

Flywheel in building readers' engagement

MORE CONTENT GIVES FUEL TO PERSONALIZATION,
MORE ADVANCED PERSONALIZATION CREATE A SPACE
FOR NEW CONTENT



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More content gives fuel
to personalization, more
advanced personalization
create a space for new
content



Onet main goal

User localisation and engagement

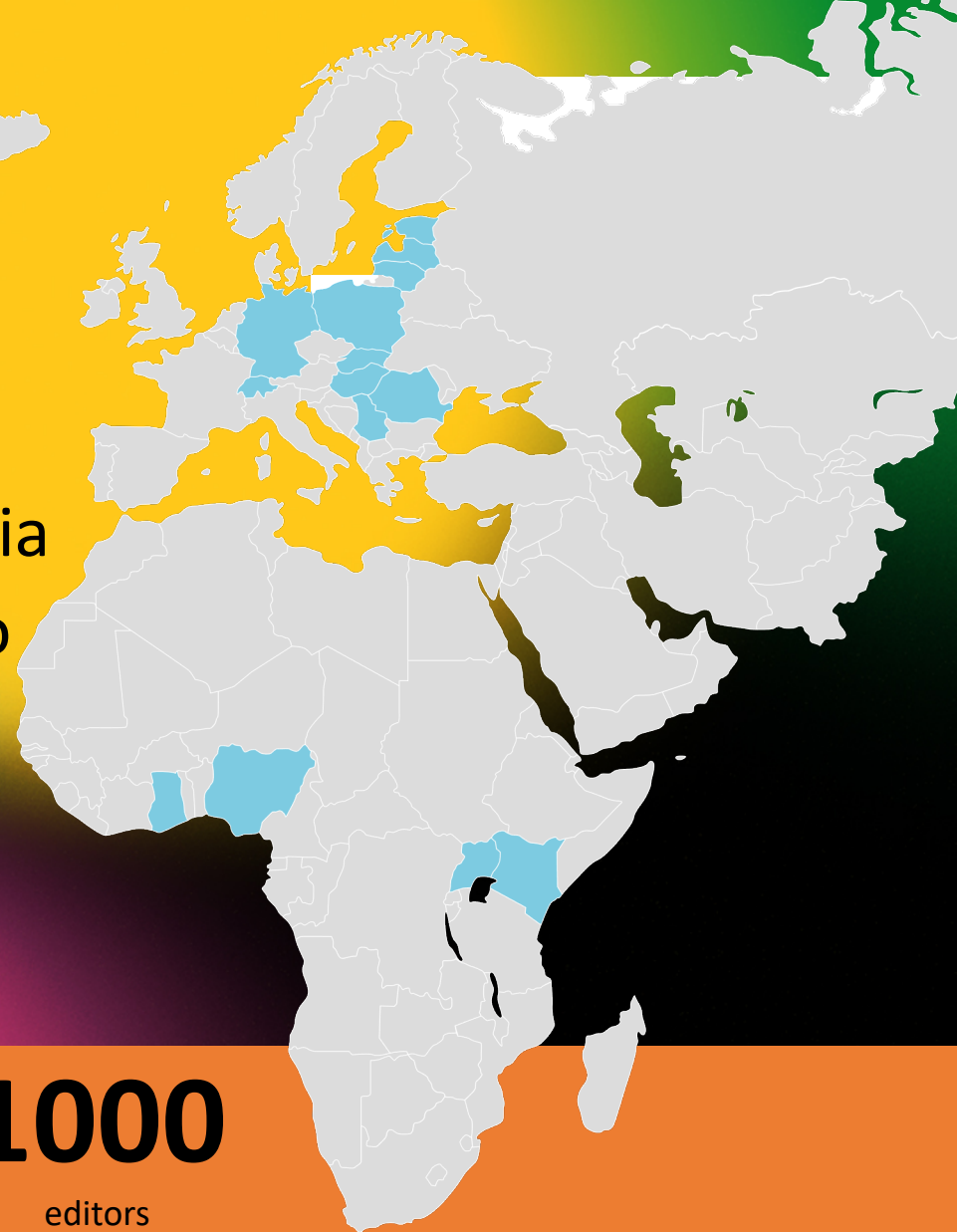


User loyalty

Time spent



Ring Publishing – SaaS platform for media to create and deliver the right content to the right audiences.



