

How data and well-integrated AI help MediaNews Group create more engaging stories

By Vincent Bouchet

A suite of solutions designed for **every** publisher's need

Marfeel transforms your data into clear, actionable insights to boost content performance, grow audiences, and drive revenue – all in one platform.

+5000

Publishers

+40B

**Monthly
Pageviews**

+8M

**Concurrent
Users**

The key to running a great media business? **everything.**

Editorial

Use real time and historical data to understand your performance and optimize your content strategy.

Social

Supercharge your content with AI-powered distribution that covers internal and external channels.

Recommender

Deliver personalized content recommendations that increase engagement and loyalty.

Subscriptions

Grow your subscriptions with personalized experiences and content that resonates.

Reporting

Build dynamic dashboards with the full scope of your data to answer your business's most critical questions.

Monitoring

Outperform your competitors with powerful benchmarking on Google Discover and Social Media.

SEO

Make sure technical SEO isn't getting between you and your readers with real-time monitoring.

Affiliation

Measure the effectiveness of your affiliate strategies and optimize the placement and copy of your links.

Multimedia

Optimize the topics, formats, structures, and placements of your multimedia to deliver stronger results.

Advertising

Understand what sections and topics are contributing the most to your monetization efforts.

Conversions

Grow your email list, social followers, and push notifications subscribers with personalized strategies.

Pioneering

Built on your feedback, driven by innovation, and future-ready with 100+ new features in 24 months.

**BUSINESS
INSIDER**

PARIS
MATCH

ADVANCE
LOCAL

COX FIRST MEDIA
TRUSTED SINCE 1898

THE NEW STATESMAN

FOREIGN
AFFAIRS

PressGazette
FUTURE OF MEDIA

 **REWORLD
MEDIA**
LEADING MEDIA GROUP

as

Challenge^s

jeuneafrique

Le Point

EL PAÍS

l'Opinion

H E A R S T

webedia/.

HUFFPOST

20
minutos

EL  ESPAÑOL

MARCA

gremi
media 

 **eMEDIA**
group

O GLOBO

Clarín 

LE FIGARO

infobae

Forbes

 **bayard**

The Post and Courier

engadget

grupoGodó

TimeOut

 **PRISA**
MEDIA

The Seattle Times

 **EDITORA GLOBO**


Konbini

watson

Salzburger Nachrichten

ADVOCATE

Boone
Newsmedia

69
NEWS

+400

CASE STUDY

MediaNews Group

MediaNews Group is a leader in local news with around **100 websites**, committed to informing, inspiring and engaging readers with award-winning journalism in a diverse array of trusted publications that are integral parts of the communities they serve.

In a world of constant change it's important for them to **strengthen their brands and audience loyalty**, especially when their traffic is threatened by AI and new ways to access the news.

CHALLENGES

Publish faster and sooner: there's too much lag between data and actions and the newsroom needs to be empowered.

Increase the loyalty of their audience:

It's more and more complicated to keep control over traffic acquisition with the volatility of Google Discover and the new ways to access the news with AI. We need to be closer to our audience.

SOLUTIONS

Real-time dashboards & insights:

Marfeel provides editors with real-time dashboards and insights aligned with what the rest of the teams see and they know what is the best next action to take.

Reader-centric AI-powered

suggestions: AI tools are implemented in the newsroom without changing their workflow and can access the insights and suggestions anywhere they want (CMS, Analytics, spreadsheet, ect...).

" Marfeel helped us empower our editors with reliable real-time data. Our newsrooms look at the data all the time, and we have seen Copilot's AI-suggestions make an impact on our content quality and depth, especially using the Helpfulness Evaluation. Follow up stories can be published faster and sooner. "



