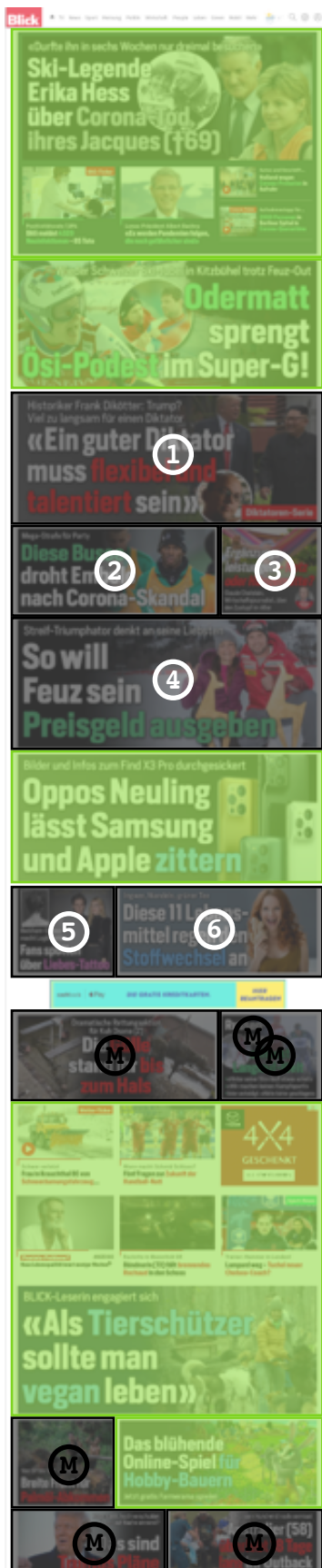


Classic Homepage

Manually curated page serves as a baseline for comparison



...

Fixed Content

These articles are shown at the same position to all users.

Personalized Content

X Core Content

This is editorially curated content to be shown to all users on varying positions based on the segment.

P Personalized Picks

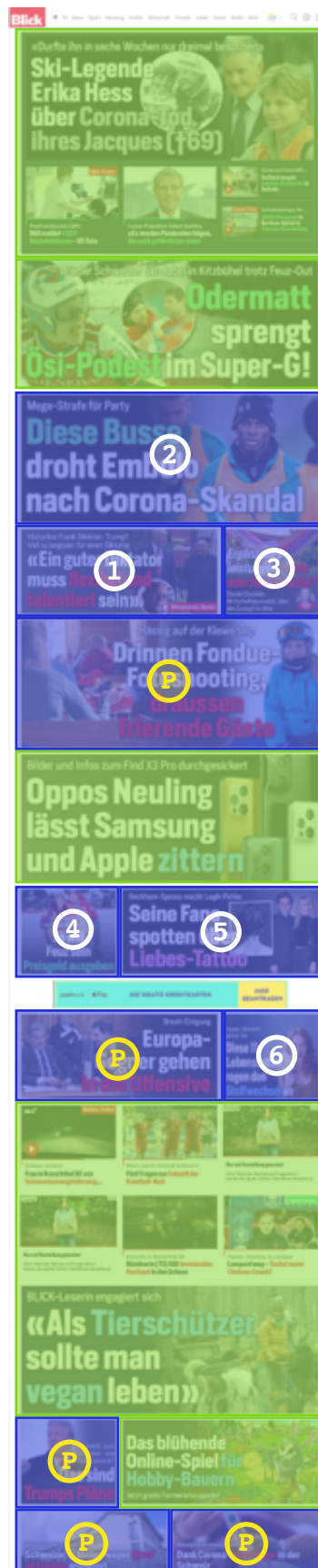
These articles are chosen after semantic analysis according to the interests of the user segment out of a large pool of content.

Manual Content

Editors assign content to all positions as a fallback/baseline version for the homepage. On smart homepages, these positions are personalized.

Smart Homepage

Segment A



...

Segment B



...