14

countries

60

media
sites

40m

active real-users
monthly

4bln

page views
monthly

1000

editors
daily



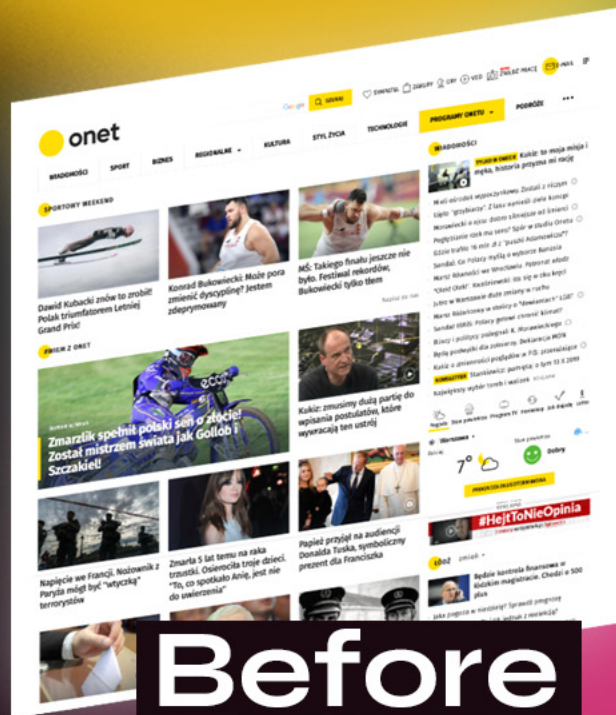
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Content personalization - the only way to achieve this goal

From the same Home Page for all readers to personalized experience



Before

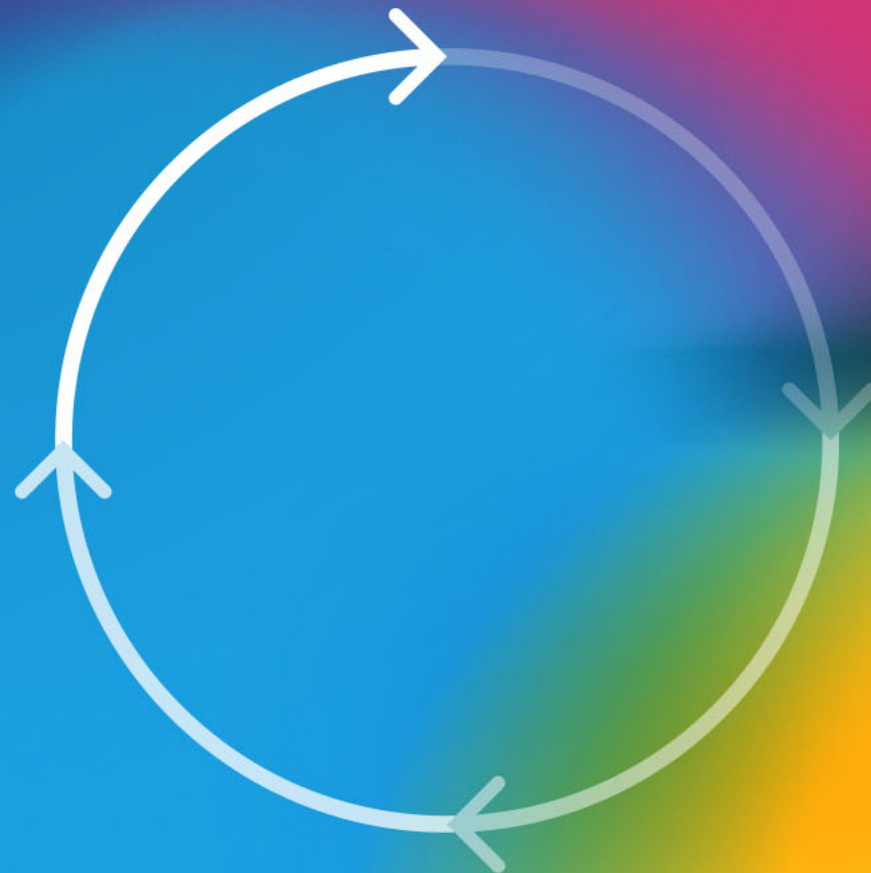
Single version for all readers.
Published manually.



