



A-lehdet

CASE STUDY

THE DIGITAL FUTURE OF A-LEHDET:

Serving superior
customer experiences
for vivid communities
through a single
simplified tech stack

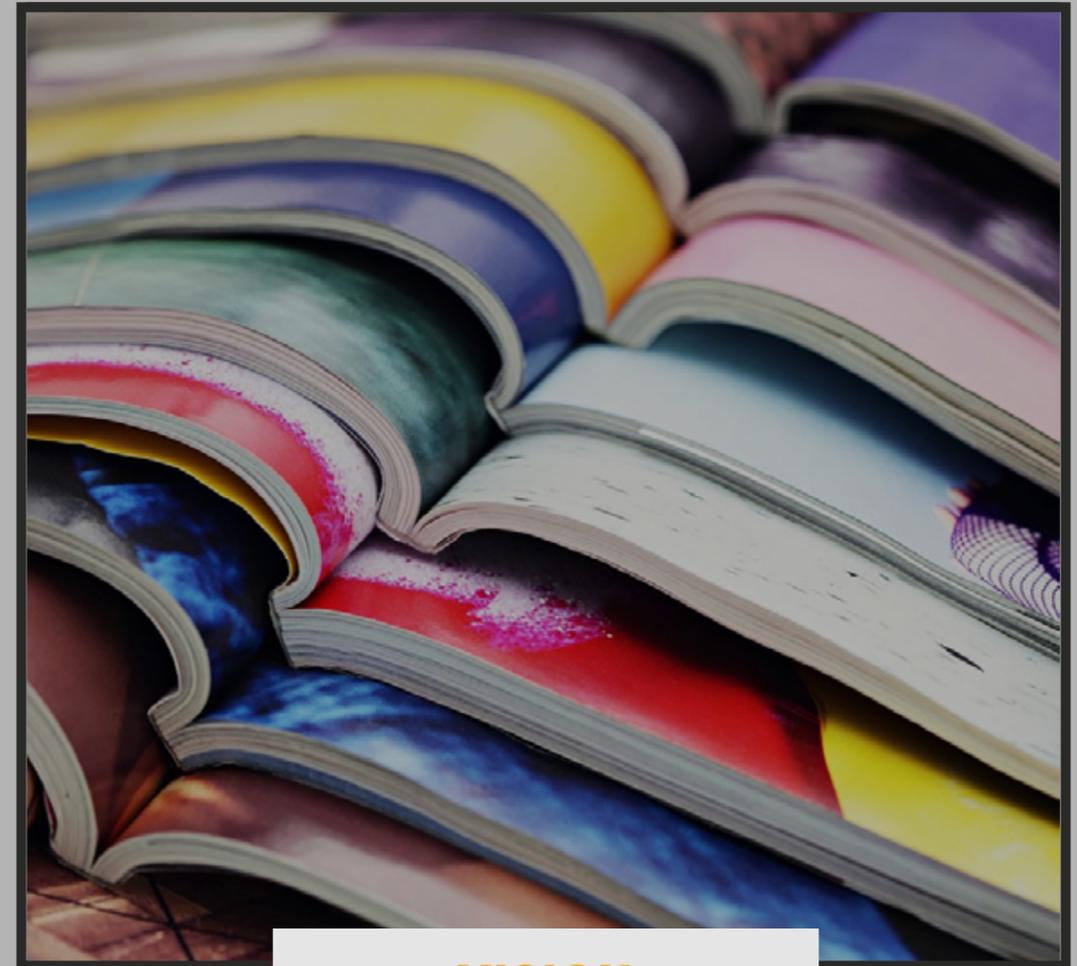


ABOUT A-LEHDET

A-lehdet is a Finnish media house that creates the best contents for dreams and life's various needs. We believe that our continued success lies in the mix of quality magazines, inspiring digital communities and new innovations.

