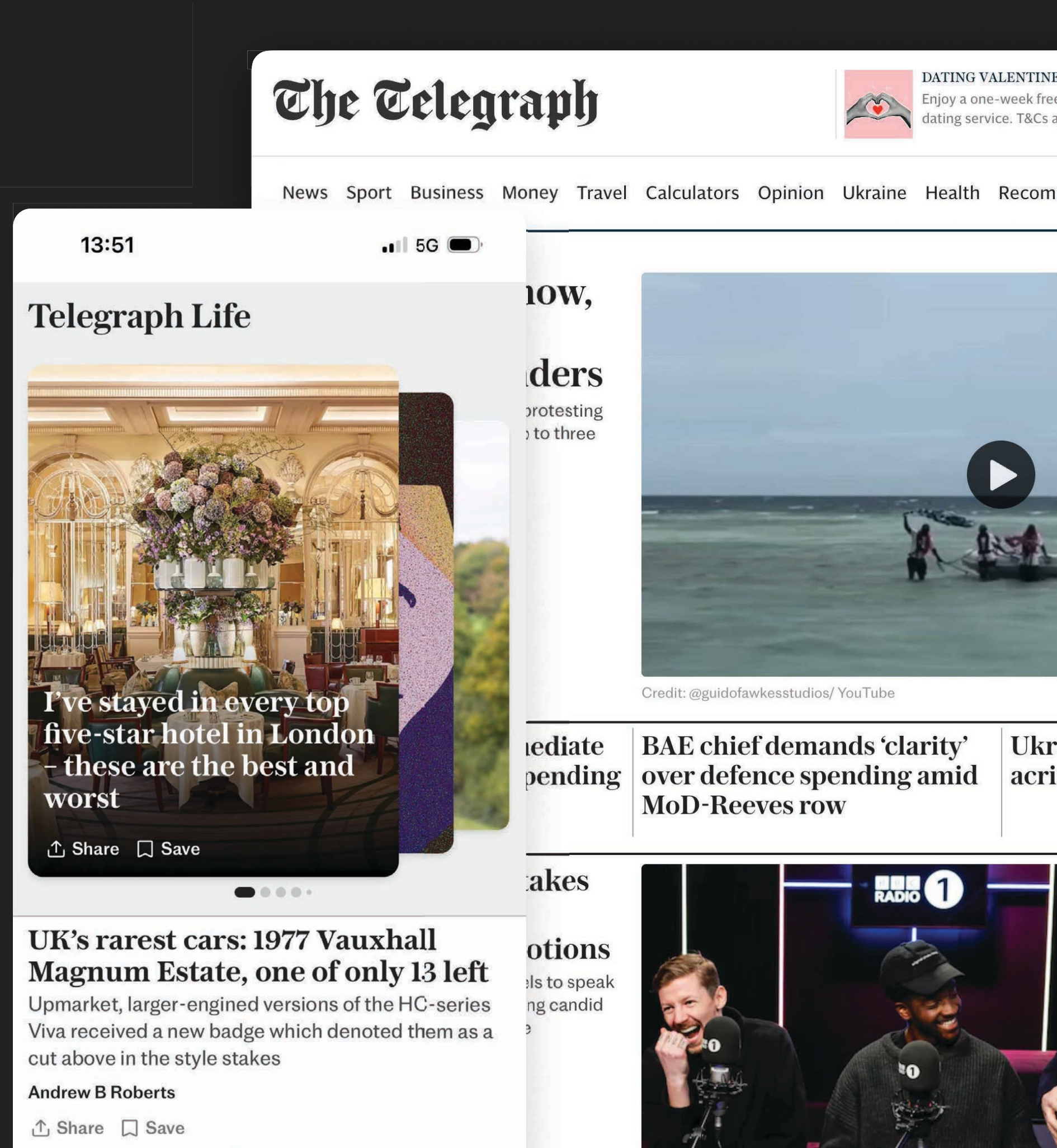


The Telegraph's Success Story with Recombee

# Increasing Engagement by 35% for The UK's Leading News Publisher

Media Company

Content Recommendations



The Telegraph

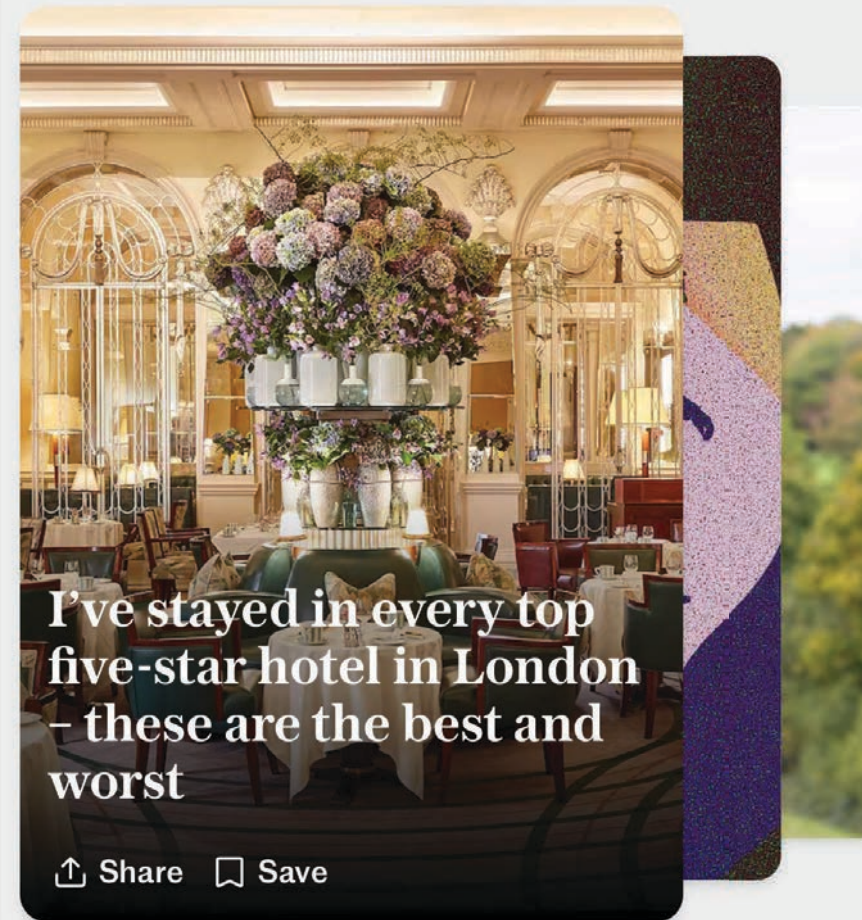
DATING VALENTINE  
Enjoy a one-week free dating service. T&Cs apply

News Sport Business Money Travel Calculators Opinion Ukraine Health Recombee

13:51

5G

Telegraph Life



**UK's rarest cars: 1977 Vauxhall Magnum Estate, one of only 13 left**

Upmarket, larger-engined versions of the HC-series Viva received a new badge which denoted them as a cut above in the style stakes

Andrew B Roberts

Share Save

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Credit: @guidofawkesstudios/ YouTube

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**BAE chief demands 'clarity' over defence spending amid MoD-Reeves row**

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## About The Telegraph

The Telegraph is one of the UK's **most established news publishers**, delivering **trusted, high-quality journalism** across print, web, and mobile platforms. Reaching **millions of readers daily**, it plays a central role in the UK's digital news landscape.

With a **large, fast-moving content catalogue** spanning news, politics, business, culture, and lifestyle, enabling readers to **discover relevant stories quickly and naturally** remains an ongoing priority.



## Recombee & The Telegraph Collaboration

As part of its **digital-first strategy**, The Telegraph partnered with Recombee to introduce **real-time personalization across key moments of the reader journey**.

The objective was to **strengthen content discovery, increase engagement, and support long-term loyalty** while maintaining strong editorial control.

