transformation from print to digital, to understanding and capitalizing on advertising revenue and more recently: subscription revenue and engagement. These transformations have also come with their share of challenges that are impacting the entire industry worldwide



NEWS AVOIDANCE

Intentional news avoidance occurs when a person deliberately avoids the news entirely, or selectively chooses exposure to certain kinds of news topics.



FILTER BUBBLES

The assumption that algorithms create an environment in which a reader only encounters familiar opinions or information.



EDITORS VS AI

Balancing editorial control and curation with individually optimized and personalized digital channels.



SUBSCRIBER FATIGUE

The feeling of being overwhelmed by the number of subscriptions one has and the cost that comes with them.

THE SOLUTION

RECOMMENDER SYSTEMS FOR DIGITAL CHANNEL OPTIMIZATION

A recommender system is a type of artificial intelligence system that is used to recommend items to users based on their preferences. These systems can also be optimized to meet specific KPIs or business goals. The ultimate goal is to improve the user experience by providing relevant recommendations. How? By scanning large item catalogs for items the user might be interested in, and present them at the appropriate time.

Recommender systems take personalization to another level because it gives options to an organization. They can provide recommendations at an individual level, group level, or simply show the most popular item in a specifically ranked way. Using recommender systems as the engine powering personalization allows for automation and optimization in a way that manual curation would not be able to achieve.

COMMON ALGORITHMS POWERING RECOMMENDATIONS

When it comes to the algorithms that make up a recommender system, very rarely is it only one algorithm running everything. The best systems typically use multiple algorithms in varying combinations . Think of it like a recipe!

Some of the most common algorithmic techniques include:

Collaborative filtering

Propensity Scoring

Content based recommendations

Bandits

Impression Discounting

Content aware filtering

Trending/Popularity



Learn more about recommender systems in our blog post [here](#).

THE SOLUTION

PERSONALIZATION IN NEWSROOMS

From our experience working with newsrooms over the past seven years, personalization not only helps to tackle the main challenges being experienced right now, but it also comes with clear benefits for the reader and newsroom.



HIGHER ENGAGEMENT

+30% CTR

Personalization enables readers to engage with content tailored to their individual preferences. This approach has been shown to increase click-through rates and session length and also helps combat news avoidance by considering the topic preferences of the reader.



INCREASE CONTENT DIVERSITY

+100% Diversity

Recommender systems use the entire item catalogue which results in recommending less popular or niche articles along with popular ones, reducing the chances of a user being stuck in a filter bubble with a single opinion or topic.



CREATE USER LOYALTY

+15% Session Length

To win against subscription fatigue, user loyalty is key to justifying subscription prices. Personalization has been shown to increase session length by showing more relevant recommendations on the article pages. Personalization also helps increase user loyalty, by making newsletters tailored to the users' needs.



EDITORIAL CURATION

Recommender systems can act as a co-pilot to the newsroom, working within the configurations and rules that can be defined by editors and recommending the best articles to match these constraints. They can also provide innovative insights into content performance and audience preferences.

HOW TO START

WITH PERSONALIZATION

1

WHAT'S BEST FOR YOUR BUSINESS?

Before diving into personalization, there are some considerations an organization should evaluate before continuing. There is no right or wrong answers to the following topics, but it is important to evaluate them in the context of your organization. Some questions to consider:

- Do all the relevant teams agree on the need?
 - This can include the Editors, Product, Marketing & Data Science.
- What resources (monetary & human) are available for this project?
- What outcome are you looking for by implementing personalization?
 - Both from engagement metrics (CTR, session length), but also value drivers (diversity of content, coverage of the item catalogue).

BUILD VS BUY: PERSONALIZATION SOFTWARE

When it comes to software solutions, businesses face a common question: should they build a custom software or buy an off-the-shelf product? Let's weigh the pros and cons of each option.



BUILD



- Tailored to specific needs
- Scalability
- Competitive advantage

- High development cost
- Long development time
- Lack of expertise
- Maintenance and support

BUY



- Cost-effective
- Quick implementation
- Support and maintenance

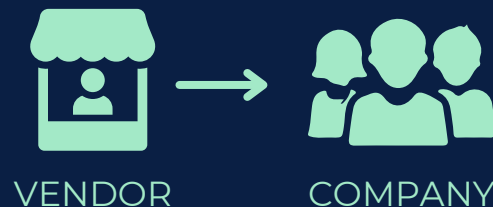
- Less control on data engineering
- Third party dependency

MULTI VS SINGLE VENDOR PLATFORMS

One of the biggest decisions that organizations face when planning their digital transformation is whether to go with a single vendor or a multi-vendor ecosystem. Using the internal resources available and business goals that are defined will allow for a proper evaluation of both types.

SINGLE VENDOR SOFTWARE:

A vendor that provides everything your organization needs under one platform. This can be easier to manage as there is only one vendor to deal with and may come with cost savings as they may offer discounts for bundled products within the platform.



MULTI-VENDOR SOFTWARE:

An eco systems built using software from multiple vendors. This approach offers more flexibility and customization as your organization can pick and choose the software that best meets their needs. Choosing one vendor per need also allows for choosing the best in breed for each domain, compared to a platform that provides the bare minimum of everything.



HOW TO START

WITH PERSONALIZATION

2

WHAT DATA DO YOU NEED?

Regardless of how an organization chooses to proceed, it is important to understand what data is needed, especially if real time recommendations are the final goal. The two main components are the item catalog and events.

ITEM CATALOG

An item catalog is a comprehensive and detailed list of items (eg. articles, products, subscriptions) that an organization provides to the public.