After

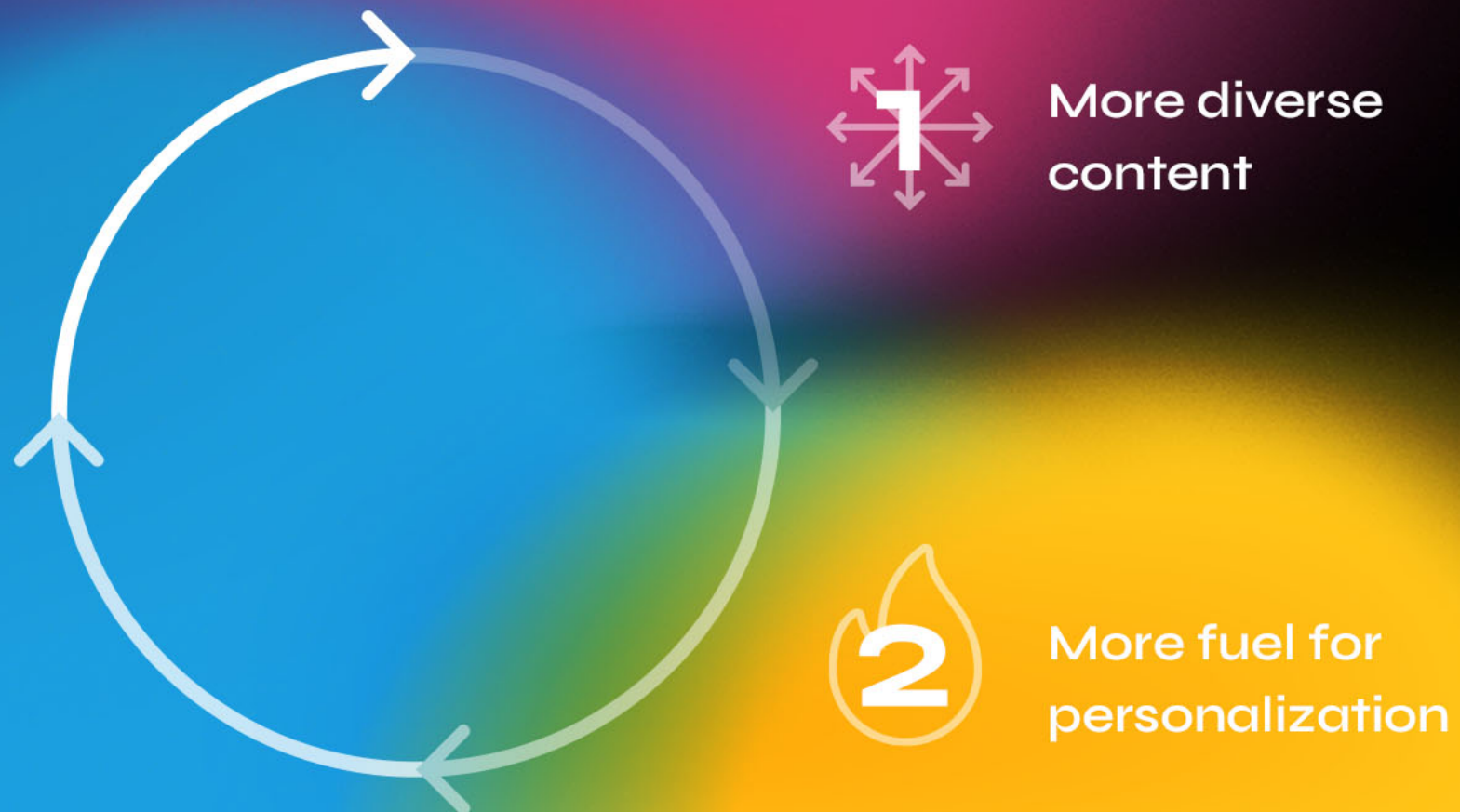
Personalized for MANY user segment.
Fully automated publishing.