By combining **Recombee's AI-driven recommendation technology** with The Telegraph's editorial expertise, the collaboration delivers **relevant journalism at scale**, helping readers discover high-quality content more efficiently without compromising **editorial values**.

### More From The Telegraph

**+35%**

CTR vs. competitive solution in A/B test

### Life Section

**+8%**

Avg. sessions per user vs. competitive solution in A/B test

## Situation

Existing recommendation approaches already in place, with ongoing experimentation across digital products.

Opportunity identified to further improve relevance, consistency, and measurable impact on engagement and retention.

Need for stronger **human-in-the-loop controls** to ensure editorial priorities and judgement remain central.

Desire to move beyond recommending individual articles toward **smarter content structuring and topic-level experiences**.

## Requirements

Advanced personalization that **enhances engagement without compromising editorial integrity.**

Strong editorial control, allowing teams to guide, adjust, and influence recommendations.

Flexibility to experiment and evolve recommendation strategies across different sections and use cases.

A partner with deep media domain expertise, combining advanced **AI research and close collaboration.**

Capability to personalize not only articles, but also **reorder topics and content groupings** to improve discovery and navigation.

Recombee elevated The Telegraph's existing recommendation strategy with AI-driven personalization designed specifically for editorial environments. The result: higher engagement without sacrificing journalistic values.

## Human-In-The-Loop by Design

Editorial teams remain firmly in control. Recombee's human-in-the-loop approach enables editors to guide, influence, and fine-tune recommendations, ensuring AI works with editorial judgement, not against it.