<https://www.a-lehdet.fi>

Media
Finland



VISION

At A-lehdet, we help our customers to succeed. We offer a broad selection of channels and diverse content marketing solutions for reaching your target audience.

STARTING POINT

GOALS

A-LEHDET SHOWS MEDIA COMPANIES THE WAY TO CUSTOMERS' HEARTS WITH A TECHNICAL SOLUTION FLEXIBLE ENOUGH TO MEET THE EVER-CHANGING DEMANDS AND DESIRES OF ITS AUDIENCE. TOGETHER WITH FROSMO, A-LEHDET WILL SEEK TO MEET CUSTOMERS' EVOLVING EXPECTATIONS OF HOW WEBSITES BEHAVE, HOW THEY INTERACT WITH THEM, AND HOW WEBSITES SHOULD SERVE THEIR NEEDS.

TO COMPLEMENT A MODERN STACK THAT INCLUDES CONTENT INFRASTRUCTURE FROM CONTENTFUL, FROSMO PROVIDES A-LEHDET WITH PERSONALIZATION CAPABILITIES TO MATCH AND DELIGHT ITS DIVERSE AUDIENCES.



Enable new digital revenue streams



Increase the amount of relevant content to attract more frequent visitors



Provide 1 infrastructure for 50 000 articles, 6 000 blogs, and discussion platforms

CHALLENGES

Modernizing the legacy of a media house from 1933

01

Creating a fan base that wants to spend time on the site

Most of the websites A-lehdet has are based around communities of interest, interior, travel, health, etc. These kinds of sites do not have the luxury to post daily hot news to attract people which makes attracting a fanbase much more challenging.

The diverse customer base comes with its own challenge: How do you serve content to different kinds of customers in the best possible way? The ones who want to belong to the community and are the fans ie. design and interior web sites and those that just try to find quick information i.e. how to provide help to cure flu.

02

Serving content to different kinds of customers the best possible way

03

Many small sites not generating enough traffic and thus don't drive ad revenue

A-lehdet had more than a dozen websites with various technical solutions, which were turned into five need-based communities.



“

With Frosmo, we found the way to our customers' hearts and meet their ever-changing needs. Frosmo provides powerful personalization capabilities and relevant recommendations that bring real value and superior user experiences.

Antti Karvanen

**Digital Development Manager,
A-lehdet**

OUTCOMES

THE GOAL WAS SET, MAKE LESS BUT MORE POWERFUL PRODUCTS WITH ONE UNIFIED TECH SOLUTION - WHICH WAS THE MAIN BUSINESS REASON WHY A-LEHDET ENDED UP HAVING CONTENTFUL.



