

Best Practices for Managing & Monetizing Your Content Recommendation Projects

WEBINAR



Your Hosts



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Agenda

- What is Content Recommendation? A quick overview.
- Tips for delivering a great Content Recommendation experience
- Know your website traffic
- Monetizing opportunities
- Measuring results
- Q&A

What is Content Recommendation?

An overview:

- Recommend links to individual visitors on your website to create engaging, personalized experiences that keep visitors on your site longer.
- Once set up, links are automatically generated based on a variety of factors, including individual browsing data, purchase history, and Omeda's algorithm.
- More site engagement & traffic = more opportunities to learn about your audience and collect valuable first-party data.



Tips for delivering a great user experience



During setup, be sure to review:

- Pages: The URLs & page types you want the pop-up to display or not display on
- Frequency: e.g., once per 3 hours
- Time Delay: e.g., 10 seconds
- Appearance: Color/no color, choose 4 articles

Example

The screenshot shows a web browser window with the URL `dwmmag.com`. The main content area features an article titled "PPI: Prices Continue the Roller Coaster in October" dated November 29th, 2023, by an Editor. The article text discusses the Producer Price Index (PPI) from the U.S. Bureau of Labor Statistics (BLS) and its impact on door and window manufacturing. A navigation menu includes "Subscriptions", "News and Events", "Editorial", "Blogs", "Product Info", "Advertise", and "From".

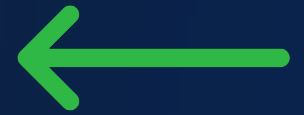
On the right side, a "Content Recommendation" widget is displayed, titled "Articles of Interest". It is sponsored by `glass.com`. The widget lists several articles:

- U.S. News & World Report Tags 'Best Window Replacement Companies' – DWM Magazine - DWM Magazine
- Miter Brands Just Offered \$1.9 Billion for PGTI, According to Reuters – DWM Magazine - DWM Magazine
- Products and Trends to Expect at GlassBuild – DWM Magazine - DWM Magazine
- Third-Quarter Results Show Challenges for Door and Window Companies – DWM Magazine - DWM Magazine

At the bottom of the widget, there is a section for "DWM Latest Issue".



You can adjust the appearance of your Content Recommendations to ensure they fit in with your site.



After a set amount of time, a widget with recommended links pops up.

Frequencies can also be set to ensure your audience doesn't get fatigued.

Example

The screenshot shows a web browser window with the URL windowfilm.com. The main content area displays an article with several paragraphs of text. To the right of the article is a sidebar titled "You might also like these articles of interest" which lists several related articles. At the bottom of the sidebar is a "Sponsored by" section with the WFCT logo.

“No person shall drive any motor vehicle with any sign, poster, sticker or other non-transparent material upon the front windshield, wings, deflectors, side shields, corner lights adjoining windshield or front side windows of such vehicle other than a certificate or other article required to be so displayed by statute or by regulations of the commissioner.”

And N.J.S. 39:3-75: “No person shall drive any motor vehicle equipped with safety glazing material which causes undue or unsafe distortion of visibility.”

There were 45,495 citations under the current law last year, and another 43,624 through October of 2023, according to the [New Jersey Monitor](#).

So far, the industry is in a holding pattern until the review takes place.

“We have our state legislative consultant apprising us of any updates as they come in, but so far there have been no discussions by the Commission,” says Blake Carter, executive assistant at the International Window Film Association. “The International Window Film Association is committed to helping the New Jersey Commission any way we can to get an educated and fair review for window film in their state.”


A summary of the review can be found [here](#).

This article is from Focus on Film, the weekly e-newsletter that covers the latest news regarding window film and related products, including paint protection film. Click [HERE](#) to sign up—there is no charge. Interested in a deeper dive? Free subscriptions to WINDOW FILM magazine in print or digital format are available. Subscribe at no charge [HERE](#).

Tags: International Window Film Association, IWFA, New Jersey, New Jersey Law Revision Commission, New Jersey Tint Laws, window tint

You might also like these articles of interest

- SEMA Day One: What Suppliers are Showing Off - Window Film Magazine - Window Film Magazine
- Window Film Magazine Digital Edition Archive
- Tesla's \$8,000 Color PPF: Why It's a Game-Changer & How You Can Profit - Window Film Magazine - Window Film Magazine
- Suppliers Begin to Roll Out Color PPF at SEMA - Window Film Magazine - Window Film Magazine
- WF Latest Issue

Sponsored by 



You control what pages Content Recommendation appears on.

You can also add specific URL or Metadata Type exclusions.



Create personalized page recommendations based on visitors' previous behaviors.

You can decide which behaviors to include.

Know your website traffic

Use data to make informed decisions:

- Review Olytics to determine where people are entering your site
- Our findings:
 - We have strong daily newsletters that drive traffic directly to article pages
 - Our mix: 50% homepage / 50% articles
 - Article pages: Using a scroll trigger pop-up so readers can read the article they are on
 - Display on Exit the page works as well



Monetizing opportunities



- Websites: glass.com
- Shows: Our own and/or others (Trade Out)
- Elite Media Buyer
- Note: Always check with Legal for logo permission if needed

Measuring results

▶ Benefits to Sponsor/Media Buyer:

- Exclusivity
- Guaranteed Messaging
- Flexibility

▶ Benefits to Key Media & Research:

- Extend AI Product Line
- Measurable Metrics
- Unique Media Buy

Summary



Maintaining a balance between user experience and monetization is crucial.



User satisfaction and engagement should be prioritized, as these contribute greatly to long-term success.



Lean on data to make informed decisions. Check in periodically to see what adjustments can be made.



Questions?



Thank you!

Please reach out to your [Client Success Manager](#) or contact sales@omeda.com to learn more.