Personalization needs more and more content

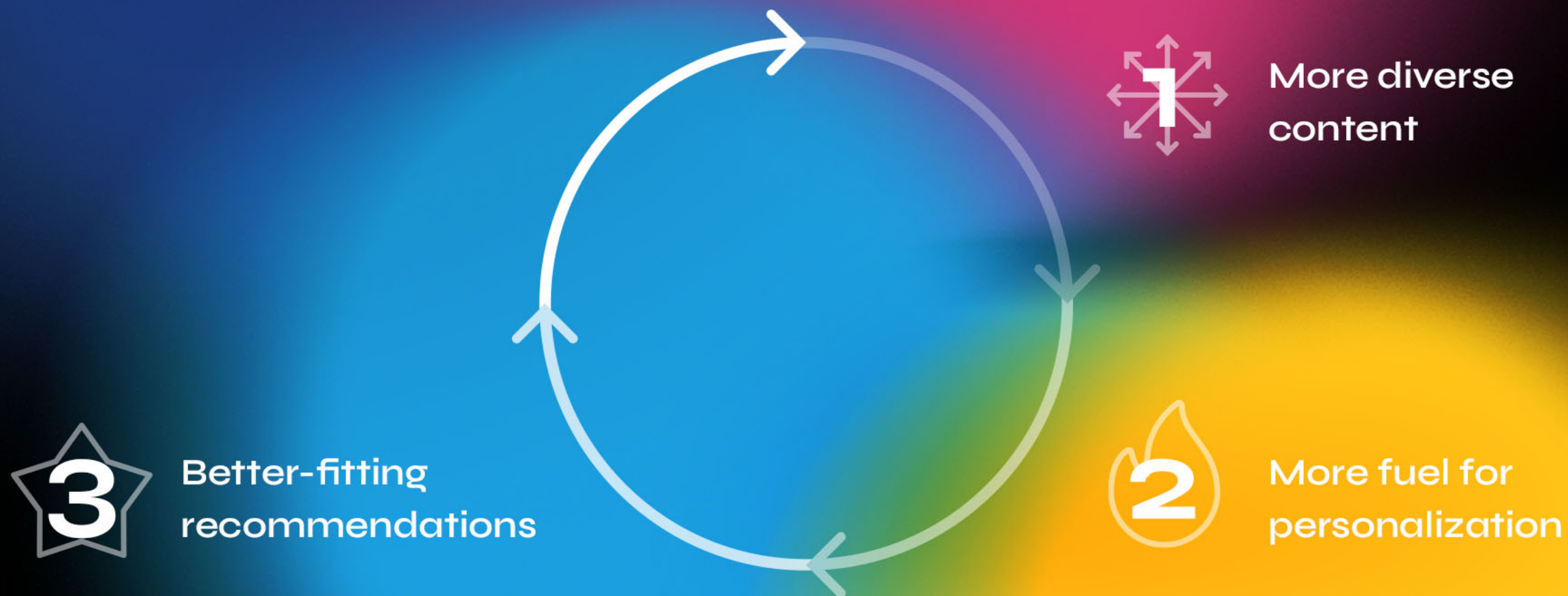


More diverse
content

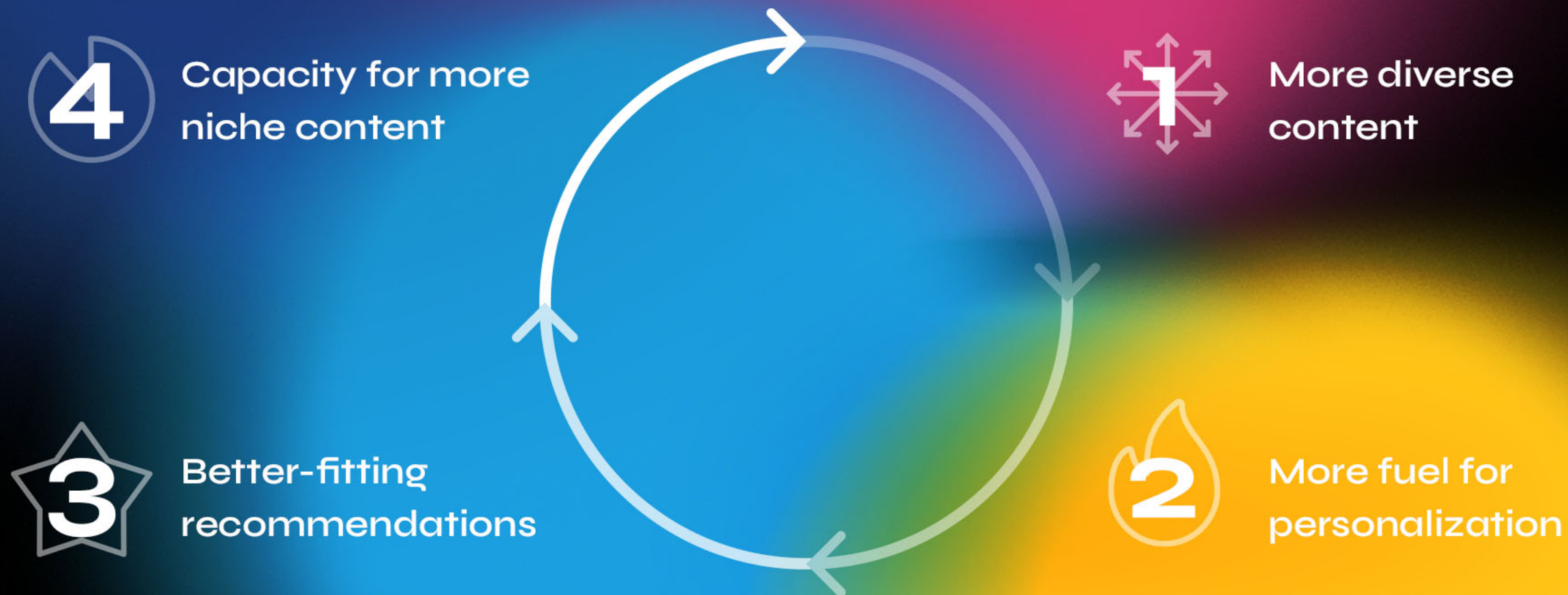
Personalization needs more and more content