Kristyn Wellesley,
Senior Editor, Audience and Engagement



What we did together

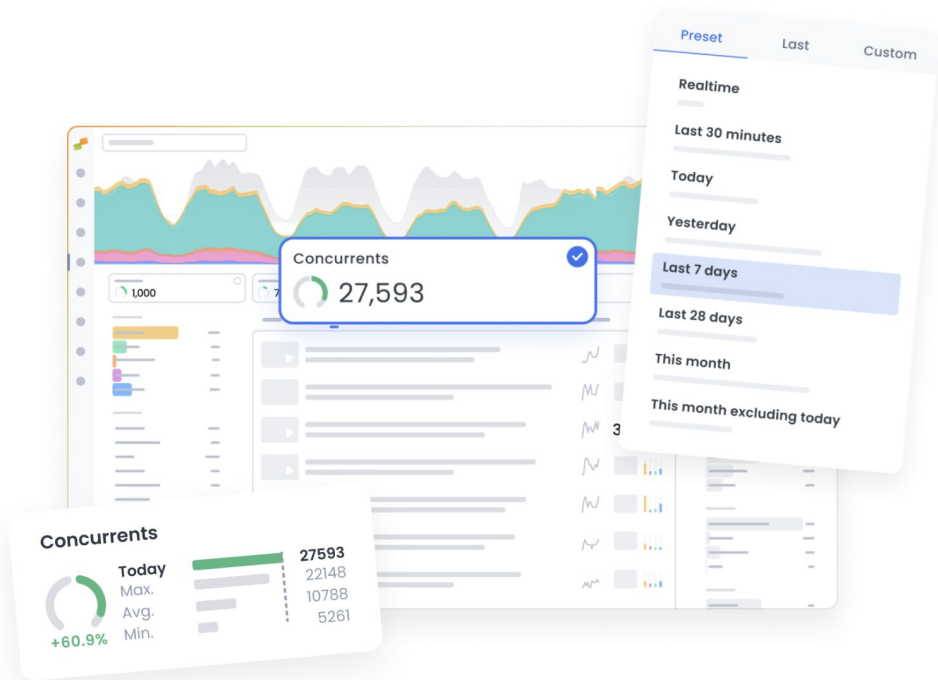




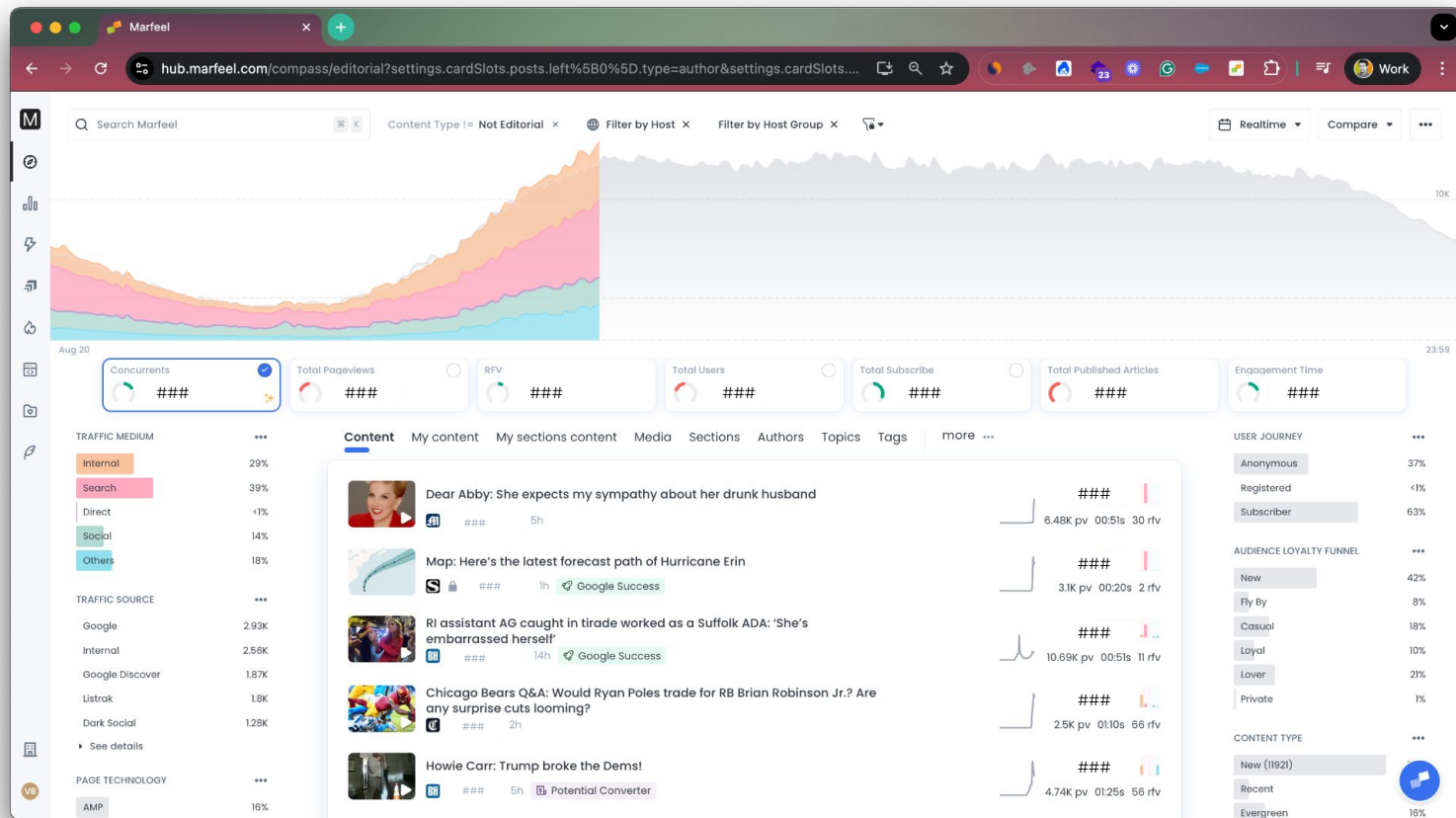
Real-time Analytics

