



# PERSONALIZATION

CREATING INDIVIDUALIZED  
USER EXPERIENCE

# WHY DO I NEED PERSONALIZATION AS MEDIA CO. ?

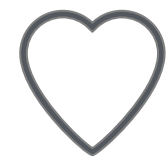
---

- Currently the editorial offices produce more content than the end-consumer is able to consume
- There is a lot of high quality content available in the world wide web / in apps
- The selection of the provider often happens via intuitive use and maximum reduction of the pro-activity of the users

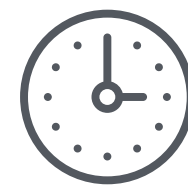


---

# HOW CAN WE ASSIST YOU?



Through the personalization of articles the searching time for material which is worth reading for users can be reduced and therefore customer satisfaction increases



Through recommendations in the article or at the end the time the user spends on the platform increases. This increases the chance to convert the user into a subscriber



In addition streaming content on various platforms increases the time, the user spends with this content



“Instant-Personalization” of articles will increase the motivation of the user to consume content more frequent

# APPSFACTORY SOLUTION PERSONALIZATION

---

- **Features:**

- Integration of article data (incl. audio and video) from different sources via pull (this solution retrieves data on a regular base) or push mechanisms (this solution is part of the publishing processes)
- Integration of tracking data from various sources (e.g. Firebase, AT Internet, etc.)
- Adaption of our award-winning personalization model according to the objectives of the client
- Creation of user specific feeds in regular intervals (customizable by the customer)
- Possibility of implementing a “fair personalization”, e.g. role model Netflix (70% personalized, 30% contra rotating interests) as a way out of the filter base
- Distribution through different ways, e.g. Web API, File Upload, etc.
- Possibility of a high performance auxiliary via web cache
- support for further development and permanent improvement of KPIs





# CONTACT US

---

**JAN NOWAK**

VP Projects & Technology

[info@appsfactory.de](mailto:info@appsfactory.de)

Appsfactory GmbH

Nikolaistraße 28-32

04109 Leipzig

Germany

 **Appsfactory**