

Personalizing our way forward



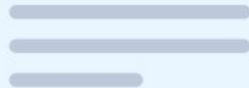
Tarmo Paju

Delfi managing editor (development and innovation)

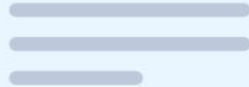
@ World News Media Congress 2026

Delfi

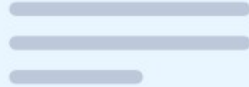
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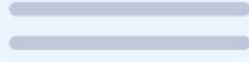
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 Monthly users

700 000

 Subscribers

125 000

Portals

22

Delfi Delfi ärileht EESTI EKSPRESS Tervis! ●●● EestiPäevaleht

Roheportaal EestiPäevaleht Maaleht Delfi Sport Lemmikloom anne&stül

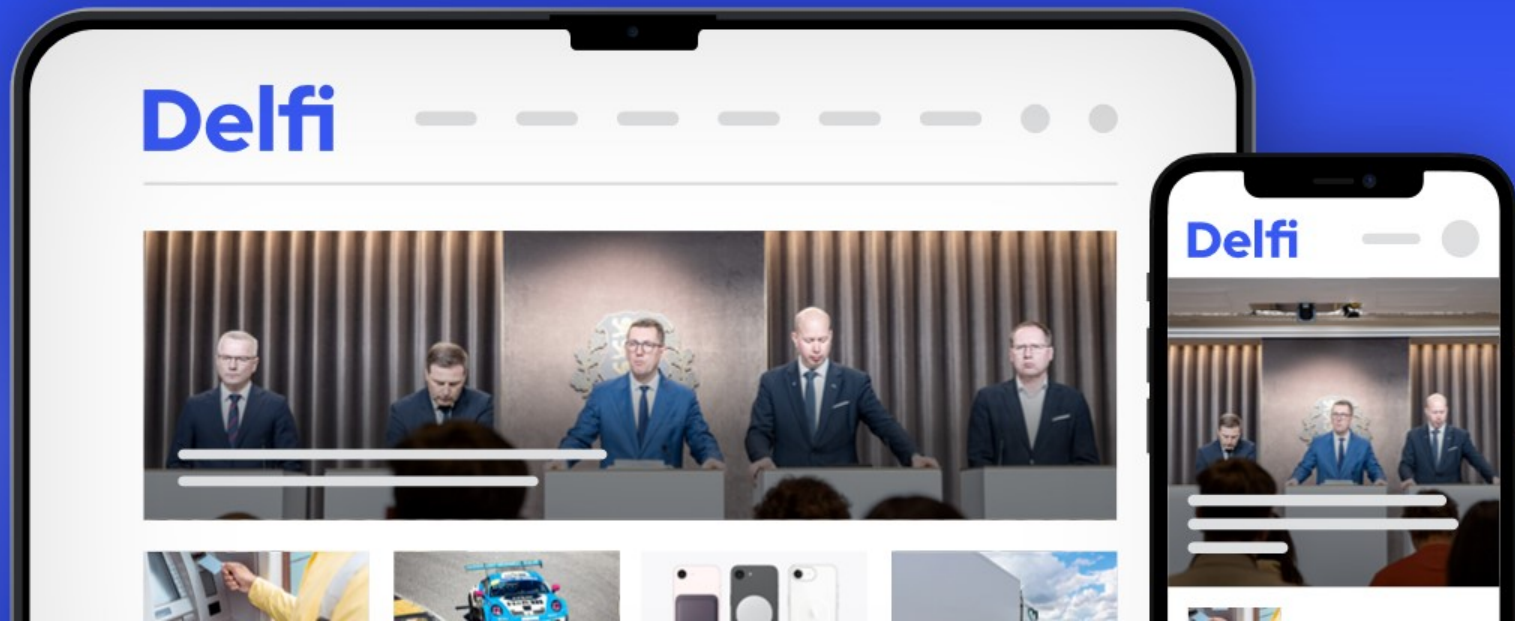
PEREKODU NAINA MAAKODU Oma Maitse Kroonika FORTE

naistekas Delfi TV  Delfi Tasku MOODNEKODU Delfi LOOD

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Delfi

and 1 Delfi frontpage...



The problem



A user

"I can't find the articles I really want!"



A frontpage editor

"Editors constantly promote articles that should not be on the frontpage for everyone!"



Numbers

The challenge of maintaining the user engagement level.

What we've tried



Endless search for the right balance

increasingly difficult



Experiments with partners

no significant success, a "black box effect"



Building our own personalized feed

a long process when starting from scratch

The experiment

Personalizing our sports frontpage with Kilkaya

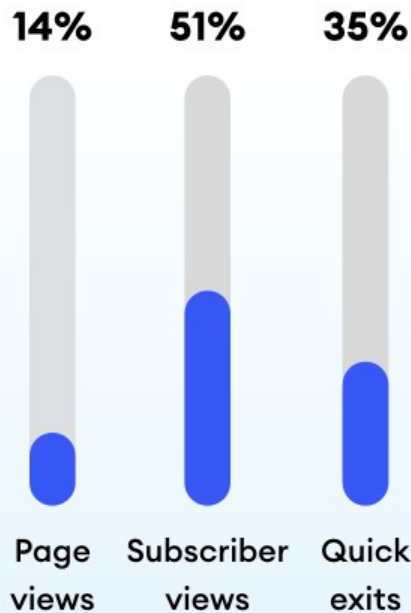
- Launched on **December 9th**
- Sports Top 25 section optimized for **pageviews**, **subscriber views**, and **reducing quick exits**
- Manually editing **4-7 slots** out of **25**



