64% CTR Growth Through Personalized News for Economia
About Economia

Economia, a.s., a European Business Press member, is a major Czech publishing house specializing in economic and professional periodicals. The internet division of the company runs over 20 out of the most important news and professional websites in the country, including aktualne.cz and ihned.cz. Together, they serve 500M page-views per month. Economia takes great pride in the trustworthiness and objectivity of information it provides. It became a reliable source of information for 66% of Czech business owners, top management and public administration representatives.
In a continuous effort to improve its online products, Economia a.s., a Czech media company running a number of news portals and thematic websites, decided to explore the power of artificial intelligence for personalization. Based on a superb A/B test performance, Recombee’s news personalization system together with Geneea’s NLP engine were selected as the winner in a tender of several commercial solutions.

Since then, our solution has been expanded to the centrum.cz portal with over 50 million recommendation requests per month. Deployment to several other large sites is planned within the next few months.
Situation

- Hundreds of articles published every day.
- 300,000 historical articles.
- Static content selection managed by editors.

Requirements

- Recognize preferences of individual users.
- Balance personalization and discovery of new content.
- Find similar articles.
- Real-time response in large traffic.
Solution 1/2

To address Economia’s needs Recombee’s solution contains following:

- mixed recommendations of different types of multimedia content: text articles, videos, and galleries,
- processing very complex business rules on what type of content can be recommended at given time, based on its age, categorization, and editorial attributes,
- recommendation of continuously published new and new articles, many of them highly ephemeral,
- personalized recommendation on related user acquisition portals,
- read-next recommendation for written articles,
- recommendation of "watch next" for videos in video section,
Solution 2/2

- processing exact viewing data (read percentages for individual articles) to fine-tune the recommendation,

- advanced natural language processing methods for better in cooperation with Geneea company to improve the recommendations,

- continuous support and cooperation, consultations of novel approaches how and where to use recommendation,

- cross-recommendations between different portals.
SOLUTION EXAMPLES

Aktuality.cz - Video detail

Recombee applied to Doporučujeme ("Recommended") section.
Aktuality.cz - Home Page

Recombee applied to Doporučujeme (“Recommended”) section.

**Domácí**

Policisté zasahovali v pražských nemocnicích, stihají pět lidí a firmu za korupci a vydírání

V případu jde o dodávky služeb do Nemocnic Na Františku a Na Bulovce.

**DOPORUČUJEME**

Zemanistán má vládu, Babiš už zásobu blíží a... 

Hokej nadále korporativní identitu 

Czech Republic. Jsem zachráněn

**DOMÁCÍ TÉMATA**

Politika

Boj proti dezinformacím

Rejony

Počasí

Foto: Jezdíli s ním Masaryk i Havel. Nahlédněte do prezidentského vlaku, který bude brázdit Česko

Ze zooparku ve Zvoli utekla puma, lídy se neměli zdržovat venku. Chovatelé ji chytají v lese

Malá délála koncipiumu 300 kilometrů od domova. Praxi přitom měla absolvovat na plný úvazek
Recombee applied to Mohlo by vas zajímat (“You could be interested in”) section.
Results

- **64% increase in Conversion Rate** compared to recommendations by editors

- **Saving editors’ time** previously spent on continuous manual content selection

- **Saving money** spent on manual content selection

- **Increasing relevancy** of content for individual readers

- **Positive impact** on reader satisfaction: more articles read, longer website visits

- **Improved advertisement revenue**
“Thanks to Recombee’s recommendation service and Geneea’s NLP, we were able to personalize news and articles for visitors of our major portals (aktualne.cz, volny.cz, atlas.cz), increasing the number of pageviews by 64 percent. We expand recommendations to other scenarios such as video recommendations or personalized galleries.”

Vojtěch Kostelecký Product Manager, economia
"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."

Excellent scalability, big data infrastructure

Universal SaaS solution verified on multiple verticals

Real time machine learning

Simple and intuitive API + SKDs for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs
For more info contact business@recombee.com