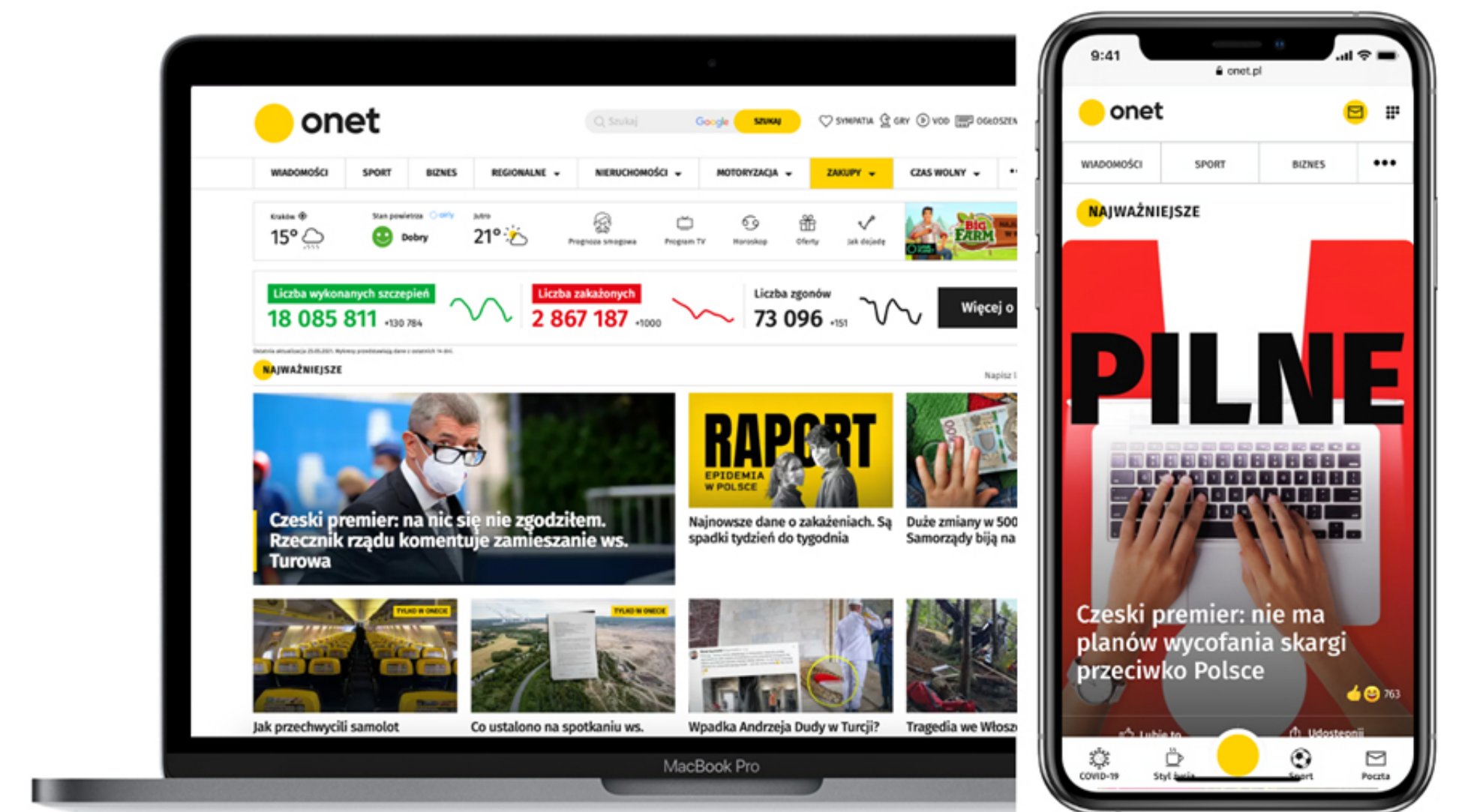




Personalization at Onet.pl

For years, editors of Onet struggled not only with explaining the complicated world by reporting it but also with categorizing and publishing news to the home page manually.

Thanks to cutting-edge personalization delivered by an AI recommendation engine from Ring Publishing, every one of 18 million Poles visiting Onet's home page monthly now has their personalized window into the world of news and entertainment.



Cooperation between humans and machines brought great results. Journalists handed repetitive tasks over to algorithms, saving time for creative work. Onet became a more engaging website, proving it with a 33% increase in total time spent on the site.

Why did client decide to implement personalization?

Global players (such as Google, Apple, Facebook and Amazon) accustomed users to a new standard. People expect individualized product offerings and a personalized approach. Loyalty matters more and more, and competition for time and attention increases.

The project's primary goal was to increase readers' engagement and raise the number of loyal users by creating the product with individual offers for different users and their diverse interests.

It's worth saying that, as can be seen below, the project was executed in two perspectives.

Leading Polish internet portal



Onet is the leading Polish internet portal with 24 years of experience. It delivers content for millions of users as text and video every day, including video on demand.



○ User' and brand perspective

Onet is the largest news portal in Poland with a diverse audience. It's read by men and women of all ages and all views, from sports fans to gossip lovers to people engaged with politics.