Personalization needs more and more content



Personalization needs more and more content



Affiliate Program

**Onet's Affiliate Program
is a platform associating
publishers with expert content
that applies to every area of life**

More than 200 Partners



KOSMOS DLA DZIEWCZYNEK.PL

MAD
White

CRAZYNAUKA



K
MAG
MAGAZYN

Nowa Europa Wschodnia

Aria RADZI

AKTIVIST

FABRYKA
SIŁY

CKM
CZASOPISMO KAŻDEGO MĘCZYZNY

Archinea

HISTORIA
.ORG.PL

kb.pl

respublica
DANE DO MYŚLENIA

MMA ROCKS

Skijumping.pl

TU WROCŁAW .COM

CzasDzieci

BIZNES ALERT

naszosie.pl



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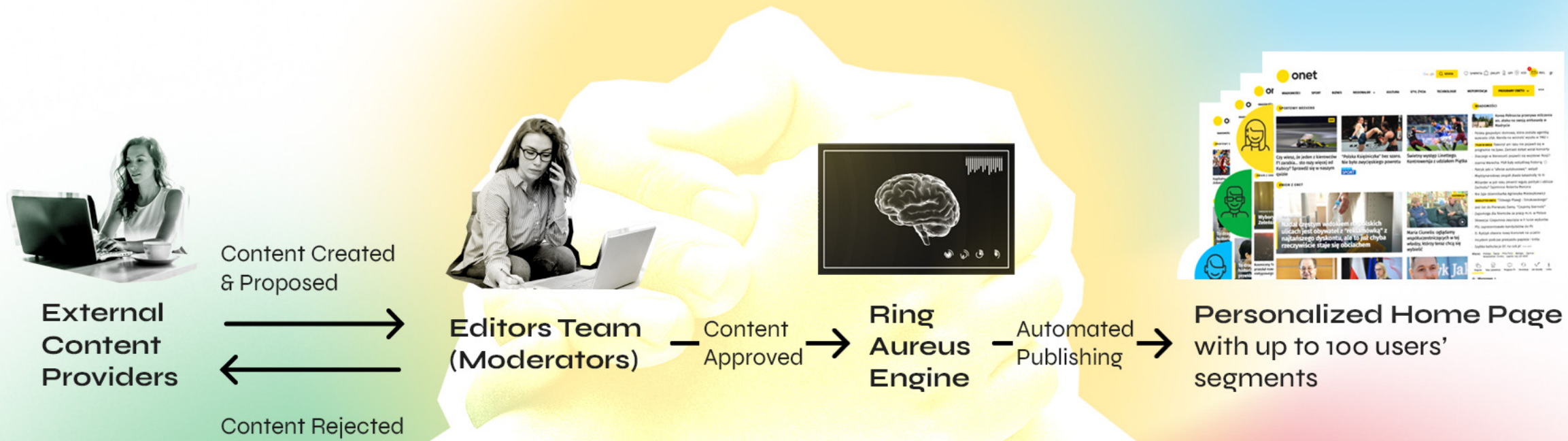
Editorial Workflow for Partners