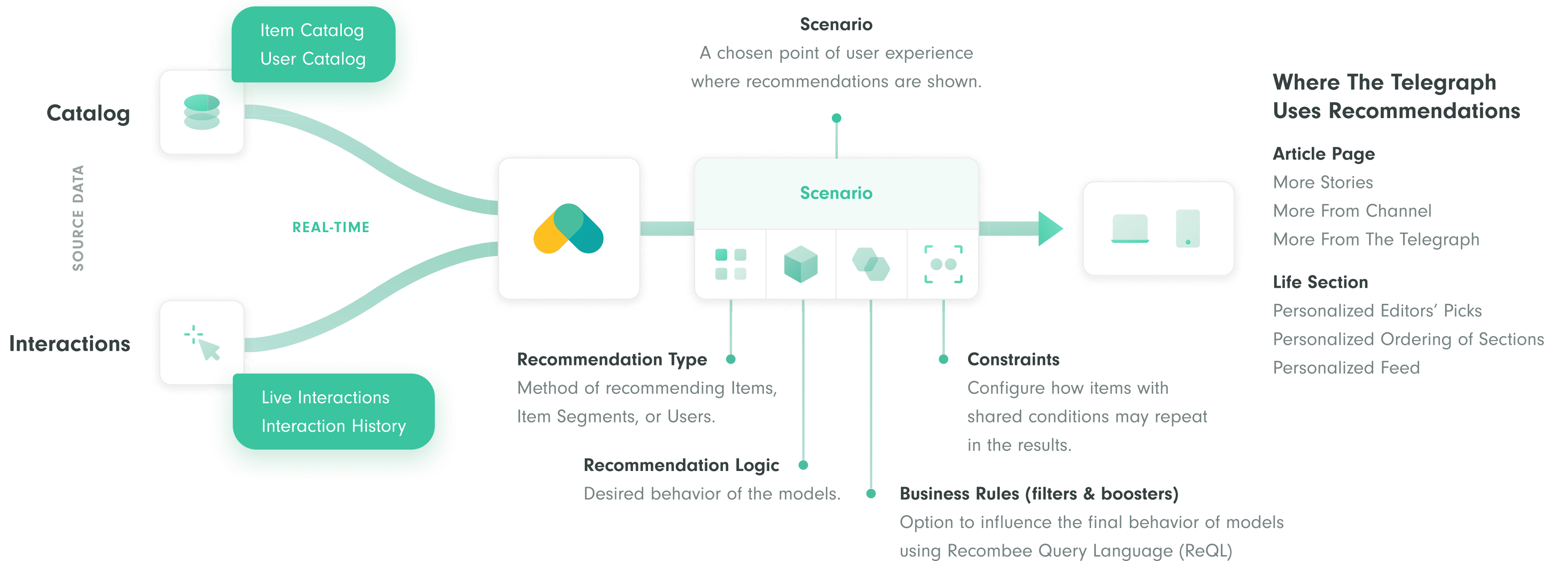
## Innovation, Together

A dedicated team of senior specialists and AI researchers works side by side with The Telegraph, continuously experimenting and evolving personalization strategies; turning recommendation technology into a long-term growth engine.

## Smarter Discovery at Every Level

Recombee goes beyond recommending individual articles. By dynamically reordering topics and content blocks, readers discover more relevant journalism faster, creating smoother journeys across The Telegraph's platforms.

# Recombee's Solution in Action



**More Stories. More From Channel.  
More From The Telegraph.**

## Optimization Objectives

The “More stories” modules appear at the end of articles; a **critical moment when readers decide whether to continue or leave**. Rather than redesigning this high-traffic area, the focus was on increasing its effectiveness through **relevance**.

**Goal:** Help more readers continue reading by surfacing content aligned with their interests and the context of what they’ve just read.

The recommendation engine powering **three existing modules** was upgraded:

- **Related content** – extend the reader’s journey within the same topic
- **Same-category picks** – deepen engagement within a vertical
- **Top stories** – broaden discovery across The Telegraph

Success was measured through a controlled A/B test against the previous provider, with click-through rate as the primary indicator of continued reading.

### More stories



How England's heritage was deliberately destroyed



The US media's big lie about Charlie Kirk is chillingly predictable



Wal and poli tran



### More from Politics



Home Office-backed charity seeks to thwart 'one in, one out' migrant deal



EU tells Starmer: Accept young workers or forget trade deal

### More from The Telegraph



Germany may drop France as partner in search for next-gen fighter jet



Everything the military has done instead of stopping the boats



Cor swip part



## “More Stories”

Recombee helps The Telegraph increase article recirculation by recommending contextually relevant stories at the end of each article.

By combining text understanding, behavioral similarity, and editorial constraints, Recombee surfaces related content that naturally extends the reader’s current interest.

