

Apply ~~product~~ content
recommendation & get
+27% engagement
on your content-rich
website.

Content Recommendation For Your Content-Rich Site

This whitepaper will focus on the importance of relevance in content-rich websites. It will explore the business benefits of automated content recommendations and will examine the value that individualized content recommendations can bring. The main takeaway will be the importance of implementing individualized content recommendations in order to maximize the value of a content-rich website for both the business and the user.

It is important for websites to be relevant to every individual because it allows businesses to stand out in the digital attention economy, where users are bombarded with a constant overload of information and have limited attention spans. Relevance makes you exist and makes you visible. We see results such as **+40% SoMe ad CTR, converting 3 times better while reducing the campaign budget by 31%. A 3-time increase in telemarketing sales. A CTR increase in emails by +147% and boosted conversions by +300%.**

What is Rich Content?

Content recommendation in e-commerce has been commonly used for product recommendations, such as recommending similar t-shirts or complimentary items based on previous interests. However, this approach is less effective for content-rich websites.

There is a difference between e-commerce product recommendation and content recommendation on a content-rich site.

Why? Because

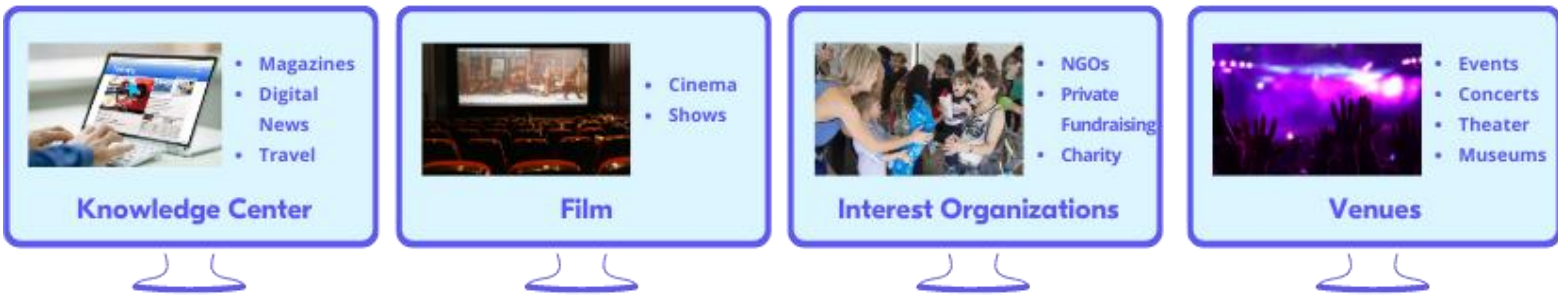
1. Recommendations are based on an average of what others have done, e.g., most who clicked on this have also clicked on these.
2. Deep content allows us to capture what the users are truly interested in.

Numbers show that a more individualized approach is needed for content-rich recommendations, for them to be as successful.

Content-Rich content is when content reveals some preferences and interests related to an individual, at a cognitive level. Examples of these types of content could be articles, films, books, concerts, travel etc.

Companies like Spotify and Netflix are great examples of companies with rich content already utilizing a high level of individualization. Some may say that they have set the

standard for personalization using AI and machine learning, but for the majority of businesses, this level of personalization is not feasible due to the cost and resources required. Other examples of rich content organizations could be:



Websites with a lot of content are well-suited for individualization as they provide ample opportunities to understand user behaviour and preferences. By analyzing user behaviour, it is possible to determine their interests and provide a more personalized experience through targeted content recommendations. This approach can lead to increased engagement and conversions for the website.

The combination of AI and machine learning analyzes website visitor behaviour, including clicks, responses, and purchases, to create an understanding of their interests and preferences. This information is then used to provide individualized recommendations. Two methods are used to provide these recommendations.

1. Based on the visitor's **cognitive profile**.
2. Based on the **related content** to the 'articles' viewed during the session.

This approach is effective in providing individualized recommendations to website visitors and has resulted in increased conversions and larger basket sizes.

It is not just a nice to have, it's a need to have. Besides making your website or app look incredibly sharp, being more user-friendly and creating an optimal user experience, there are also crucial metrics proving that this is good business. Some results that we have seen ourselves:

- +15% Better Conversion Rates**
- +20% Increase In Basket Size**
- +19% Increase In Buying Subscriptions**
- +21% More Clicks Per Visit**
- +20% Faster Return Visits**
- +24% Higher Retention**

Case Study of Danish Radio Concert House

Website Individualization

DR Concert Hall

Situation

Danish Radio (DR) Concert Hall was using advanced marketing automation tools to personalize their website by segmenting visitors and using rules to cater to most visits. They believed this was the best solution for individualization.

