

Press release

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Keyrus helps 20 Minutes create a content recommendation engine and optimize customer insight through its Data Science Boot Camp

Levallois-Perret, 22 June 2017 – Keyrus, an international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, announces that it has been helping **20 Minutes** utilize its data so as to create a content recommendation engine and optimize its customer insight.

Utilizing the data to gain greater insight into the reader

In 2015, **20 Minutes** decided to create a Data entity to utilize the information collected on its various content distribution sites and applications. Among its initial data-related projects, the Group wishes to test making personal recommendations of articles according to visitors' profiles. The objective is to keep the reader on the site for longer by proposing to them content that will interest them and so make it possible to gain their loyalty.

*"On a site like that of **20 Minutes**, visitors do not identify themselves", explains **Winoc Coppens**, Director of Information Systems at **20 Minutes**. "Personalization tactics must therefore rely on cookies so as to capture customer behavior data and deduce from them what would be the most relevant information to push towards those customers on their next visit." To utilize this volume of data, Data Science proves indispensable, but for that, individuals with very specific technical profiles are required.*

A Big Data Boot Camp combining agility, expertise, and innovation

In 2016, **20 Minutes** thus approached **Keyrus**, who suggested it participate in its Data Science Boot Camp. This initiative consists of proposing to enterprises with innovative projects that they work with future engineers trained by **Keyrus** in the latest Data Science technologies and supervised by **Keyrus** experts throughout the mission.

*"We immediately signed up for the project, because it allowed us to work with individuals with a young profile, close to that of our target readers, and who provided us with an interesting outsider's view, at a cost that was reasonable for this type of expertise in Data Science", explains **Winoc Coppens**.*

The stages for refining the Data

During the first stage of the project, the **Keyrus** experts brought to light the need to improve the precision of the data, so as to enable Data Science to be applied to them in a relevant way. *"Thanks to the iterative cycles of the project, conducted using the Scrum method, we were quickly able to improve the quality of the data by adding the necessary tags on our sites and applications", specifies **Sébastien***

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Kaczor, Data Analyst in charge of the Data entity at **20 Minutes**.

At the end of this first phase, thought was given to defining the best rules to be applied. This thought process was undertaken through workshops in which notably the Marketing team participated. Upon each proposal of content, an A/B Test was triggered to assess the appropriateness of the recommendation.

Validating hypotheses and obtaining new insights

In the space of just a few months, the project enabled **20 Minutes** to significantly advance its thinking on valorizing its data. *"By utilizing the data, we were able to confirm hypotheses we had"*, observes **Winoc Coppens**. *"On each project, we are now going to utilize the data to validate our choices and provide new ideas."*

As regards content recommendations, **20 Minutes** wishes to continue with the tests, notably on mobile applications, on which there is a greater level of engagement by users. This initial experimentation opens up prospects for the integration of content recommendation in other setups, such as the Messenger bot **20 Minutes** will soon launch.

"Keyrus's assistance in the framework of its Boot Camp entirely met our expectations and enabled us to swiftly progress in terms of enhancing our customer insight", concludes **Winoc Coppens**. *"We were so satisfied with the content recommendation engine, that we have decided to adapt it at the next Keyrus Boot Camp 2017 to allow us to incorporate it into our new back office for journalists."*

*"We are very pleased to see the trust **20 Minutes** placed in us in the context of our Big Data Boot Camp"*, declares **Nicolas Marivin**, Big Data & Analytics Manager at **Keyrus**. *"This innovative project enables us to valorize our skills and fill out our teams with rare profiles of individual, directly faced with strategic business challenges."*

ABOUT KEYRUS

Keyrus, creator of value in the era of Data and Digital

An international player in consulting and technologies and a specialist in Data and Digital, Keyrus is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate new drivers of growth, competitiveness, and sustainability.

Placing innovation at the heart of its strategy, **Keyrus** is developing a value proposition that is unique in the market and centred around an innovative offering founded upon a combination of three major and convergent areas of expertise:

· **Data Intelligence**

Data Science - Big Data Analytics – Business Intelligence – EIM – CPM/EPM

· **Digital Experience**

Innovation & Digital Strategy – Digital Marketing & CRM – Digital Commerce – Digital Performance – User Experience

· **Management & Transformation Consulting**

Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in some fifteen countries on four continents, the **Keyrus** Group has more than 2,700 employees.

Keyrus is quoted in compartment C of the Eurolist of Euronext Paris (Compartment C/Small caps – ISIN Code: FR0004029411 – Reuters: KEYR.PA – Bloomberg: KEY:FP)

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