Revenue-generating recommendations



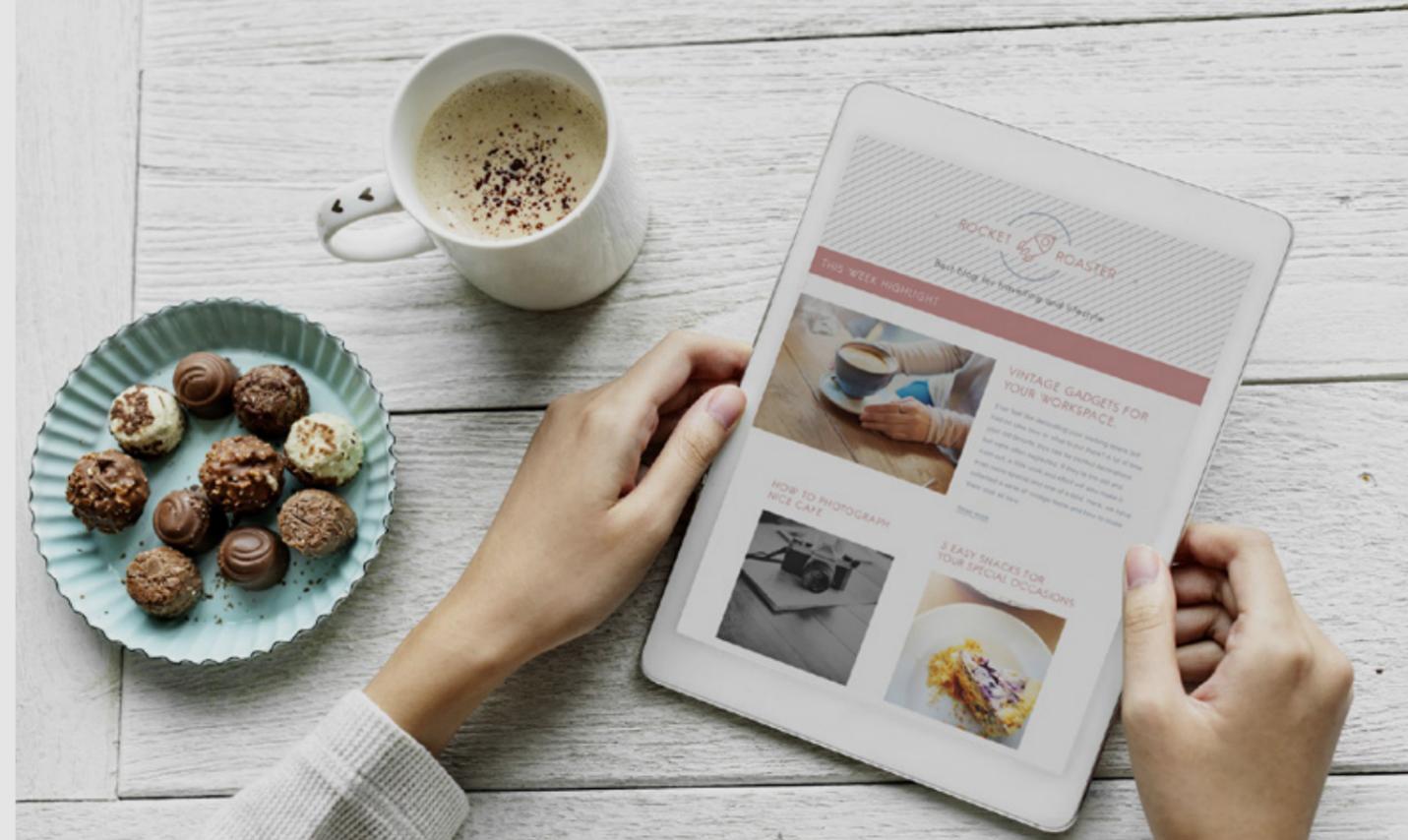
Increased time on site through articles that match interest and intent



A stack with Contentful, React, and Frosmo that's usable by publishers and developers alike

WORKING WITH FROSMO, CONTENTFUL, AND REACT

THE FIRST PRIORITY WAS TO MODERNIZE THE CONTENT INFRASTRUCTURE AND CONTENTFUL WAS CHOSEN TO MANAGE AND STORE CONTENT IN ONE HUB. THEY WANTED CONTENTFUL AS A LEADING CONTENT INFRASTRUCTURE SOLUTION FOR SEAMLESS DIGITAL EXPERIENCES AS CUSTOMERS EXPECT A CONSISTENT EXPERIENCE AND HIGH-QUALITY CONTENT ACROSS ALL DIGITAL CHANNELS. ANOTHER GOAL WAS TO SEPARATE THE CONTENT TO GIVE FREEDOM TO CHANGE ANYTHING ELSE AROUND THE CONTENT.



FROM CONTENT INFRASTRUCTURE TO PERSONALIZED CUSTOMER JOURNEYS

Frosmo's versatility to provide personalization, A/B testing, and recommendations in a single platform

The ambition for A-lehdet is to provide delightful personalized customer journeys to all website visitors and that is how Frosmo came into the picture during spring 2019.