It's difficult to cater to all their interest with one home page.

Every day, Onet and other Ringier Axel Springer titles produce hundreds of pieces of content that can draw the interest of many, different readers. But it is not possible to publish everything for everyone at the same time – certainly not in a manual way.

We needed a tool that would automate publishing and recommend content, so each user can feel that Onet is a portal tailored to their needs but does not trap them in “filter bubbles”.

By serving more personalized content, Onet wanted to engage their readers and thereby significantly raise the number of loyal readers.

○ Newsroom perspective

Digital journalism requires more than being able to write captivating texts. You also need to tag the text, set up publications and judge what to recommend to readers and how to recommend it. With hundreds of pieces of content produced daily, many articles never reach a big audience, because they're not promoted on the main page. This is especially true for niche or local subjects.

Editors used to decide which article is presented on the website, for how long and where. The traditional manual publishing process was slow and based mostly on intuition.

Our goal was to let the journalists focus on what they do best – creating great content for different groups of readers, and to reposition editors from the "control tower" to quality guards.

Apart from that, over time we realized that it's beyond human capabilities to manually manage so many different personalized versions of Home Page.

The technology was supposed to help:

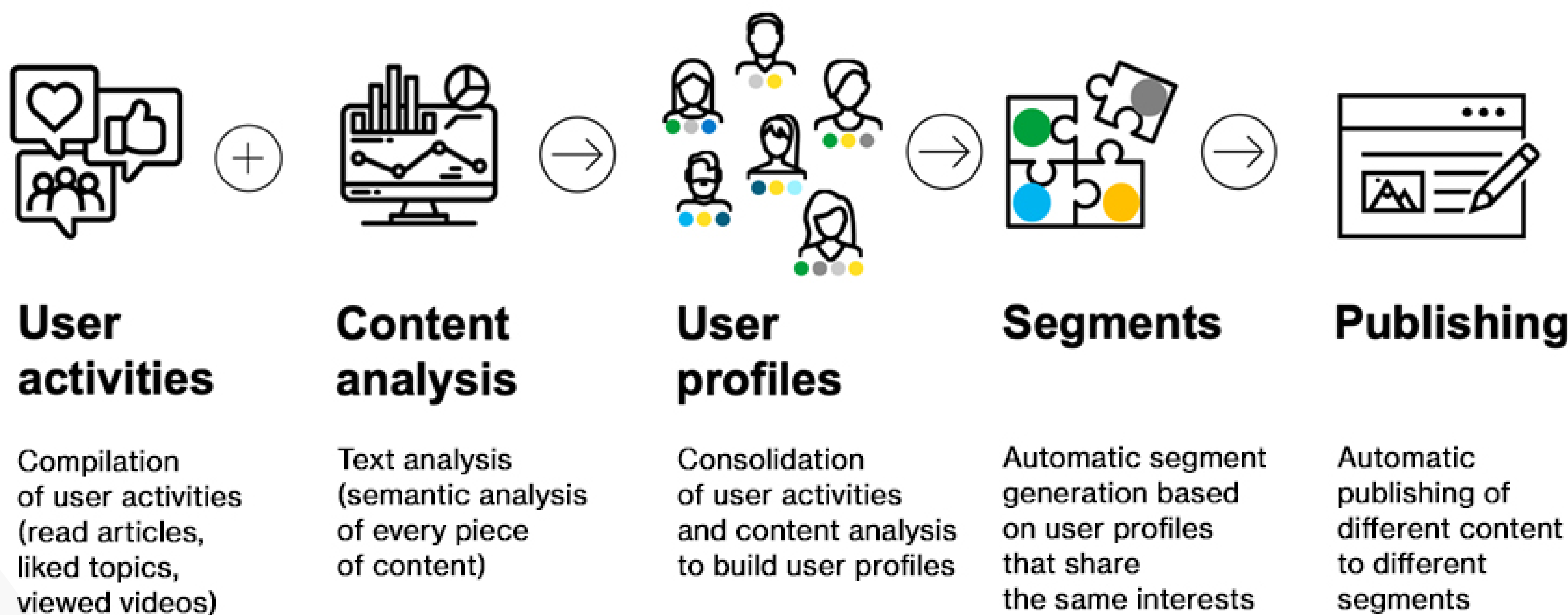
- free journalists from time-consuming and repetitive tasks
- turn a slow publishing process into a data-driven automated process
- increase the reach of already-published content
- reach the right readers with more diverse, as well as niche content
- give each author and every piece of content equal chance to be promoted and presented on the Home Page



○ How did it happen?

The scope of the project vastly exceeded a simple change of digital tools and included a shift in processes and in the approach of the newsroom. It's where the biggest change happened – because the role of an editor was changed from someone deciding what to publish in “a digital newspaper” to a quality guardian.

KPIs were changed, with Total Time Spent becoming the primary KPI for product performance and user engagement. User segmentation made it possible to divide millions of users into different groups according to their content preferences. On top of that, a combination of segmentation and automated publishing enabled personalization of the Home Page, where different segments of users receive their own Home Page versions built dynamically based on their changing interests.



