

HOW FROOMLE’S ARTIFICIAL INTELLIGENCE IS BOOSTING CONVERSION FOR HET NIEUWSBLAD

Het Nieuwsblad publishes hundreds of articles each day, many of which go unnoticed by their readers. Through Froomle’s AI engine visitors to the news website will now find the articles most relevant to them, which increases the amount of time visitors spend on their website and the number of click-throughs.



Het Nieuwsblad faced two challenges:

How to connect visitors with relevant content.



How to receive views on previously unnoticed content.

In our day and age, a considerable amount of content is published each day, and Het Nieuwsblad is no exception to that rule. Initially, Het Nieuwsblad showed the five most popular articles on its homepage to all readers, but with hundreds of articles posted daily, a great deal of content was lost to their readers. So, Froomle built a solution for Het Nieuwsblad to link the right content to the right reader. From the moment a news article is posted up until it's 18-hours old Froomle's AI will sort the articles by relevance to the reader. These recommendations are based on the reader's reading history and that of similar users.

Now, when you visit Het Nieuwsblad the top five recommended articles will be relevant to you, and as you go through the site, the algorithm will continue to recommend articles based on your previous reads and your current reading behaviour.

Thanks to continuous A/B testing Froomle's AI improves and refines itself.