With Frosmo, you do not necessarily need a developer to make changes to a website

Product owners, journalists, and marketers, can easily set the rules for personalization in the Frosmo Control Panel and bring the desired content from Contentful to the website.

With Frosmo, it's possible to change and experiment with different kinds of variations

A-lehdet wants to control their websites through the Frosmo Control Panel to make the websites more dynamic and personalized without the need of editing the site's code.

Frosmo complements the Contentful and React

Frosmo complements the Contentful and React setup with smooth personalization, segmentation, and experimentation, as well as recommendation capabilities. With the Frosmo React Connector, developers can wrap the personalized or A/B testable content in a Frosmo placement component.

Frosmo provides marketers with the opportunity to gather data and insights into why audiences convert better when offered certain recommendations

A-Lehdet's previous solution was considered to be black box where the rules were not controllable and the path towards the outcomes unclear.

SOLUTIONS

TACTICS AND STRATEGIES

USING MACHINE LEARNING TO OFFER RELEVANT RECOMMENDATIONS

Accurate and relevant recommendations are key to providing superior user experiences and nowhere more so than in the media industry. A-lehdet uses natural language processing (NLP) for article recommendations, blog posts, videos, and discussions. By using NLP rather than matching articles based on keywords, similarity is judged based on a percentage match or score while taking associated terms into consideration.

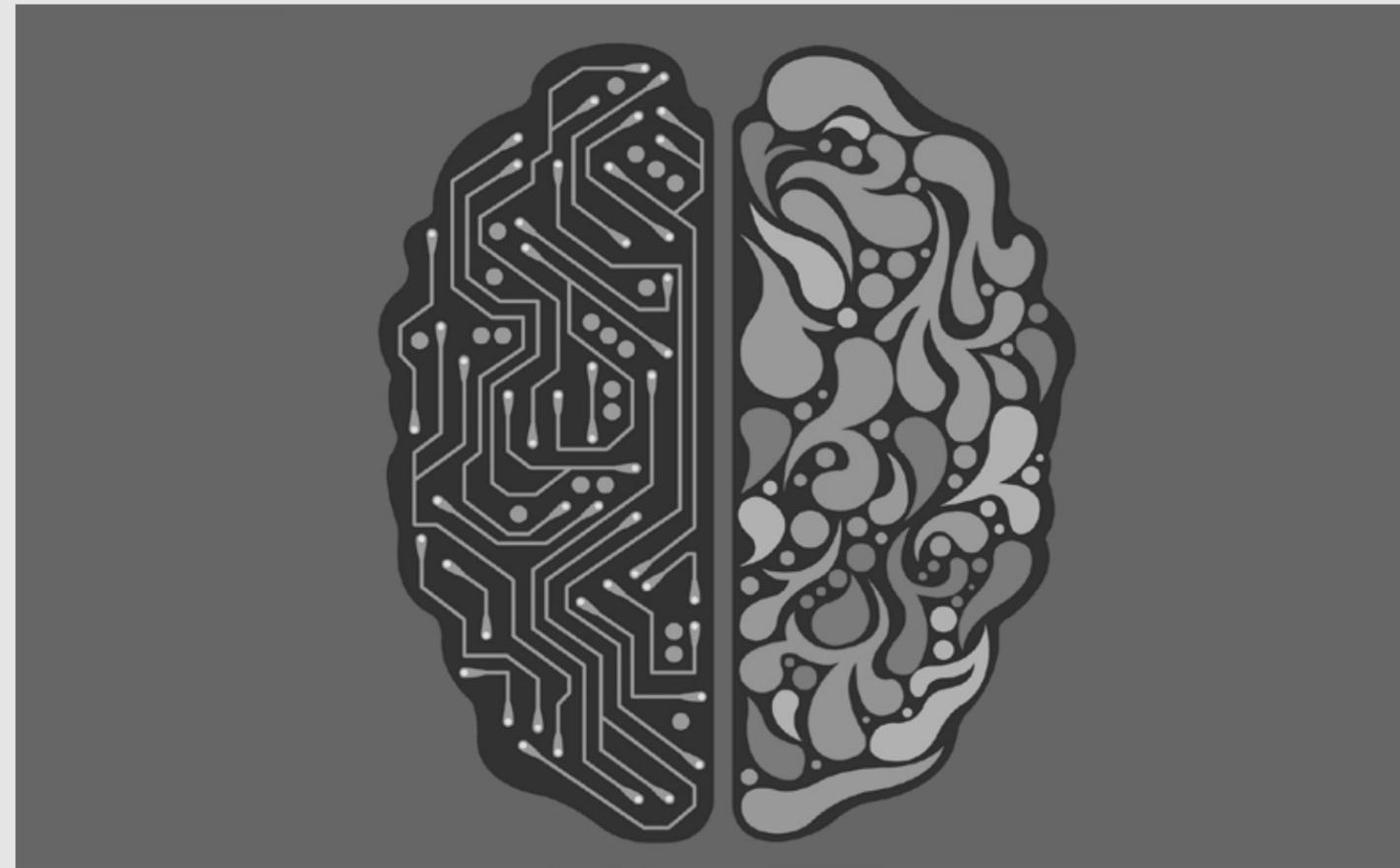
In addition, NLP matches products from 10 different affiliates to articles and visitor behavior to ensure a relevant fit and an increase in conversions.