○ What was achieved?

The whole main page is now personalized, but our tools allow editors to take control and pin important information or editors' choices to be visible to all users.

○ Product perspective results – more engaged and loyal users

Now, 18 million Poles visiting Onet every month enjoy personalized and engaging home pages.

- Total Time Spent on Onet was increased by 33 %
- 80 % of Time Spent is generated by automatically recommended articles, 20 % is chosen by editors



- 400 % greater content diversity – 4 times more content is published daily on personalized Home Page
- The number of the most engaging pieces of content grew 20 times, as different segments of readers spend more time with different content.
- After launching the personalization, Onet users visit the website on average 15 % more often per month. Their sessions are 9 % longer.
- Onet has now 24 % more loyal users than before the launch of the project

○ Newsroom – a data-driven, automated publishing process

○ Focus on a story

50 % less editorial effort is spent on home page management. Editors are now responsible for the quality of content, pre-and post-moderation and editors' choice.

○ Democratization of the newsroom

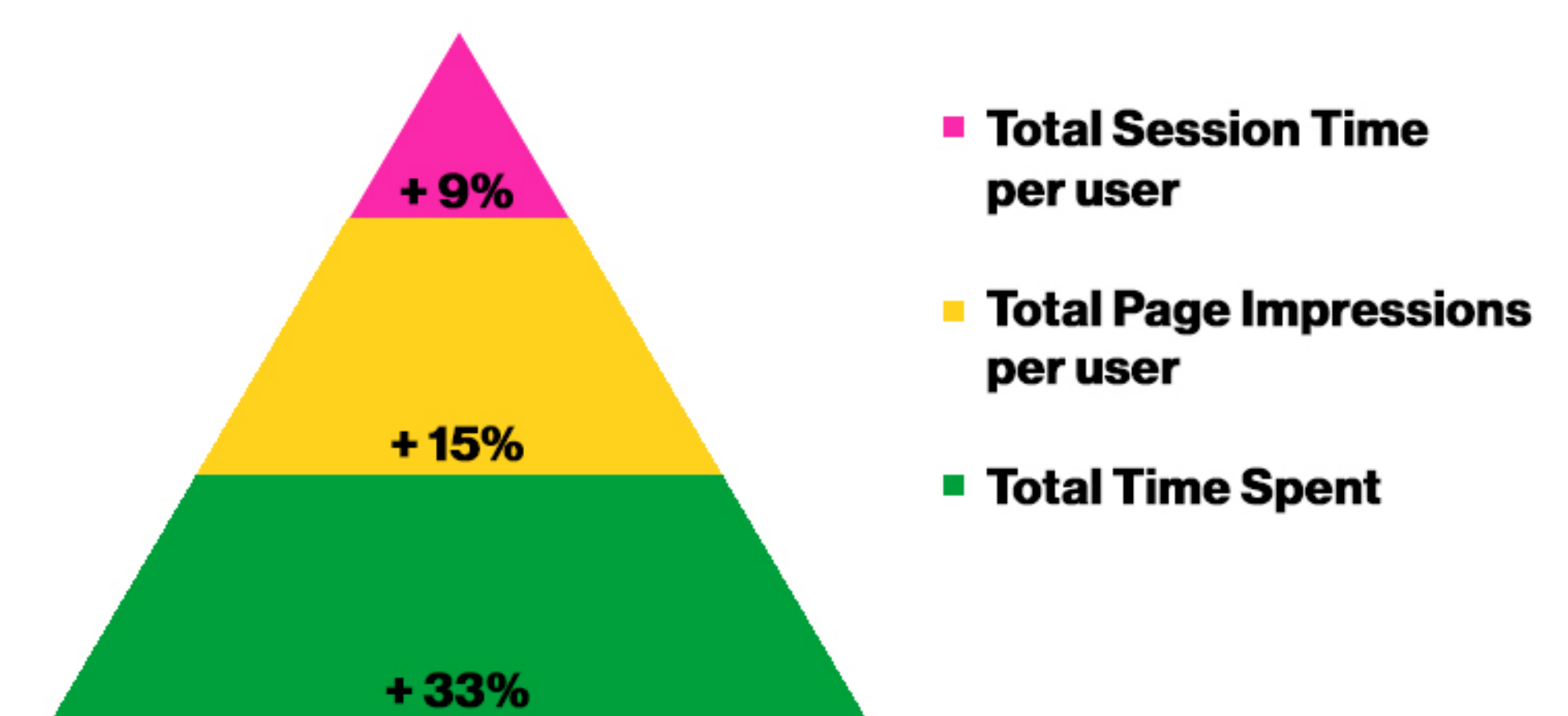
600 journalists and editors contribute to the content on the main page of Onet. Their content competes in real-time to reach users in different segments. No matter if it is written by an ambitious intern or an experienced expert – the articles are measured by what readers find engaging.

○ More content gets more visibility

personalization raised the number of stories published and read by fourfold.

○ Personalization and content work together, forming a flywheel

more content fuels personalization and makes it more effective, while more advanced and effective personalization creates space for more content.



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