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.”

www.cxense.com