

Full plista Ensemble Algorithm Increases Top Tier Publisher's On-Site CTR by 39%

By using the full plista algorithm ensemble,
a top tier publisher reached a ...

39%
higher average
CTR

&

24%
higher average
eCPM

... in comparison to recommendations based
primarily on semantic targeting.

About the plista Recommendation Technology

The plista Recommendation Technology is an in-house developed cutting-edge recommendation engine. Through the interplay of dozens of algorithms in real time, it enables very precise user targeting with high hit rate and low scatter loss. To provide the best possible recommendations for every user, the plista Recommendation Technology combines several technologies such as:

- Collaborative Filtering
- Behavioural Targeting
- Semantic Targeting

This way, the delivery of advertising and content can always be matched to the individual preferences of a user. Advertisers, publishers, and users alike benefit from the high relevance of plista recommendations.

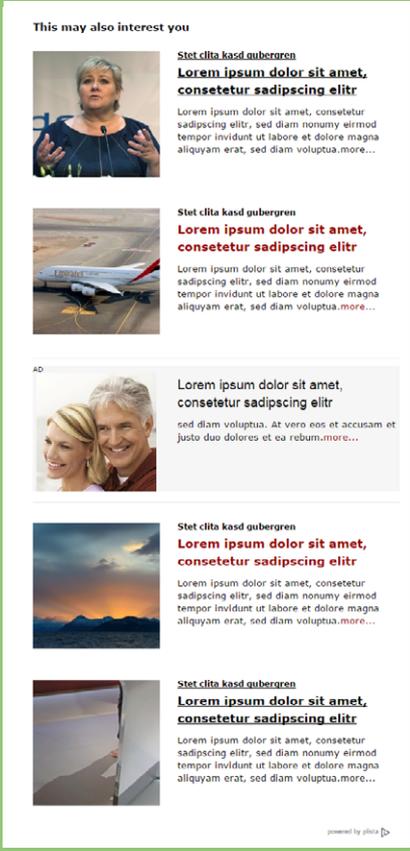
About plista

plista is a pioneer when it comes to innovative solutions for targeted digital advertising and content distribution in editorial environments. With its data-driven content and advertising platform, the Berlin company has been successfully bringing advertisers and media together since 2008 and is one of the leaders in its segment in several international markets. With its specially developed real-time Recommendation Technology, plista is able to deliver both content and advertising that matches the interests of the individual user – on all channels (online, mobile and in apps) and across all devices (desktop PCs, tablets and smartphones.)

The Challenge

Semantic Targeting vs. Full plista Algorithm Ensemble

Many publishers still rely only on semantic targeting in order to recommend content and advertising to their website visitors. However, the relevance of recommendations is determined by many more factors than just the semantic context of page content. Using a more holistic approach, the plista Recommendation Technology also considers the individual interests and specific online behaviour of every user. Therefore it combines several targeting criteria and optimizes them in real time. This way, publishers can attract more visitors and achieve higher engagement. In order to prove the excellence of the plista ensemble algorithm, plista started a long-term test under real conditions in cooperation with a leading news website.



The Test

Over the course of 10 months, plista tested the efficiency of the two recommendation approaches under the same conditions.

- In the first five months, the plista widget delivered on-site recommendations provided by the full plista ensemble algorithm. Based on more than 40 different algorithms, the recommendations took not only semantic information into account but also the individual interests and behaviour of the user (e.g. click & reading behavior, geolocation, browser and device type, language, etc.)
- During the next five months the on-site recommendations in the widget (still maintaining the same position, design, size and placement) were based primarily on contextual targeting. For this purpose, the semantic algorithms of the plista Recommendation Technology were weighted much higher and the editorial context became the key factor for the delivery of recommendations for both for articles and ads.

Both test widgets had the same size, design, position and placement.

The Results

The results speak for themselves: The full plista ensemble algorithm outperformed contextual recommendations significantly by providing on-site recommendations with a 39% higher average visible CTR. In addition, the ads recommended by the full ensemble scored an average eCPM 24% higher than ads recommended mainly on semantic targeting basis both for articles and ads.

Bottom line

The long-term test proved that user behaviour has a crucial influence on the quality of recommendations. Publishers can generate stronger user engagement, increase the number of PIs and raise ad revenues by trusting the full plista Recommendation Technology. In comparison contextual recommendations fall short of the mark: They lead to lower CTR and eCPM and do not allow publishers to tap the full potential of their inventory.