Machine Learning
@Schibsted Media

Atelach Alemu Argaw
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1. Automatic Tag Suggestion
2. Personalization: Front Page
3. Recommendation: Video
4. User Segments: Targeted Ads
5. Propensity Models

+ Progress & challenges
ML @Schibsted Media

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Personalization: Front Page

Tracking

User Behaviour

Content

Model = UB + Content

Personalized content
Personalization
Relevant For Our Users?

Commonly raised issues
- Information bubble
- Ability to choose
- Duty to inform/close knowledge gap

*Editor’s picks
*News room specific ranking
*Discovery – not competing with front page
*Make data informed decisions
Data Informed Decisions

**DEFINE CLEAR METRICS**
- Click through rates
- View through rates
- Engagement
- Churn/subscription

**MEASURE AND OPTIMIZE**

**MAKE DATA INFORMED DECISIONS**
- Evidence from data
- Experience and intuition
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Use Case 1: Next Video

Source of the video
- Internal

Age limit
- Not applicable

Notes

Get next video by name or id:

Search

TNTO registered

Show
- Ads
- In newest
- Views
- Comments
- Embed code
- In Playlist Generator

Flight time from

2018-05-03 10:19

Flight time to

Now

+ Add

Images

Manage images associated with the video

Main image

Front image

Featured image

Image credits

Image description
Use case 2: Recommend Related Videos

"Skam" genomgår en könsförändring?
Scenen hintar om stora twisten i succéserien

25 april 2018 © 15:35
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Ad Targeting: Age, Gender Prediction

SPID
User account

Tracking
USER BEHAVIOR

Predictions
Age
Gender
(Interest)

User segments
Age: 25-35
Gender: female
Interest: cars

Ad placement

Logs - viewed, clicked, bought
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Propensity: subscription & churn

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Predictions Subscription and Churn

Targeted Marketing Automation
Progress & Challenges

Progress:
• Availability of rapidly evolving technology
• Ability to rather quickly get up and running
• Privacy consciousness

Challenges
• Privacy considerations
• Not a one-off effort
• Engineering e.g. data pipelines, experimentation
THANK YOU!