- ■ **Items to User**
- ■ Recommendation Type

### More stories



How England's heritage was deliberately destroyed



The US media's big lie about Charlie Kirk is chillingly predictable



Wal and poli tran



### More from Politics



Home Office-backed charity seeks to thwart 'one in, one out' migrant deal



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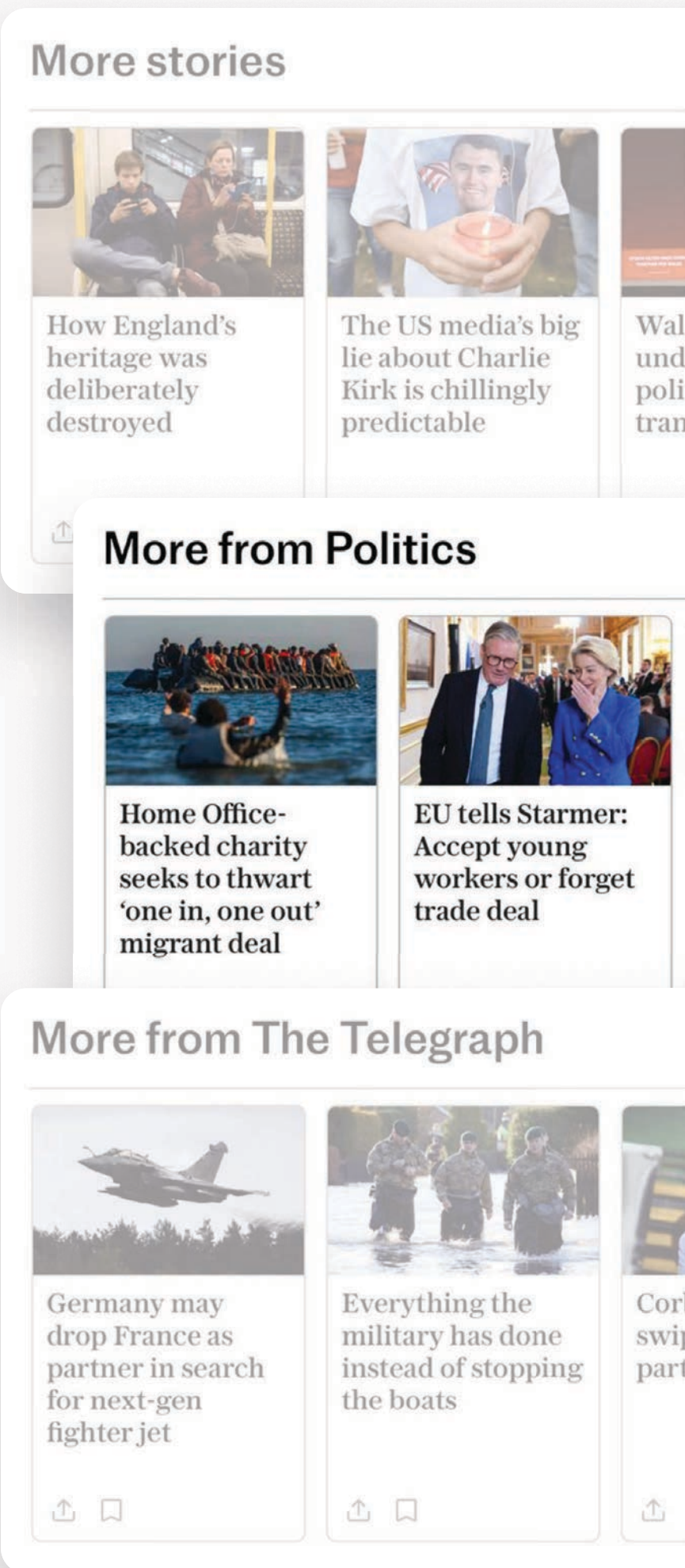


## “More From Channel”

Recombee supports deeper engagement within editorial sections by personalizing article recommendations inside individual channels such as Politics, Sport, or Culture.

Using real-time behavior and content similarity, readers are guided to relevant stories within the same section.