Leverage real-time analytics to see where readers come from, what's trending, and how to seize new opportunities.

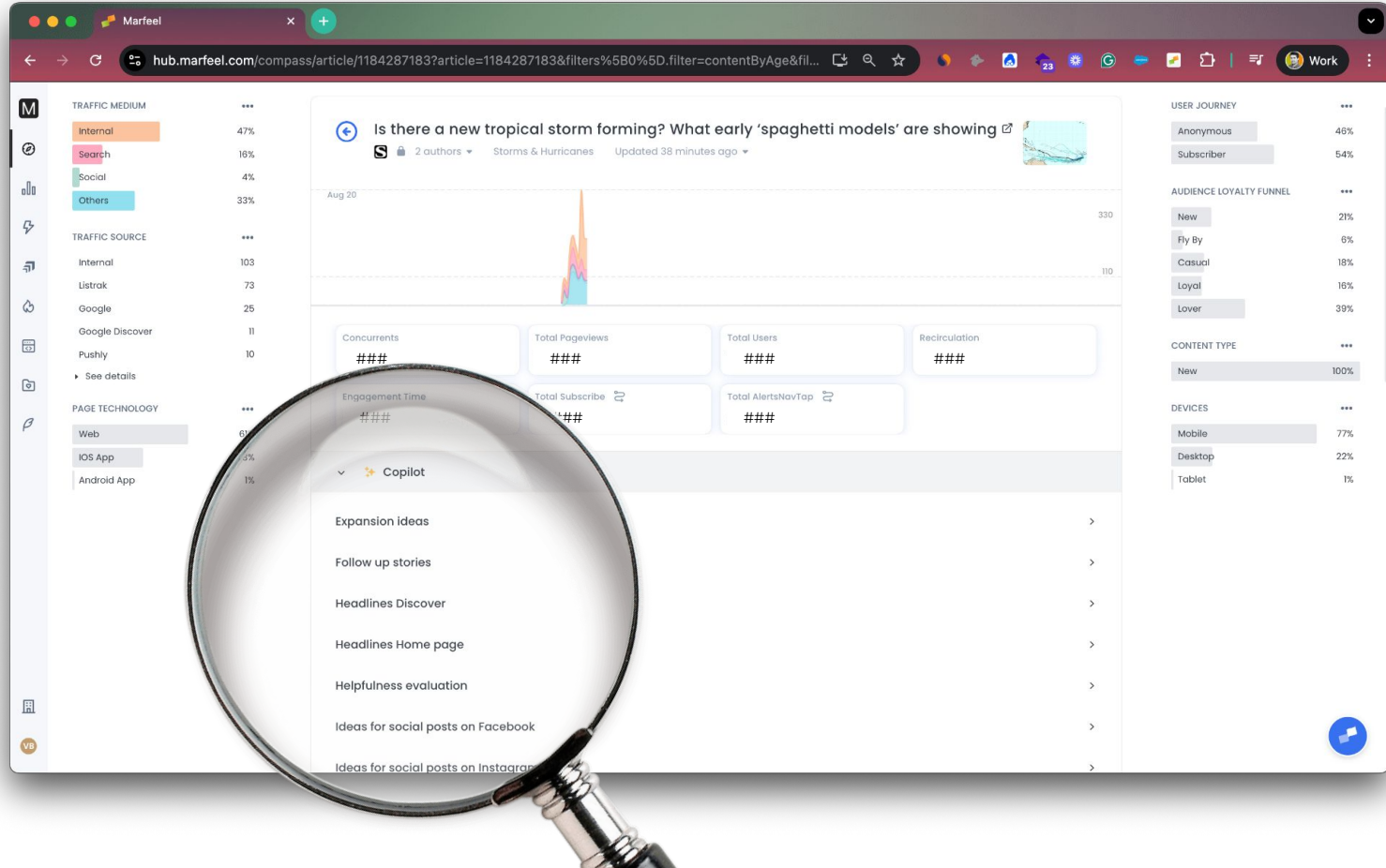
Identify what the next best action is on any article.