Editorial Workflow for Partners



Editorial Workflow for Partners



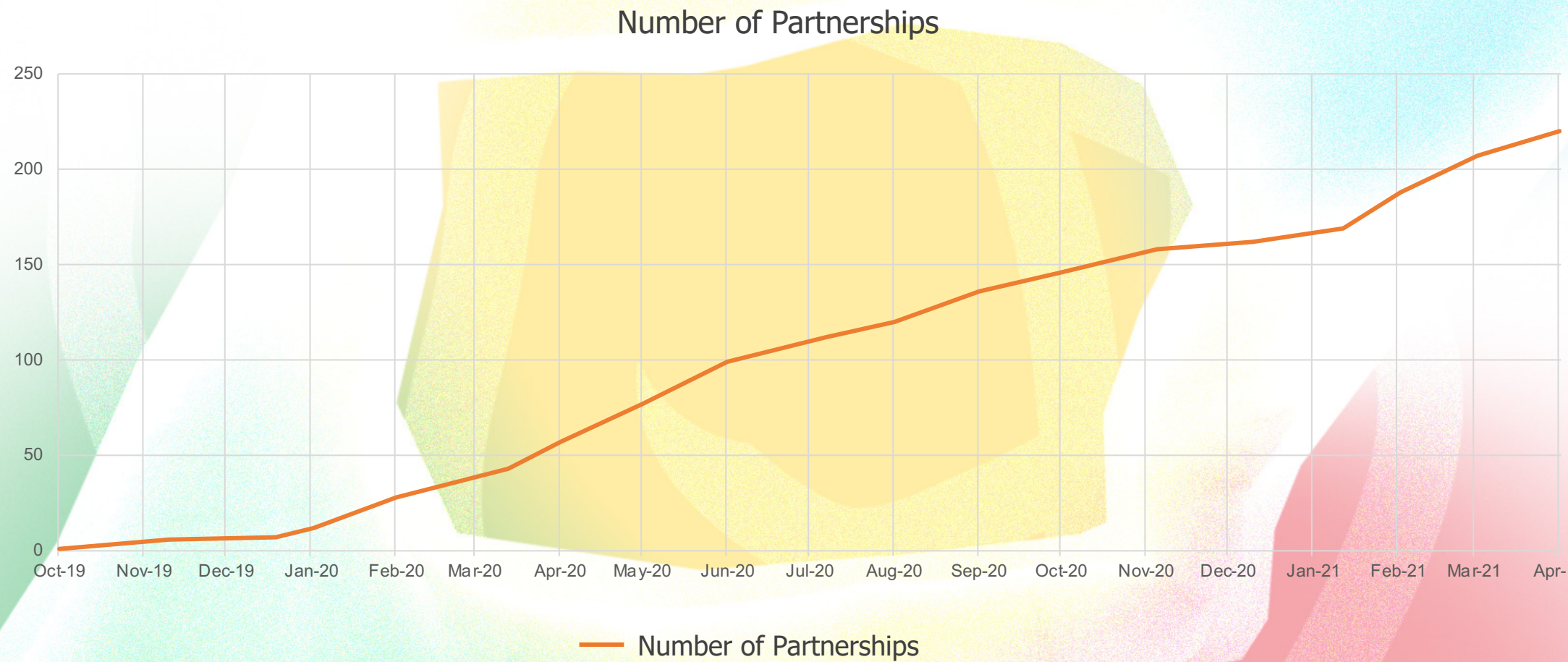
Editorial Workflow for Partners



External content results

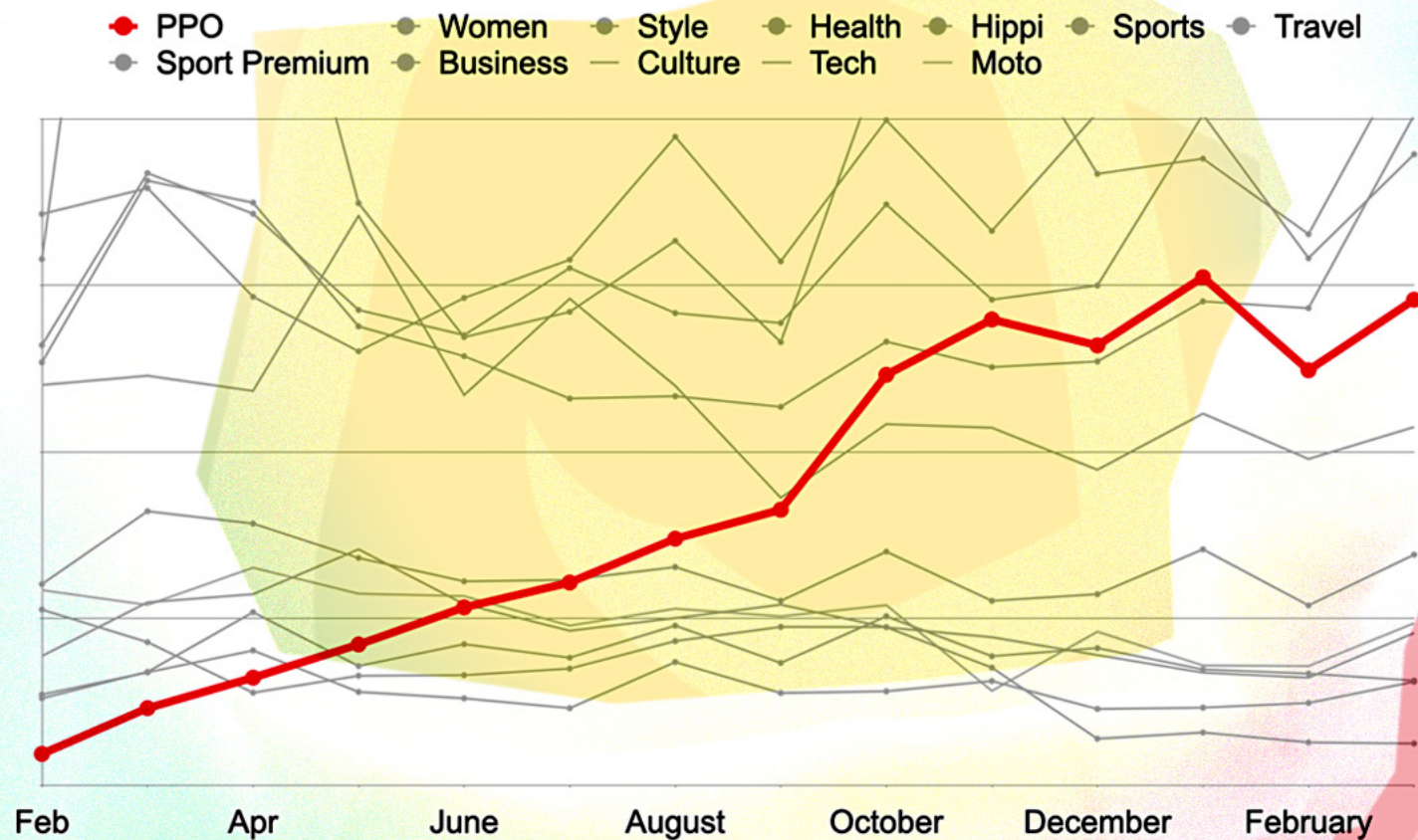