- ■ Items to Item
- ■ Recommendation Type

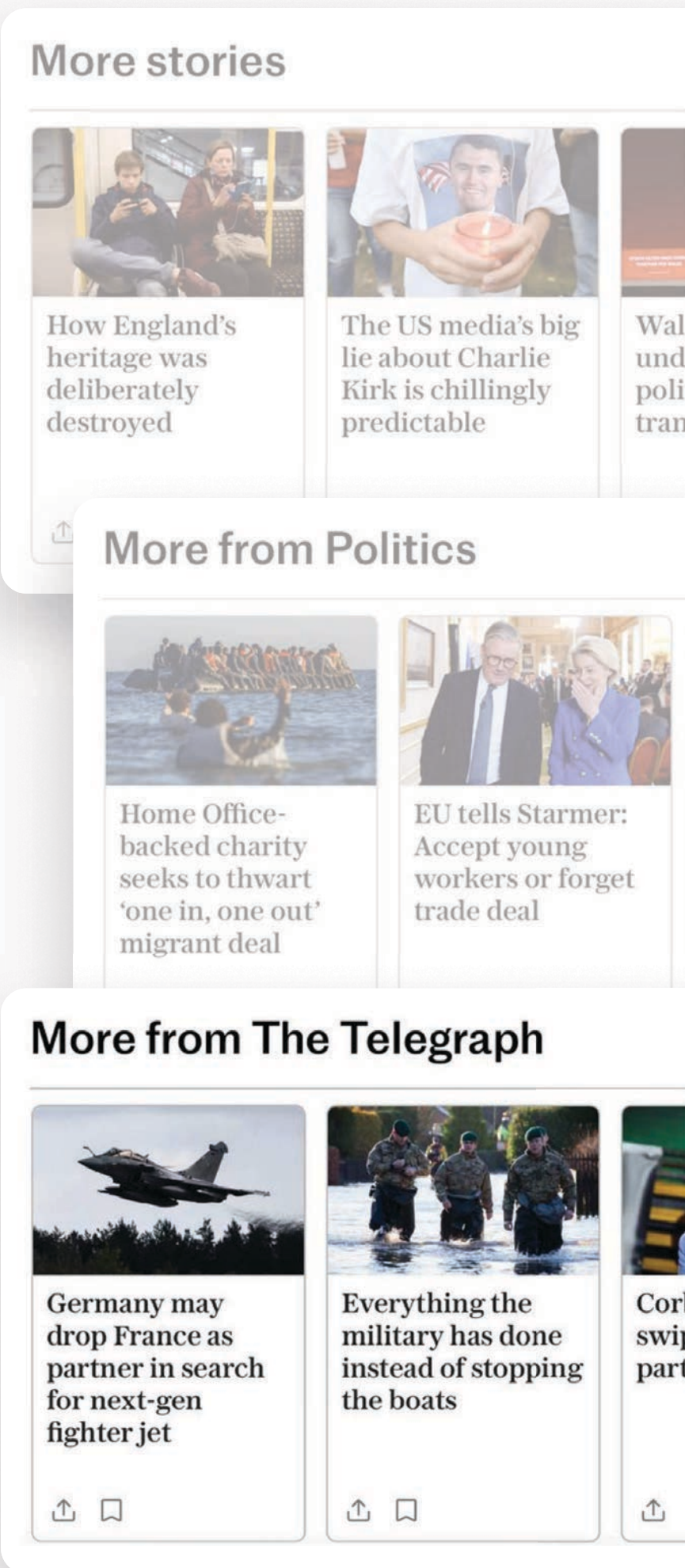


## “More From The Telegraph”

Recombee enables sitewide discovery by personalizing content across The Telegraph’s entire portfolio.

By leveraging long-term reader preferences, recent activity, and diversity controls, the system encourages readers to explore new topics while maintaining relevance, driving broader content consumption and return visits.

- ■ Items to Item
- ■ Recommendation Type



## Implementation Results

The updated personalization delivered a **significant uplift in reader engagement**.

In a controlled A/B test, click-through rate increased by **35%** compared to the previous recommendation approach, demonstrating the direct impact of improved relevance and ranking.

**+35%**

CTR vs. competitive solution in A/B test

Importantly, **the user experience remained unchanged**. Module placement and design stayed identical; readers interacted with the same “more stories” components as before. The performance gain was driven entirely by **better content selection and ordering**.

These results show that end-of-article recommendations are not just a standard feature, but a **powerful engagement lever**. When optimized with high-quality personalization, they can substantially increase recirculation at scale.

# Life Section

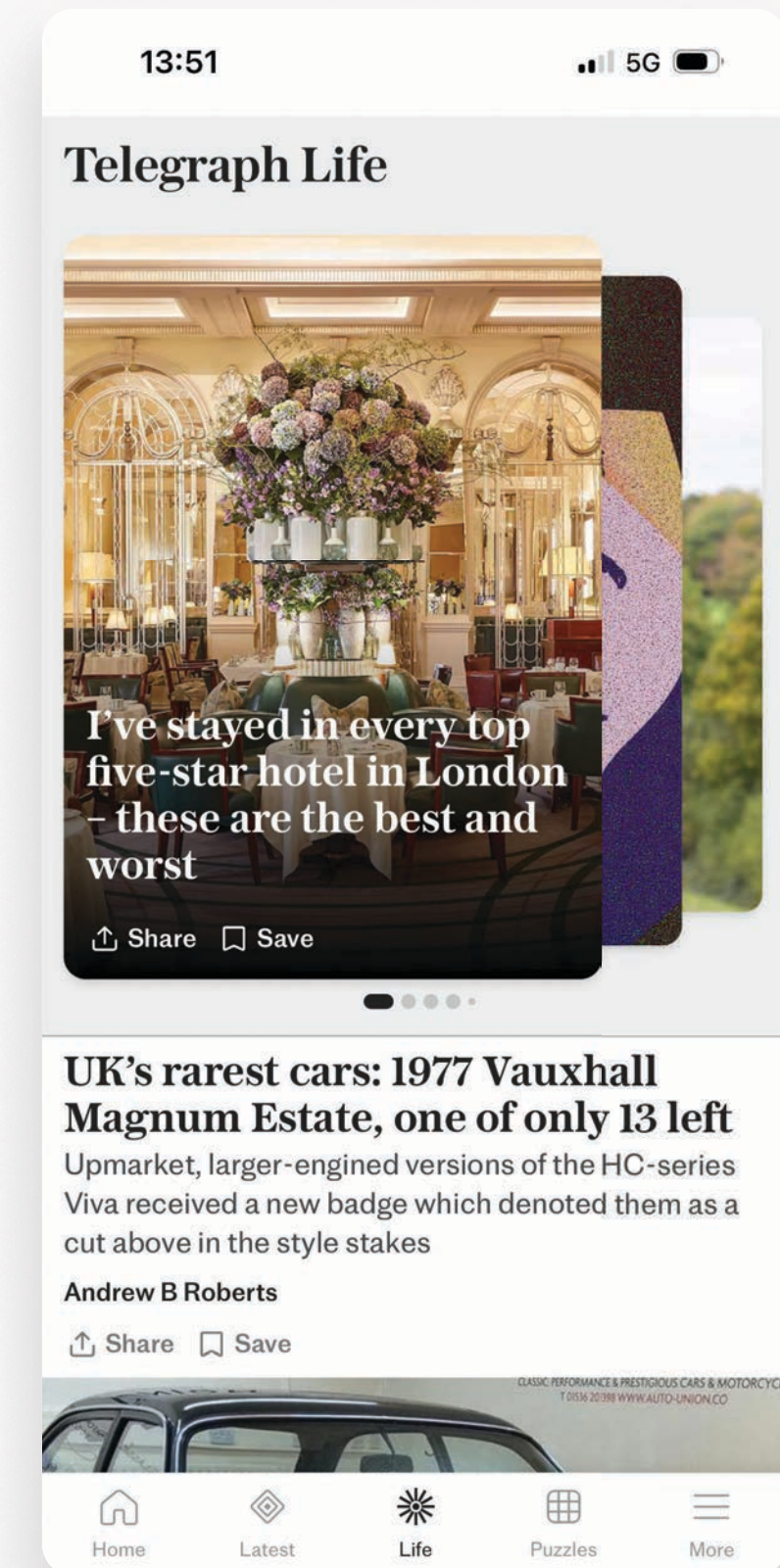
## Optimization Objectives

This initiative aimed to transform the **Life** section into a personalized destination – not just a collection of articles, but a space that delivers consistent value every time a subscriber opens the app. The approach focused on end-to-end personalization while keeping editorial judgement at the centre.

