

Loki.ai—Case Study

Effectively personalize content and design on your website and apps



“I will block every single site that shows me another story about a celebrity’s baby”

- Overheard in Starbucks



Executive Summary

Background

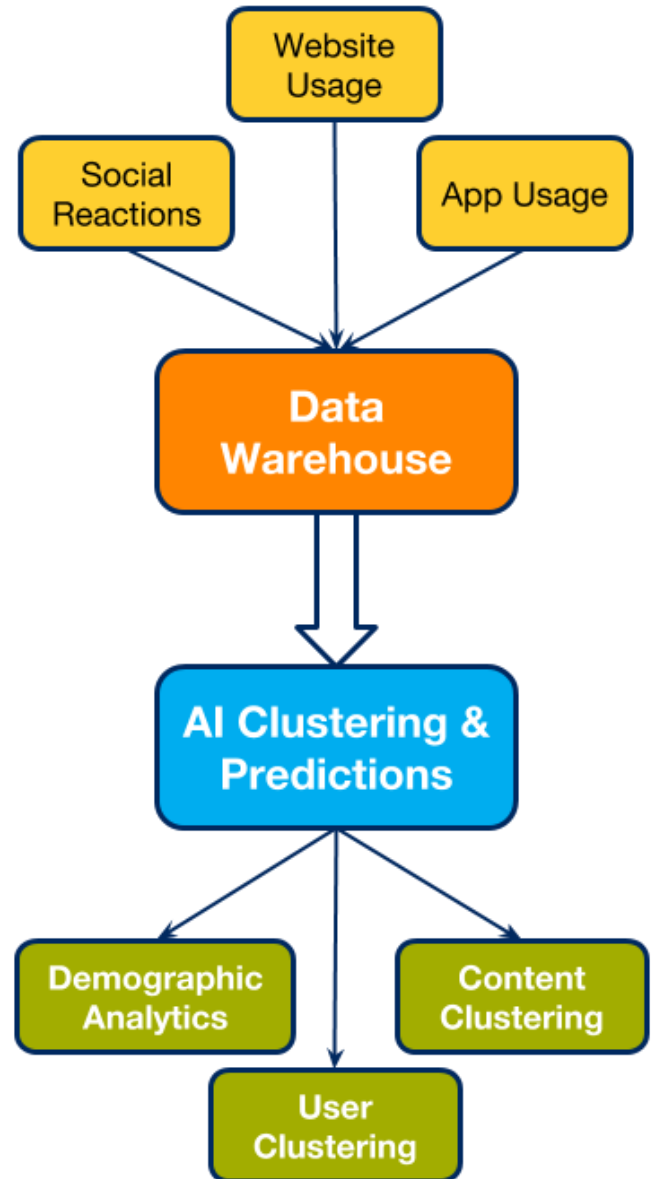
1. We helped a small content startup radically personalize its home-page, native ads, and related-content for users.

2. This increased the daily-active-users to monthly-active-users ratio by 1.5x, and pageviews per session by 28%.

Approach

1. Clients added a small (8.4kB) javascript snippet to their sites, which powered the home-page feed and “read-next” recommendations for each user.

2. 12 visual alternatives to show the feed and recommendations were A/B tested, with different designs eventually being chosen for desktop and mobile.



Deep Learning for powering effective personalization

Algorithms for determining best recommendations

We tested various algorithms to determine what a user actually wants to read - based on her previous reading habits, location, device used, demographics, and more.

Our algorithms take the very best of cutting-edge Deep Learning approaches and are personalized for each user. They typically yield 180% higher click-through-rates than “most-read” and “most-shared” kind of recommendations.

A/B testing for determining best ways to deliver recommendations

We also A/B tested the best visual way to deliver personalized feeds on the home-page, read-next recommendations on websites, as well as emails and notifications.

The Impact

Higher user engagement frequency

User engagement frequency improved radically, with the daily-active-users (DAUs) to monthly-active-users (MAUs) ratio increasing by 1.5x.

This was largely driven by a increase in home-page and app traffic, which had the added benefit of being resilient to algorithm changes by Google and Facebook.

Increased Pageviews per Session

Pageviews per session also increased by 28%, with click-through rates from the home-page showing the highest improvement.

About Us

Loki.ai is a Singapore-based startup that helps content companies improve their analytics, advertising, and content-creation processes. Our proprietary, innovative products have been recognized by clients across South- and South-East Asia, as well as the Global Editors Network.

The company was founded by Rishabh Srivastava. Rishabh has more than 5 years of experience in creating cutting-edge technology solutions for the media industry, and has helped some of the biggest media companies across South-Asia, South-East Asia, and the Middle-East in their analytics and content strategy.

Contact Us

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