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24/Nou/2025

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# Sistemas de recomendación

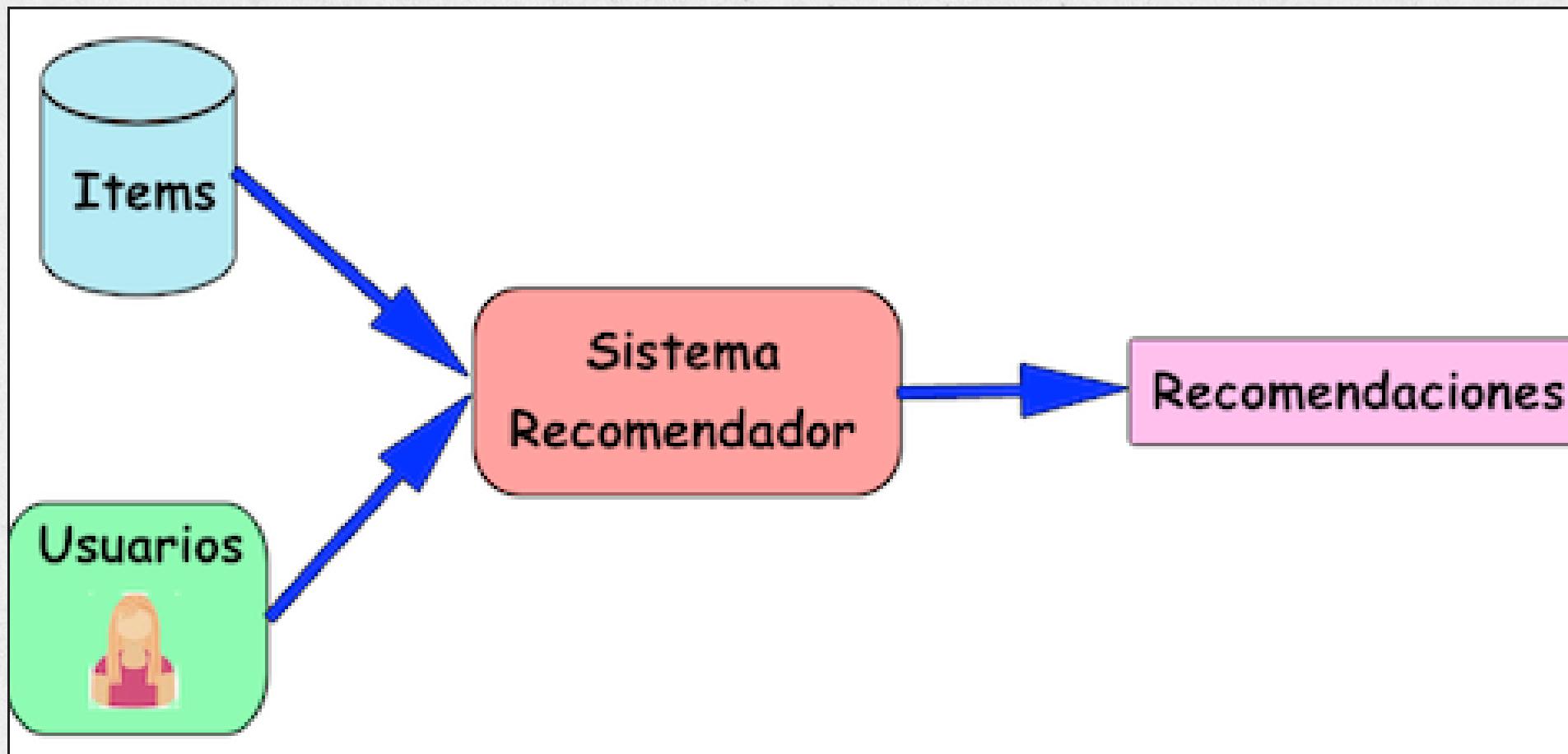
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PRESENTADO POR DIEGO RAMIREZ