Case Study: MediaNews Group creating more engaging stories



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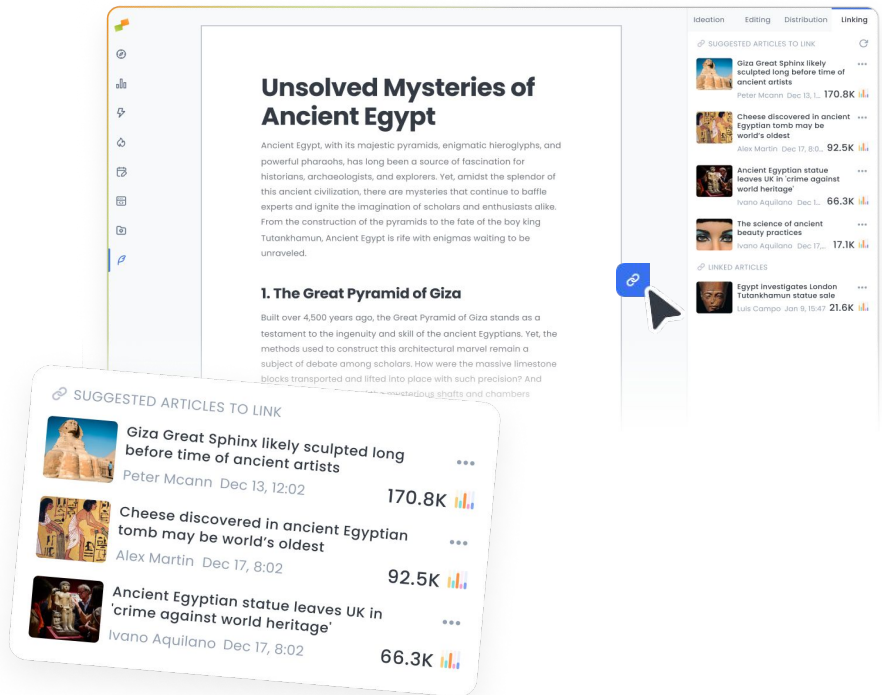