Dynamic increase in the number of Partners



Partnership Program x Personalisation = hours of user time

Total User Time Spent (h; monthly) 2020-2021

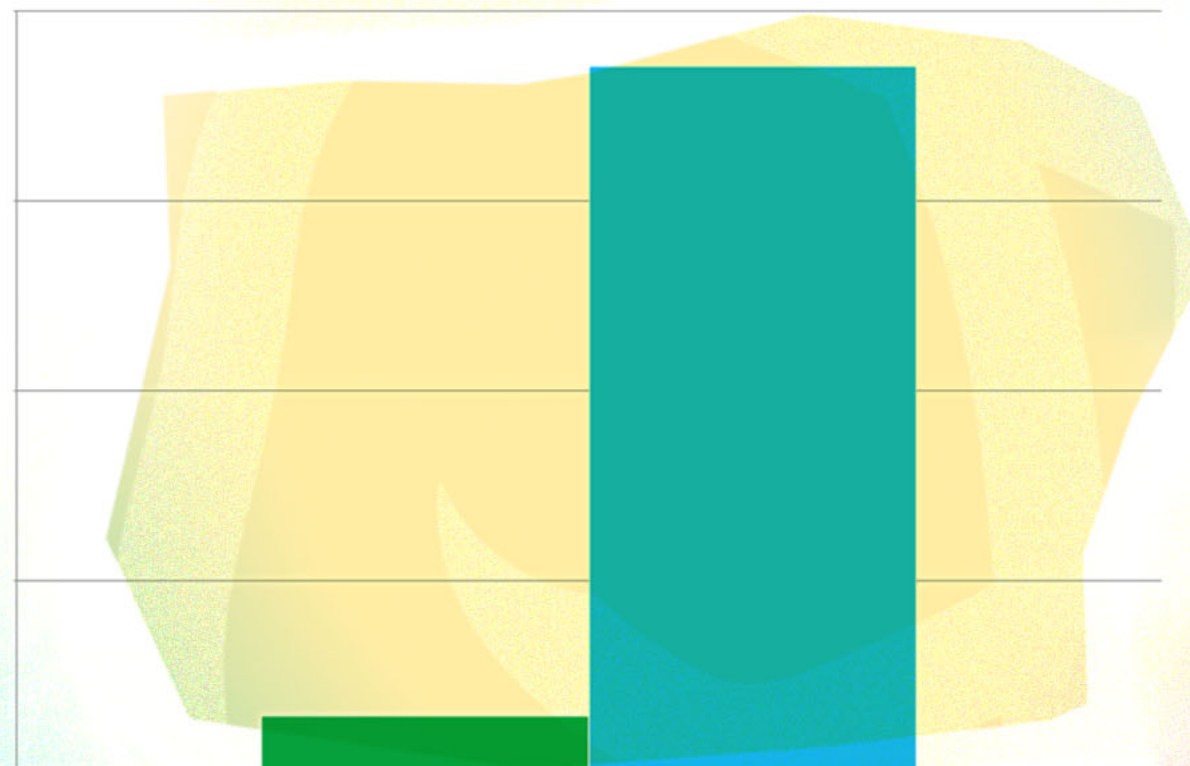




But what this really brings
to the entire company?