It would be a full-time job to manually match the thousands of products from 10 affiliates to the tens of thousands of articles and blog posts, divided over five websites. With NLP, this time can now be spent on other tasks while still seeing an uplift in revenue.

NATURAL LANGUAGE PROCESSING (NLP)

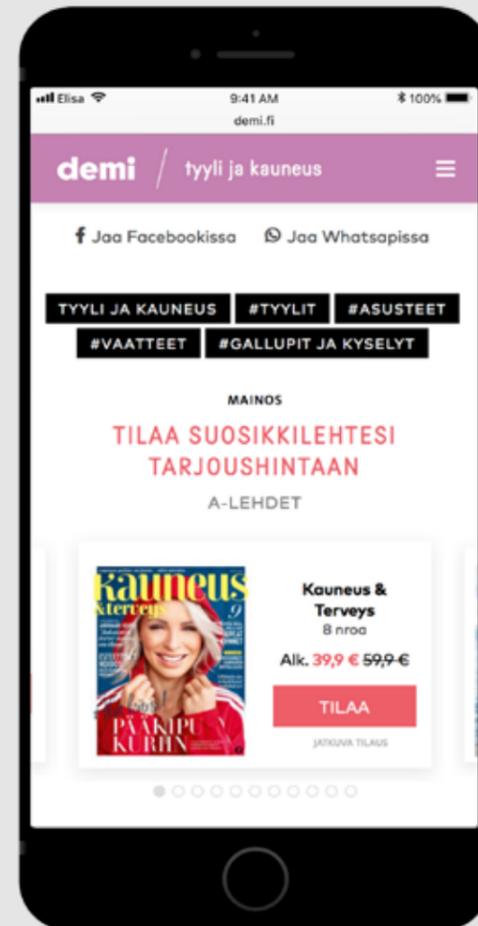
is a form of artificial intelligence that can be used to recognize words in inside content and make recommendations based on similarities. If new visitors read an article about a specific topic, for example, the algorithm recognizes the relevant keywords and crawls other articles to find the same or associated keywords. Other similar articles are then recommended to the visitor.

You can apply the same logic to purchasable products as well. Use an algorithm that recognizes similarities in textual product data (such as brand, description, or category) that you can use to recommend similar products.



TESTING TO COME

Experimentation is increasingly important to be able to make conscious and data-driven decisions. To put testing into everyday practice, you need to start somewhere. The first tests were run to test most converting copy texts and different kind of solutions in the UI. A-lehdet is currently testing the most ideal placement for order-a-magazine-button in the beginning, middle or at the end of the article.