Three layers of personalization were introduced:

- **Personalized article mix** – a tailored selection aligned with each subscriber’s reading behavior and interests
- **Personalized Editors’ Picks** – editors curate the standout pool; the system ranks it uniquely for every reader
- **Personalized page structure** – entire sections (e.g., Film & TV, Cars, Fashion) dynamically reorder to surface the most relevant stories within each

**Objective:** Increase engagement, reduce choice fatigue, and build habit, supporting long-term retention through consistent value.



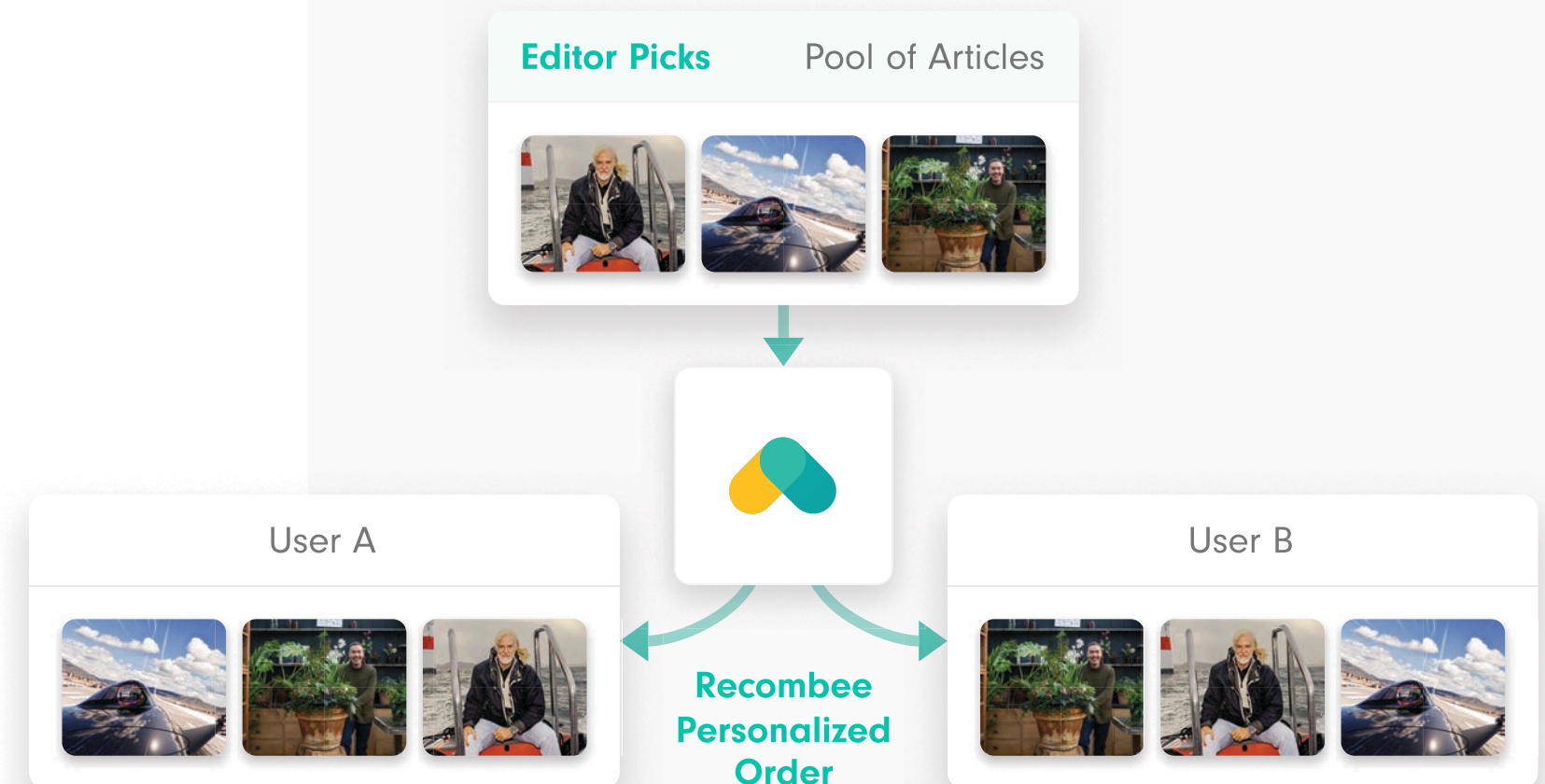
## Personalized Editors' Picks

Editors curate a pool of articles. Recombee ranks them differently for every user - creating a bespoke reading sequence.