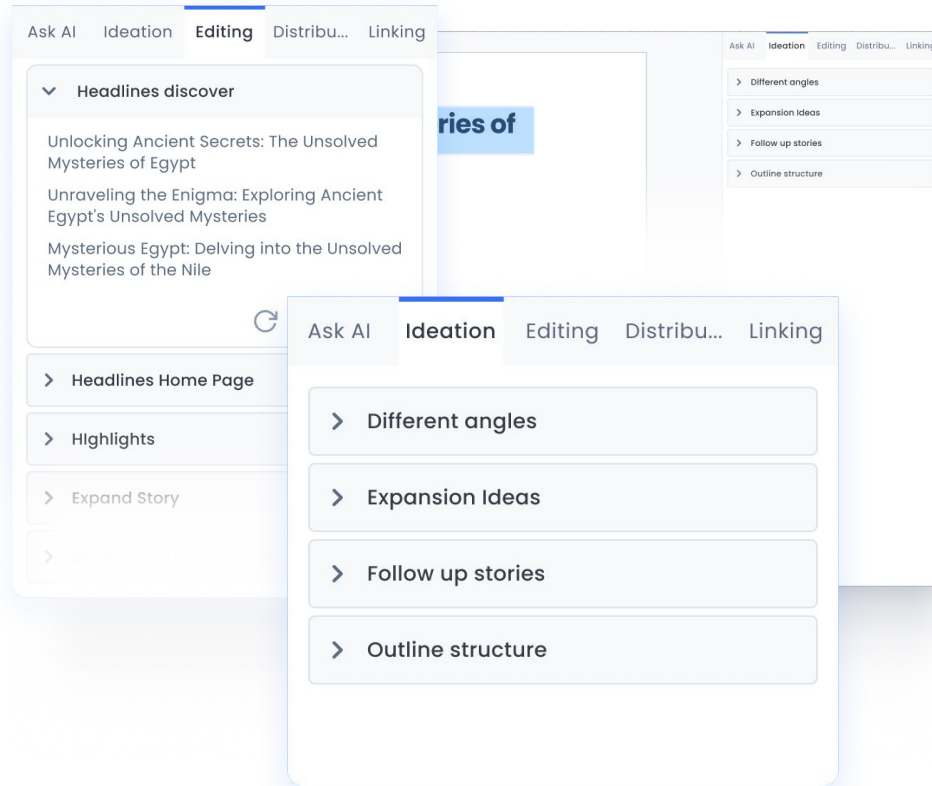
Copilot

AI-powered suggestions based on their own data helps editors craft sharp headlines, polish grammar, link related stories, ideate next angles, and create social posts — all from their CMS or wherever they work.

Offers the possibility to create their own prompts.