How the personalization works

Personalizing our sports frontpage with Kilkaya

- **Article feed generated** based on pageviews, published time, subscriber views, quick exits
- Every article has a **live score** from **1 to 100**
- If a user has opened an article, **its score drops by 25** (customizable) for that user
(same formula available for interest-based customization)
- **Manual editing:** fixed, adaptive, and loose pins for every placement



The results so far

WEEKLY CTR

50.5% →

63.4%

Click-through to articles

PAGEVIEWS / SESSION

3.8 →

4.4

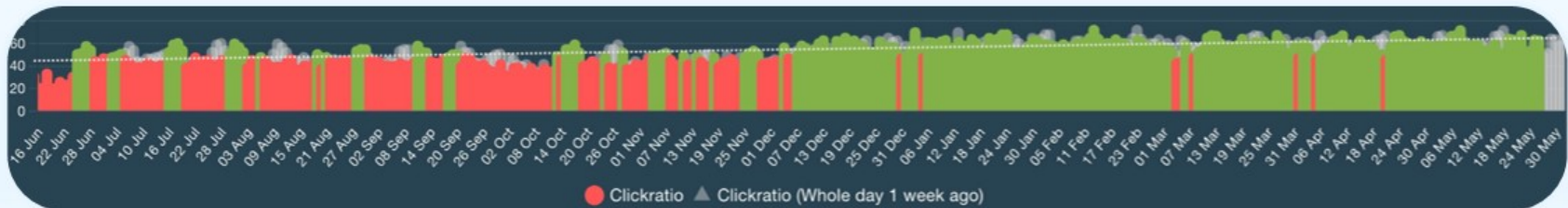
Articles read per visit

DAY-TO-DAY CTR

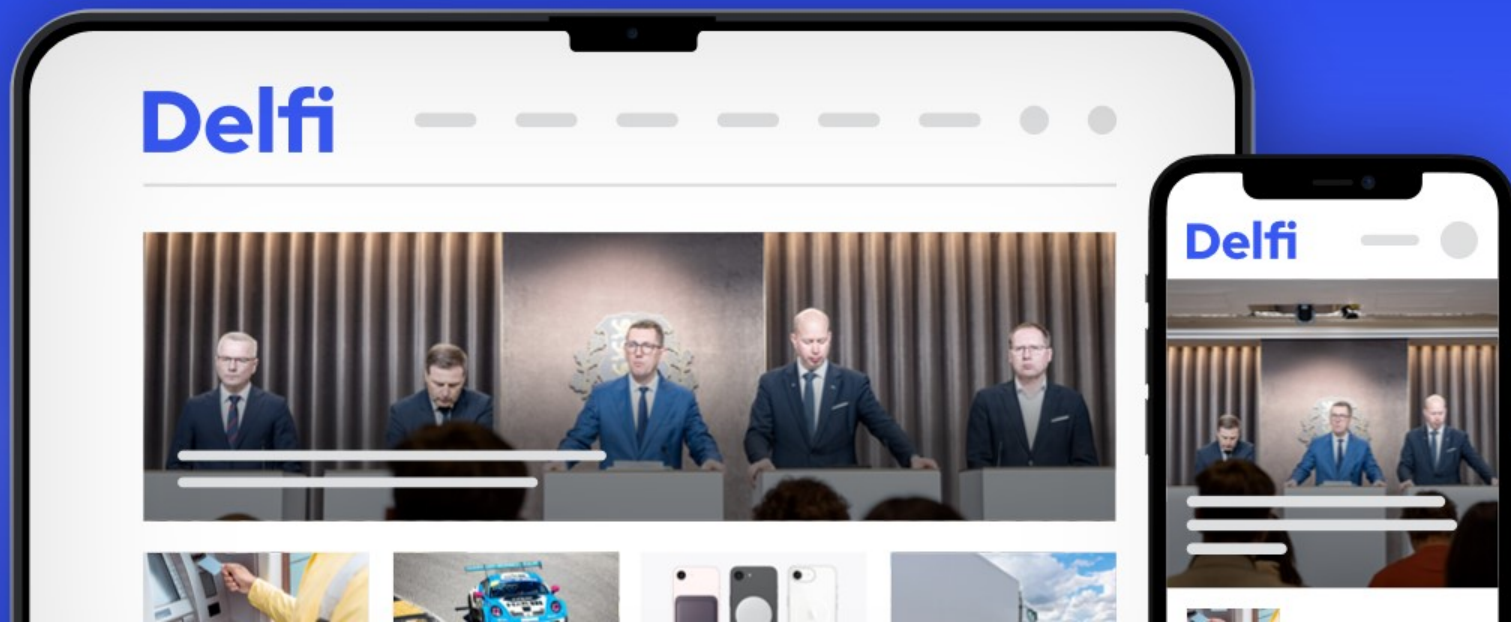
Volatile →

Stable

Less variance across days



Next step: Delfi frontpage



Key editorial takeaways



Less repetitive manual work

more effort on fine-tuning, testing etc.



Difficult part:

learning to let go



“Why is/isn’t this article on the frontpage?”

understanding the algorithm is key to trusting it

Thank you!



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(development and innovation)



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