### Key Benefits of Personalized Editors' Picks

- **Preserve editorial authority** while increasing personalization depth.
- **Increase engagement** by aligning curated content with individual reader interests.
- **Maximize impact of high-priority stories** through intelligent ranking per user.
- **Balance human judgment and AI optimization** for stronger performance.

- **Recommend Items to User**
- Recommendation Type



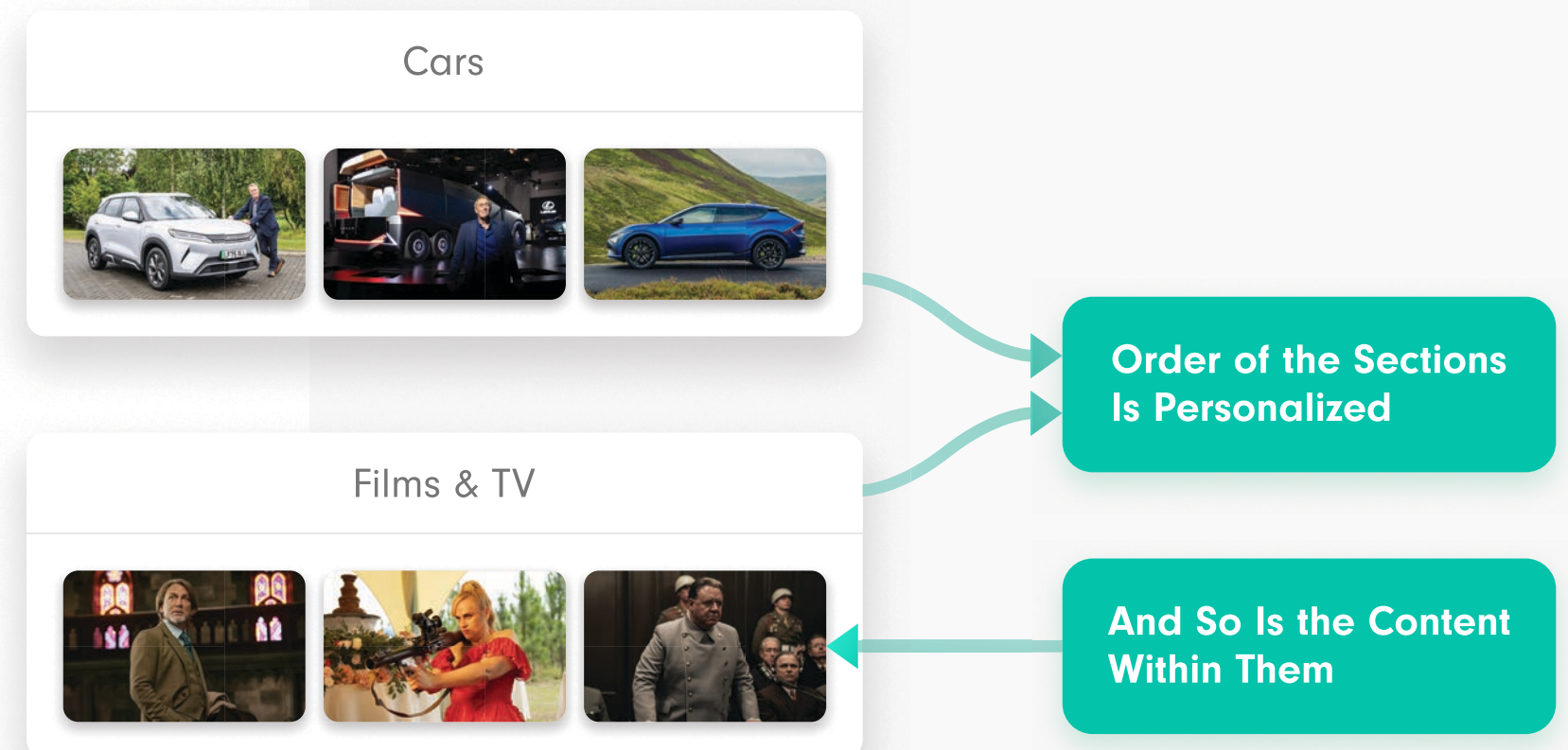
## Personalized Ordering of Sections

Recombee selects the ideal order of lifestyle topics (Film & TV, Cars, Fashion...). It then surfaces the most relevant content within each section.

### Key Benefits of Personalized Section Ordering

- **Reduce choice fatigue** by prioritizing the most relevant sections first.
- **Increase scroll depth and time spent** through better content hierarchy.
- **Drive discovery across verticals** without disrupting editorial structure.
- **Improve retention** by making each visit feel uniquely structured.

■ ■ **Composite Recommendation**  
■ ■ Recommendation Type



## Personalized Feed

A continuous, dynamic feed of top articles tailored to each reader. Recombee ensures the feed never overlaps with content shown in other sections.

### Key Benefits of the Personalized Feed

- **Deliver a seamless, individualized experience** across sessions.
- **Increase recirculation** through fresh, non-duplicative content.
- **Boost engagement frequency** by keeping the homepage dynamic and relevant.
- **Strengthen long-term habit formation** through consistent personalization.