Complication

Using segmentation and human logic to build rules for personalization has several drawbacks: it is resource-intensive and requires extensive experience to get it right, it requires ongoing maintenance and is often built on outdated data. Additionally, it will never fully tailor to each individual, as people have different preferences.

This approach can be compared to putting people into a limited number of boxes, instead of giving each person their own unique box.

Opportunity

DR Concert Hall recognized that they had reached the limit of what they could achieve with rule-building, and needed to take a new approach to individualization. They partnered with Allyy.io to find a way to showcase the right content to each individual in real-time.

To do this, they used a large amount of data, including information from their marketing automation system, web history, purchase history, responses to previous marketing efforts, and +400 events.

Allyy.io used AI and machine learning to analyze this data and create a fully individualized content recommendation platform.

Resolution

Allyy.io's analysis of data and modelling enabled DR Concert Hall to achieve real-time individualization for each website visitor, resulting in a **+15% increase in conversions** and a **+20% larger basket size**.

Over two years, the website's turnover has grown by 163%. DR Concert Hall has also won awards for the quality of their customer experience.

How It Works

To start individualizing your content-rich website, you must first identify your visitors before you can start building recommendations.

Ways To Identify Visitors

- **Login**
- **Email**
- **Cookies**

Once you know who is on your website, you can start collecting data in order to show valuable recommendations to each visitor. Recommendations are based on first-party data, meaning it is fully compliant with GDPR regulations.

Compliance

- **GDPR**
- **Cookie Consent**
- **Email Permissions**

Users must give permission for their data to be used in order to receive relevant content recommendations. On the first visit, a user will receive default recommendations which perform better than 'most read' etc. It is derived from the recommendations to known users. As the user returns to the website and becomes more identified, the recommendations will become more personalized and specific. They will continue to improve over time as more data is collected and analyzed using machine learning.

Another element is web tracking. Web tracking is used to gather data on how long a user spends on an article, which articles are clicked on, and if a purchase is made. Google Analytics 4 is commonly used for this purpose and provides visibility tracking. This allows us to determine if an article has been read or not, how long it took, and what was clicked on in the process.

The best part is, that you are not limited to utilizing these recommendations on your website or app, you can also apply this data and method in your email flows and much more.

Case Study of a Digital Media House

Website Individualization

For A Digital Media House

Situation

The digital age has brought new opportunities for media companies, but also new challenges. As the world shifts away from printed media, media companies must adapt to the changing landscape and find new ways to reach their audiences. This media house has been focusing on individualization for quite some time, in an effort to stay relevant and capture the attention of its audiences.

Complication

In the attention economy, media companies must be relevant to retain customers. Recommendations for content have been based on "Most Read" or "Newest Content" with expiration dates set by each journalist. This approach may reach most people with the right content, but it is uncertain and inconsistent. For example, an article about an escaped zoo animal may be relevant for 1-2 days while a tax reform article may be relevant for 6-12 months. Each journalist's personal attachment to the subject affects the expiration date, requiring significant change management to maintain relevance.

Opportunity

The Media House was considering options for personalizing news recommendations, and was considering hiring a team of data scientists, but was hesitant due to the high costs and uncertain results. They needed a solution to keep and grow their market share long-term. They ultimately chose to work with Allyy.io, a company that specializes in recommendations for deep content like news articles. They tested the approach by comparing it to their previous method, and it could easily be adopted by other Media Houses.

Resolution

The numbers fully speak for themselves and are quite astounding. By individualizing every person in the test group compared to the regular group, our client reached an amazing:

+19% sign-ups to paying subscription

+24% renewal of subscription

+20% quicker revisit

+21% more clicks

I think we can agree that for an already established business such as a Media House, growing signups and renewal at this level after only 3 months (including development and integrations) is quite amazing.

How To Get Started

To get started you will need two things:

1. **Content** on your website will be analyzed using AI.
2. **Web tracking** data to analyze activities.

The first step for an agency to get going would be to do some development work to prepare the website to make it compatible with individualized recommendations. The next step would be to indicate and establish key connectors to data, using either plug-ins or APIs.

Allyy.io works as a direct plug-in when it comes to the recommendation of rich content. You simply feed the data to Allyy.io and let Allyy.io deploy and create models, to feed the content recommendations right back to your desired feature block.

Good Practices from Allyy.io

Good Practices:

- **Remove already-seen content**
- **Only show valid content**
- **1 recommendation per topic**
- **Mix it with reductional content**
- **Call it "Recommended"**

Individualization is now within reach. Plug-in and boost metrics with no ongoing effort. Delights users and promotes success!