

Adresseavisen

WHY READERS STAY LONGER ONLINE ON ADRESSEAVISEN'S NEWS PORTAL

Tailoring content recommendations for users online

Overview

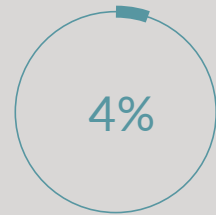
Adresseavisen is Norway's oldest newspaper publication. Their online news portal, Adressa.no features a variety of editorial content; from daily news, sports to culture and television.

Challenges

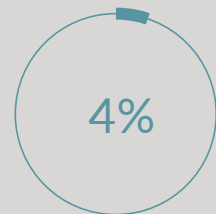
Adresseavisen wanted to be able to increase the visibility of editorial content on their online news portal and make it easier for their readers to find personalized content recommendations.



Wanted to increase the visibility of content and create personalized content recommendations



Over 4% increase in click through rate for content recommendations



The outcome of personalized content was an increase in CTR by more than 4%

“ Knowing that the experience we're giving each individual reader is tailored to them making them come back more often and stay long on-site is awesome. ”

Rolf Dyrnes Svendsen, Head of Digital Development & Editor

OPTIMIZING ADRESSA.NO FOR A PERSONALIZED CONTENT EXPERIENCE

How to increase CTR by content recommendations

Adresseavisen was able to create a personalized user experience with the help of Cxense Solution. The editorial content on Adressa.no was able to be optimized by automatically refreshing articles and generating related articles on the news portal.

A personalized widget was implemented with Cxense Solution which enabled content recommendations based on a user's behaviour and individual interests. Content was further optimized through filtering and excluding articles already read.

Adresseavisen's Head of Digital Development & Editor, Rolf Dymes Svendsen was dash-pleased with the outcome and increasing CTR by more than 4% and said "Being able to recommend more of the great content the Adressa.no journalists create in a seamless way makes me as an editor very excited - in addition to **knowing that the experience we're giving each individual reader is tailored to them making them come back more often and stay longer on-site is awesome.**"



Personalize every
interaction.
Create an experience.
Be remembered.