Accurate and relevant recommendations are key to providing meaningful user experiences. These are examples of showing recommendations after reading an article.

FROSMO REACT CONNECTOR

Ecommerce development is a continuous process of testing, tweaking, and measuring how different website elements perform. This can generate extra workload to the website developer team.

Building an application for ecommerce and marketing to manage and measure display logic takes a lot of effort even without the maintenance responsibility that follows after publishing such a tool.

- Frosmo solves this issue with its strong track record of working with ecommerce and marketing teams globally.
- Frosmo React Connector complements React with smooth personalization, segmentation, and experimentation.
- With the connector, developers can wrap the personalized or A/B testable content in a Frosmo placement component. Marketing and ecommerce teams can then set rules for personalization in the Frosmo Control Panel and bring the desired content from CMS to the website.

Benefits:

- Enables developer & ecommerce manager creative freedom. There should be no host-site based technical limits for personalization
- Never break a site
- Personalization without flickering
- Enhanced workflow with developers and marketing

CONTENTFUL HUB SOLUTION

Before Contentful, A-lehdet struggled with siloed content, fragmented across numerous teams and in various repositories. Contentful's content hub aggregated content in a centralized hub for digital teams so that they could create, assemble and manage that content across all digital channels. A-lehdet was enabled to create a consistent experience across brands to provide high-quality content to readers in a more seamless manner.



A-lehdet uses Contentful to aggregate all of their content in one place and easily update, audit or share it on any platform. A centralized content hub helps teams easily revise and distribute content on the fly. Updates can go live in a matter of seconds, on every channel.

This powerful, centralized management capability enables teams to scale rapidly with existing resources, maintain greater brand consistency and deliver relevant content to their customers. Better content organization and seamless publication breaks the content bottleneck once, thus allowing A-lehdet to deliver content that keeps bringing readers back, resulting in a higher ROI.



CONTENTFUL

RESULTS AND BENEFITS

Results:

- A 15.5% increase in new users (casual readers)
- A 16.8% increase in pageviews of loyal readers
- A 6% increase in the session length of loyal readers

Benefits:

- Accelerate ROI by reducing time to market with a single, unified repository for all drafted and published content
- Build internal capacity and readiness to quickly adopt new technologies or enter new channels and markets
- Transform bloated, page-centric blobs of content into nimble, recomposable chunks, as structured content designed for a modern, multi-platform world
- Aggregate content sources for easy access, eliminating copy and paste
- Create capacity and readiness to efficiently develop and scale new digital products to be future proof

Teemat



DR. SUGAR

Vaaleanpunainen halloweenkakku

Hyvää halloweenia kaikille sinne ruudun toiselle puolen!
Täällä saatiin valmiiksi meidän vaaleanpunainen...