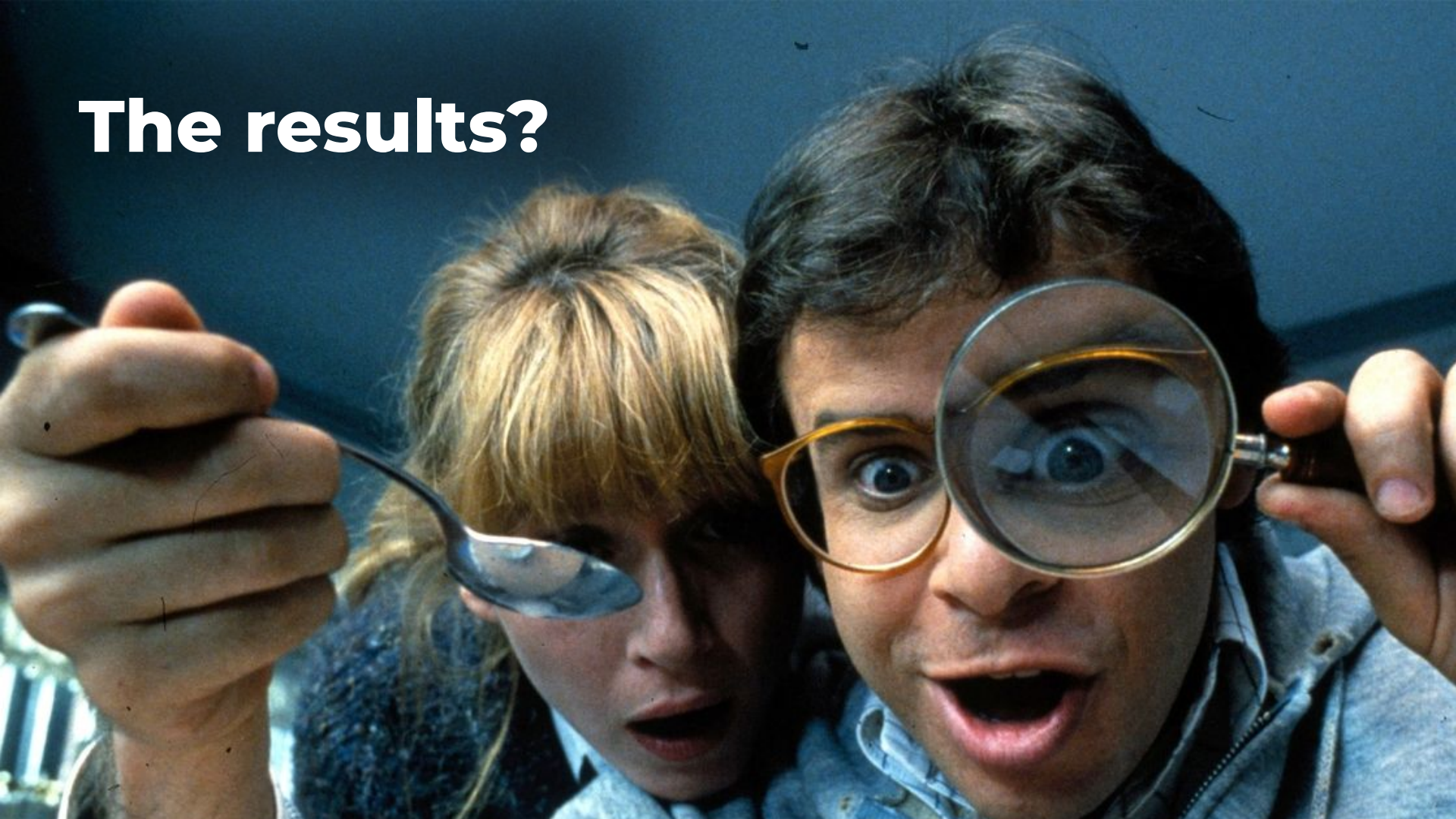
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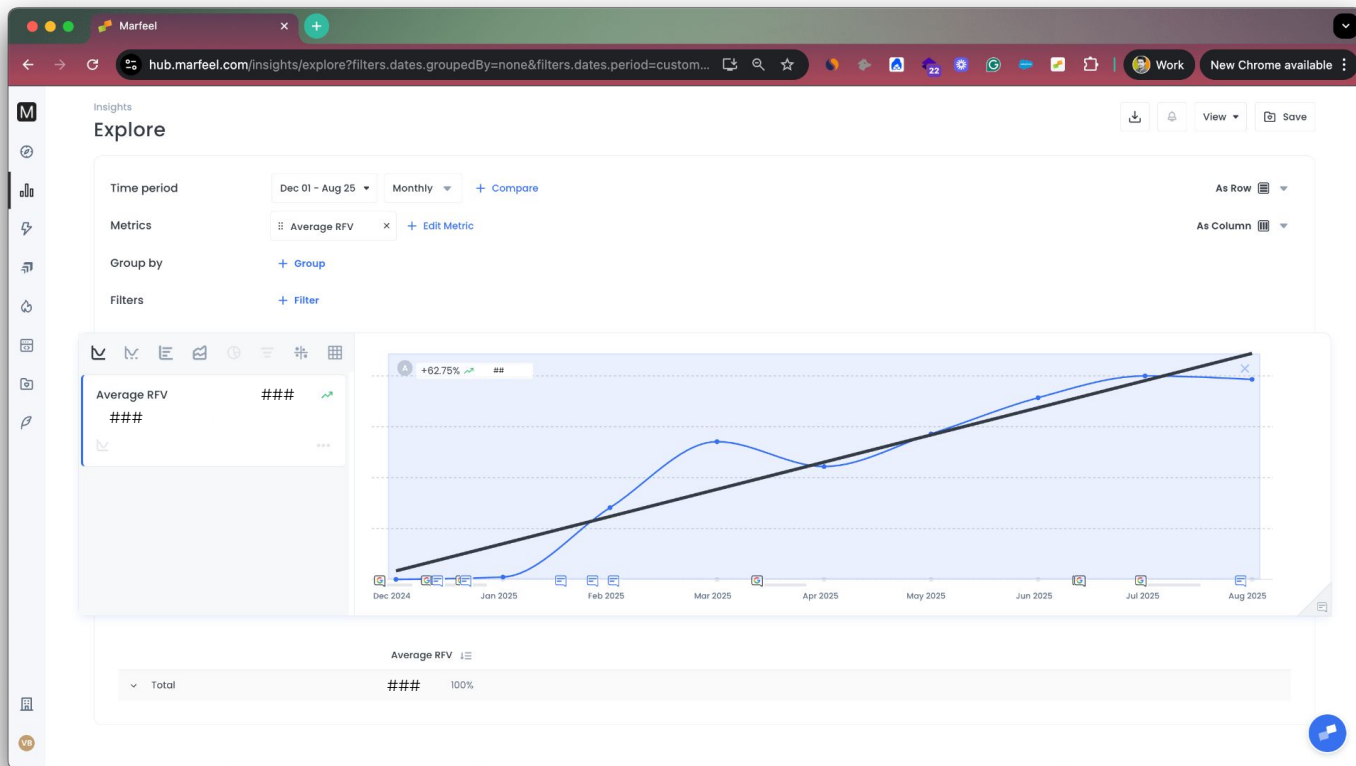
Big Impact on Story Depth

1. Their stories are more optimized for Search Engines
2. The articles on homepage have higher CTR with AI-powered headline a/b tests
3. The articles cover perfectly the topic and the relevant expansion ideas are taken into account before and after publication
4. The follow-up stories are published faster and sooner

The results?



+63% RFV



What's next?





Monitoring

Outpace the Competition

Benchmark their performance with competitor insights from our network and uncover what content is being pushed in Google Discover, Instagram, TikTok, Facebook, and more.

Let me show you!





Thanks!

Drop me an email at
vincent.bouchet@marfeel.com,
I'd love to chat!