In general the more metadata that is available in the catalog, the more the algorithms have to train on. This can also allow for filtering capabilities if desired.

EVENTS

Events are interactions, like clicks or purchases, of your users with your website or application, often associated with an item.

This information is typically collected using first party data, that would then be fed into the recommender system. Third party vendors can also collect this using their own cookie placed on your digital channel.

MOST COMMON CONNECTORS TO FEED DATA TO RECOMMENDER SYSTEMS



APIs



SFTP



JAVASCRIPT



GTM

There are a variety of options from very simple (front-end Javascript) to more complicated (embedding via the back-end) to connect your data. Once your chosen enablers are in place and configured, your digital channels can start sending and receiving requests for AI-powered recommendations.

To see practical example of what is needed, check out the [Froomle Integration Handbook](#).

FROOMLE

HOW TO START

WITH PERSONALIZATION

3

HOW TO EVALUATE IT?

1. Analyse User Engagement metrics

Analyzing user engagement metrics such as time spent on the site, bounce rate, and click-through rate can help evaluate the effectiveness of personalization. If personalization is working, users should be spending more time on the site, have a lower bounce rate, and a higher click-through rate as a result of relevant items being shown ultimately leading to more subscriptions and less churn.

2. Compare performance to desired business outcomes

Reviewing the recommendations being made by the recommender system in the context of the previously defined business values is a great way to go beyond classic metrics. Did the diversity of content increase? What recommendations are being shown together? Is there a topic or item that is surprising to see?

3. Conduct A/B Testing

A/B testing is a great way to evaluate the effectiveness of personalization. By testing different algorithms against each other or simply one algorithm against no personalization, it allows for clear evidence of how the recommender system is performing in real time personalization and if there are areas of improvement.

4. User Survey

Although this may be difficult and can come with the bias of the participant, explicitly asking users how they found the quality of the recommendations being shown to them is a great source of feedback.

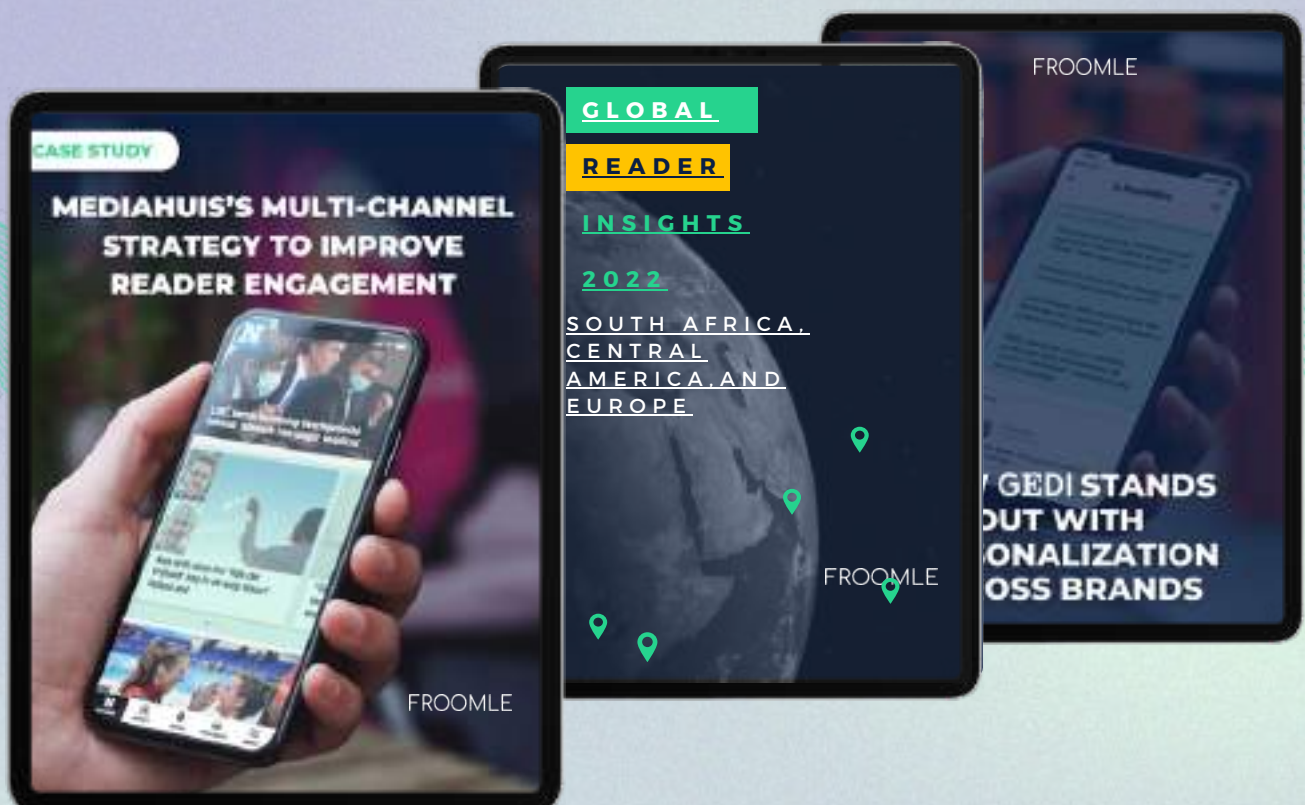
READY TO GET STARTED?

ABOUT FROOMLE

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), Froomle has a solution for any size.

The Boston Globe la Repubblica De Telegraaf HELLO! IHUFFPOSTI

OTHER RESOURCES



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