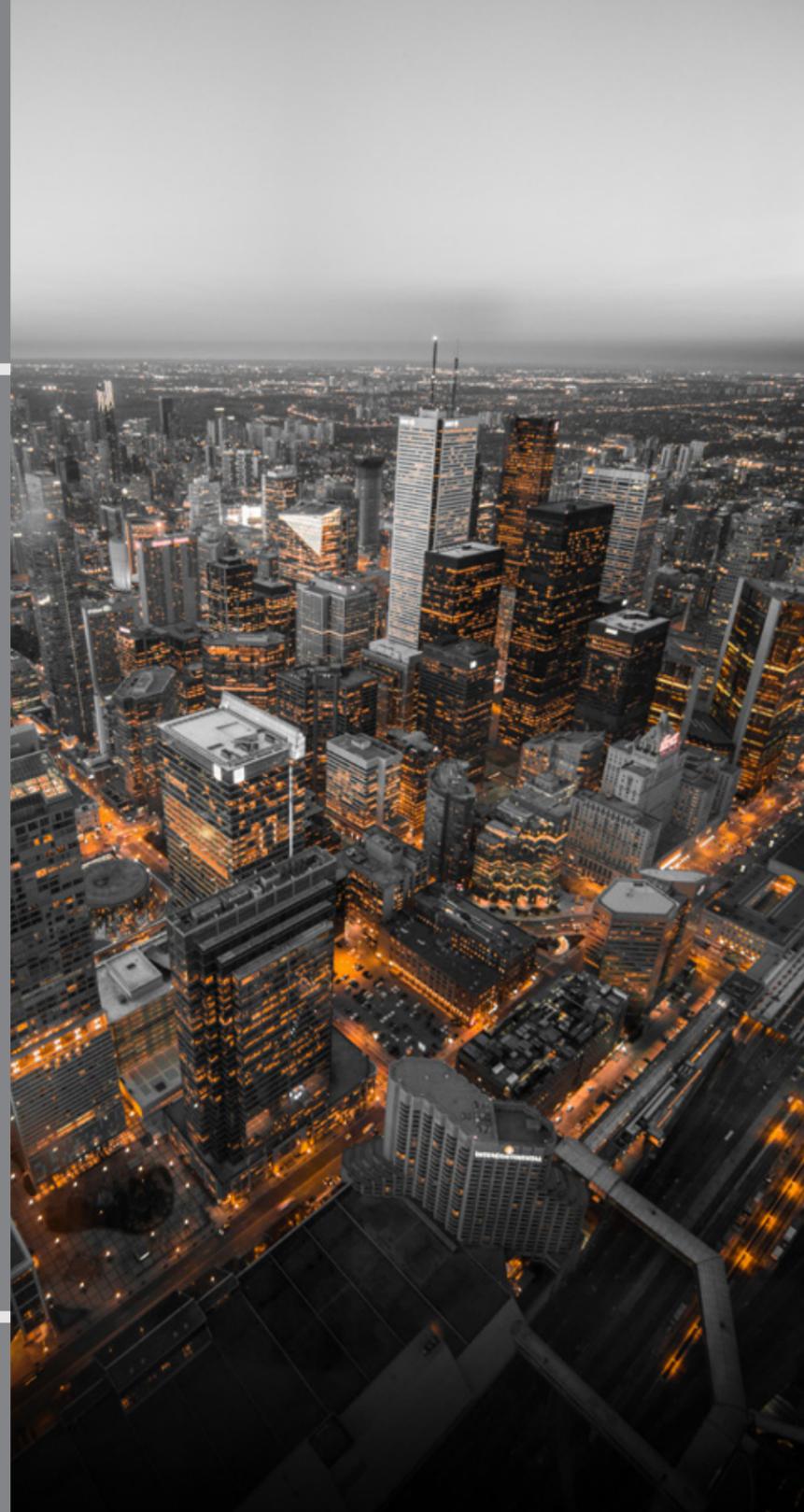
Näillä herkutellaan tulevana jouluna! Raati maisteli uutuusmakeiset – kaksi namia nousi suosikiksi



kotivinkki

Kukkakaalimousse – tilliöljyllä aateloitu alkupala nautitaan rennosti snapsilasista

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CONTENTFUL
WORK WITH
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ABOUT CONTENTFUL

Contentful provides the essential content infrastructure for digital products and experiences, making content accessible via APIs and editable in an intuitive web app. Companies including Spotify, Red Bull Music Academy, Xoom/Paypal, Lenovo, Nike and many others rely on Contentful to author, manage and deliver digital content to any channel or platform.



www.contentful.com

ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki with offices in Poland and the UK.

Frosmo is the most versatile personalization software, delivering personalized customer journeys 1.5 billion times a day. Frosmo empowers marketing and ecommerce teams that aim for a competitive advantage and unique brand expression by creating unique visitor journeys through dynamic content, recommendations, and AI.



www.frosmo.com