Content diversity* is booming...

* counted as the sum of unique materials in the first 100 places in 100 segments



Content diversity at Onet Home Page

■ w/o personalisation ■ with personalisation (100 segments)

Content diversity* is booming...

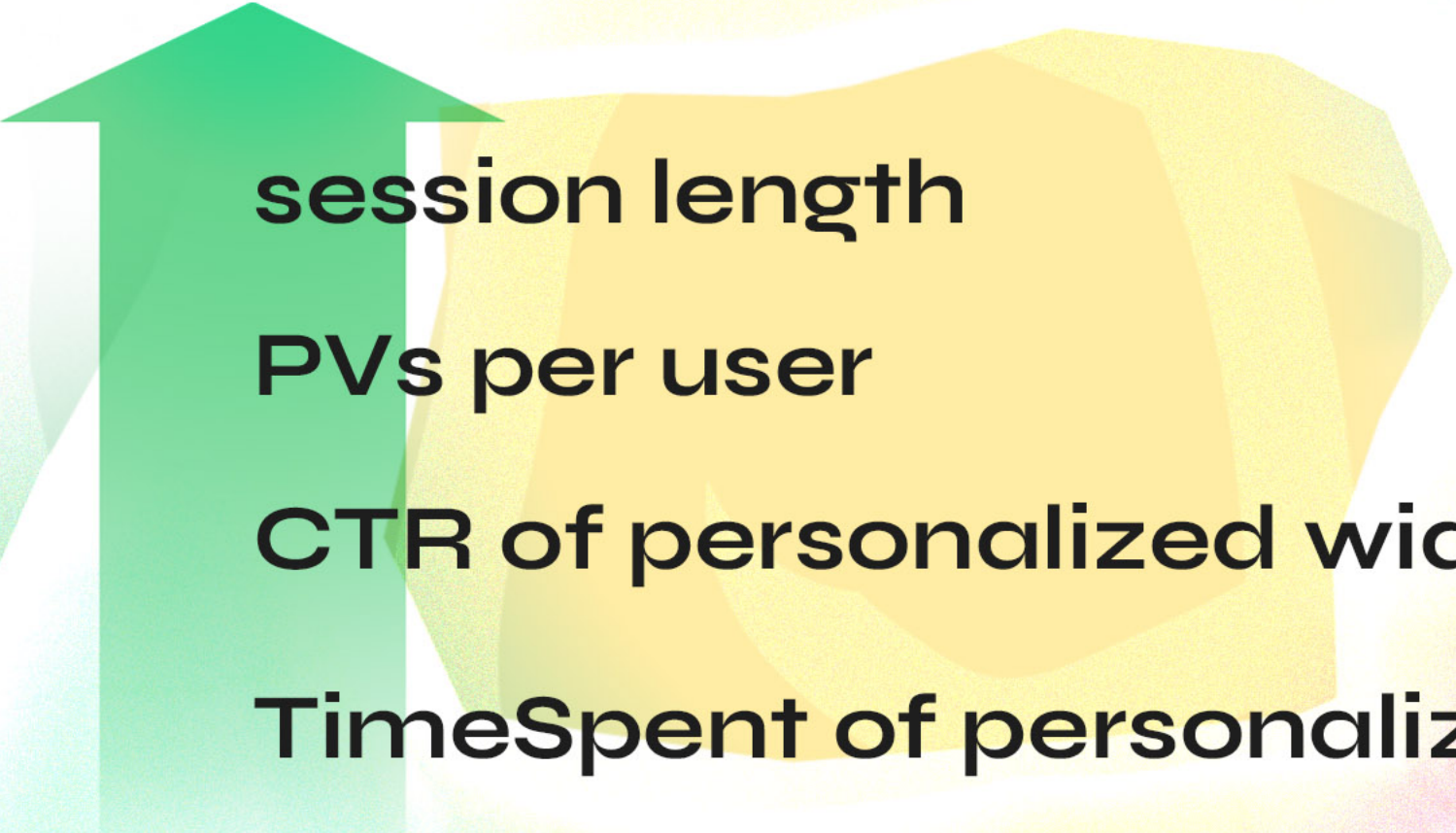
* counted as the sum of unique materials in the first 100 places in 100 segments



Content diversity at Onet Home Page

■ w/o personalisation ■ with personalisation (100 segments)

...and key user engagement KPIs has grown



session length

PVs per user

CTR of personalized widgets

TimeSpent of personalized

Thank You!



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