- **Recommend Items to User**
- Recommendation Type

### Personalized Editor Picks



### Feed



### Cars

Topic Section



### Feed



### Explore Britain Topic Section



## Implementation Results

**A section that feels personal, not generic:** repeated exposure to content aligned with readers' interests strengthens perceived subscription value.

**Better discovery, less effort:** personalizing both story selection and section ordering reduces choice fatigue and simplifies navigation, supporting deeper sessions.

**+8%**

Avg. sessions per user vs. competitive solution in A/B test

**Editorial trust is maintained:** editors remain in control. Personalization does not replace editorial judgement; it enhances how it is delivered.

Overall, the Life section evolved into a **personalized, habit-forming destination**, demonstrating that personalization supports **long-term retention**, not just short-term engagement.

## Segment-Aware Analytics

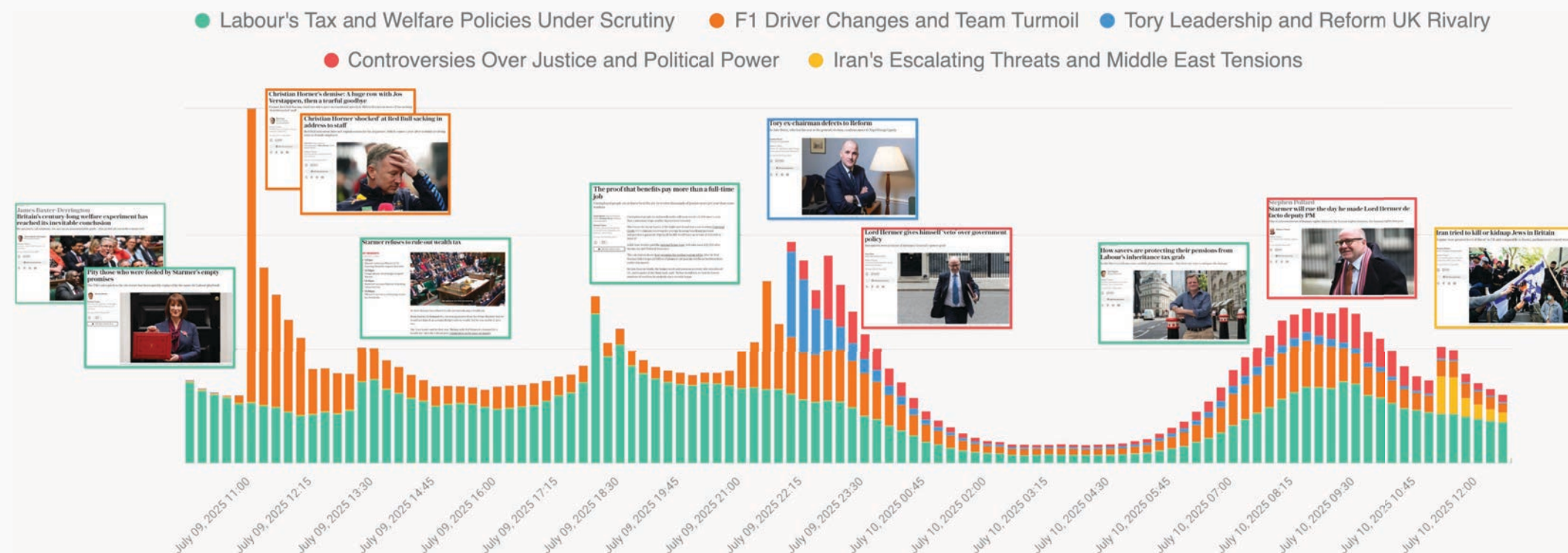
Alongside personalization, Recombee’s **GenAI analytics pipeline** gives The Telegraph’s editorial and analytics teams a real-time view of fast-moving newsroom data, turning raw content signals into **clear, actionable editorial intelligence**.

Using **LLM embeddings and sparse autoencoders**, articles are automatically clustered into **emerging topic segments** and named in plain language; no need for analysts to interpret raw model outputs. Dashboards **refresh every 15 minutes**, giving editorial teams **real-time visibility** into which themes are rising,

which are lasting, and what's driving high-value engagement across The Telegraph's coverage.

The result is a shift from article-level metrics to **segment-level insight**: a more stable, strategic lens that helps editors make faster decisions on promotion, commissioning, and content focus.

The underlying methodology was published and presented at the ACM Recsys Conference (Sept. 2025). [Read the paper.](#)



## More Stories, More From Channel, More from Telegraph

 **+35%** CTR increase vs. competitive solution in A/B test

## Life Section

 **+8%** average sessions per user vs. competitive solution in A/B test



“At The Telegraph, a core part of our AI strategy is sophisticated personalisation. After carefully evaluating the market, we selected Recombee as our content recommendation partner. We are excited about Recombee's potential for enhancing editorial processes, offering new ways to surface relevant content effectively and understand content performance trends in real time.”

**Tom Kelleher**, Director of Emerging Technology – AI & Personalisation



"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Proven engagement uplift in controlled A/B tests

**Personalization built for editorial integrity** with human-in-the-loop control

**Real-time learning** adapted to live news cycles

**Article, section, and topic-level personalization**

**Flexible configuration** aligned with newsroom KPIs

**Scalable infrastructure** with seamless integration



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