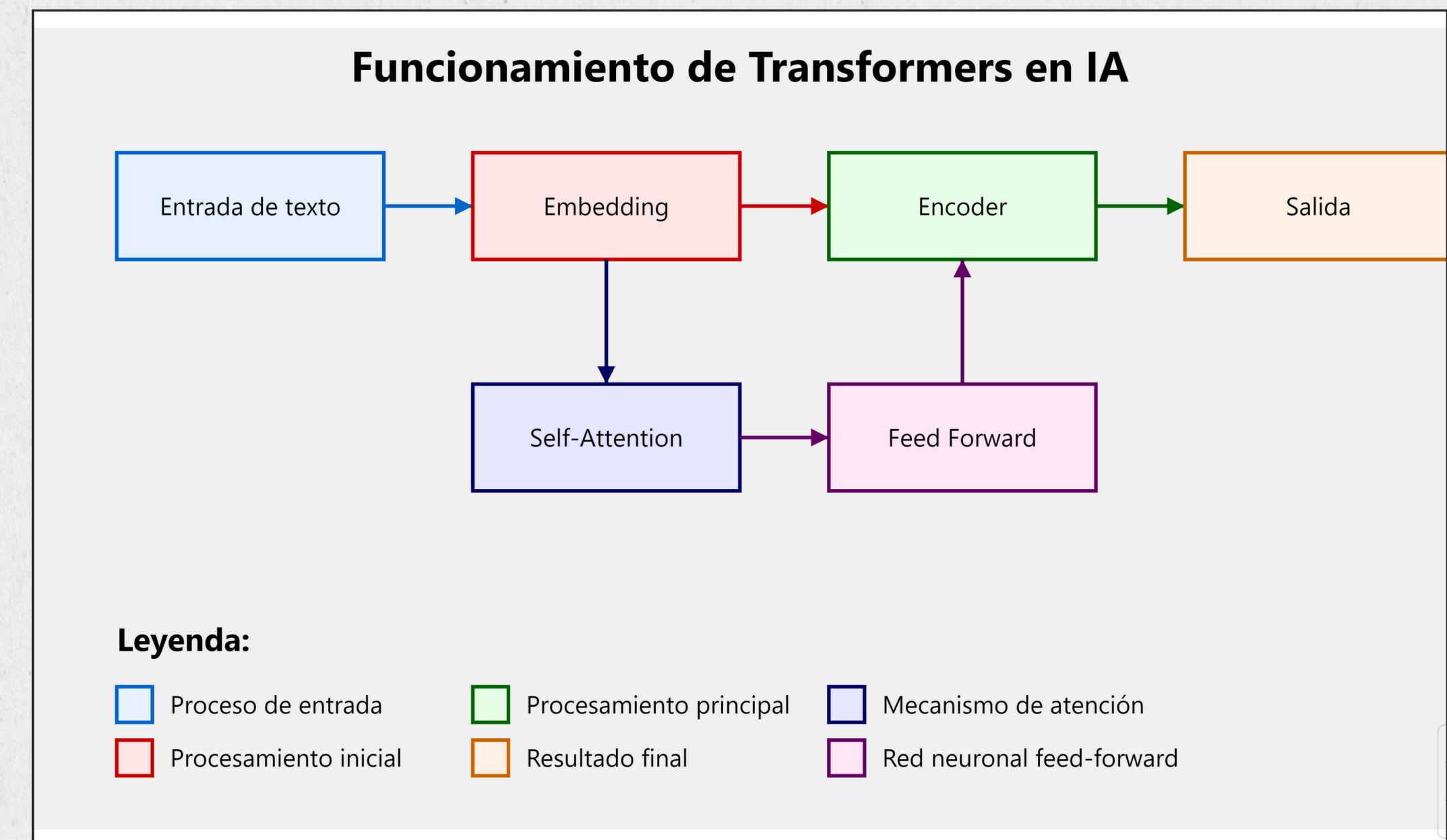
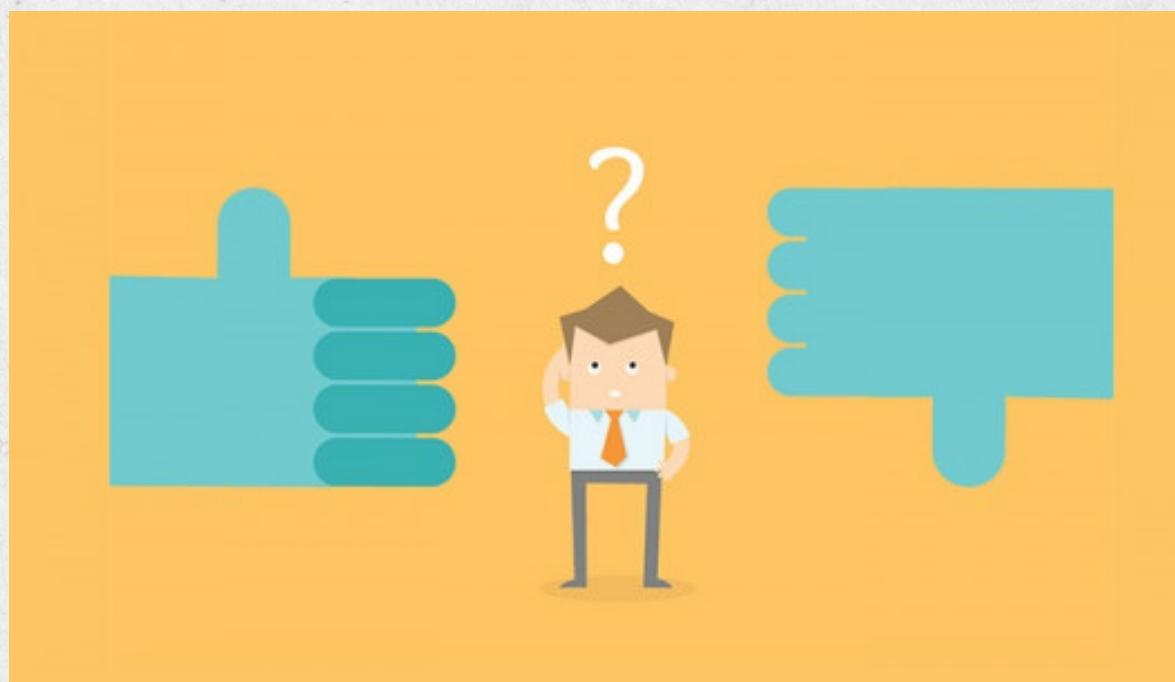
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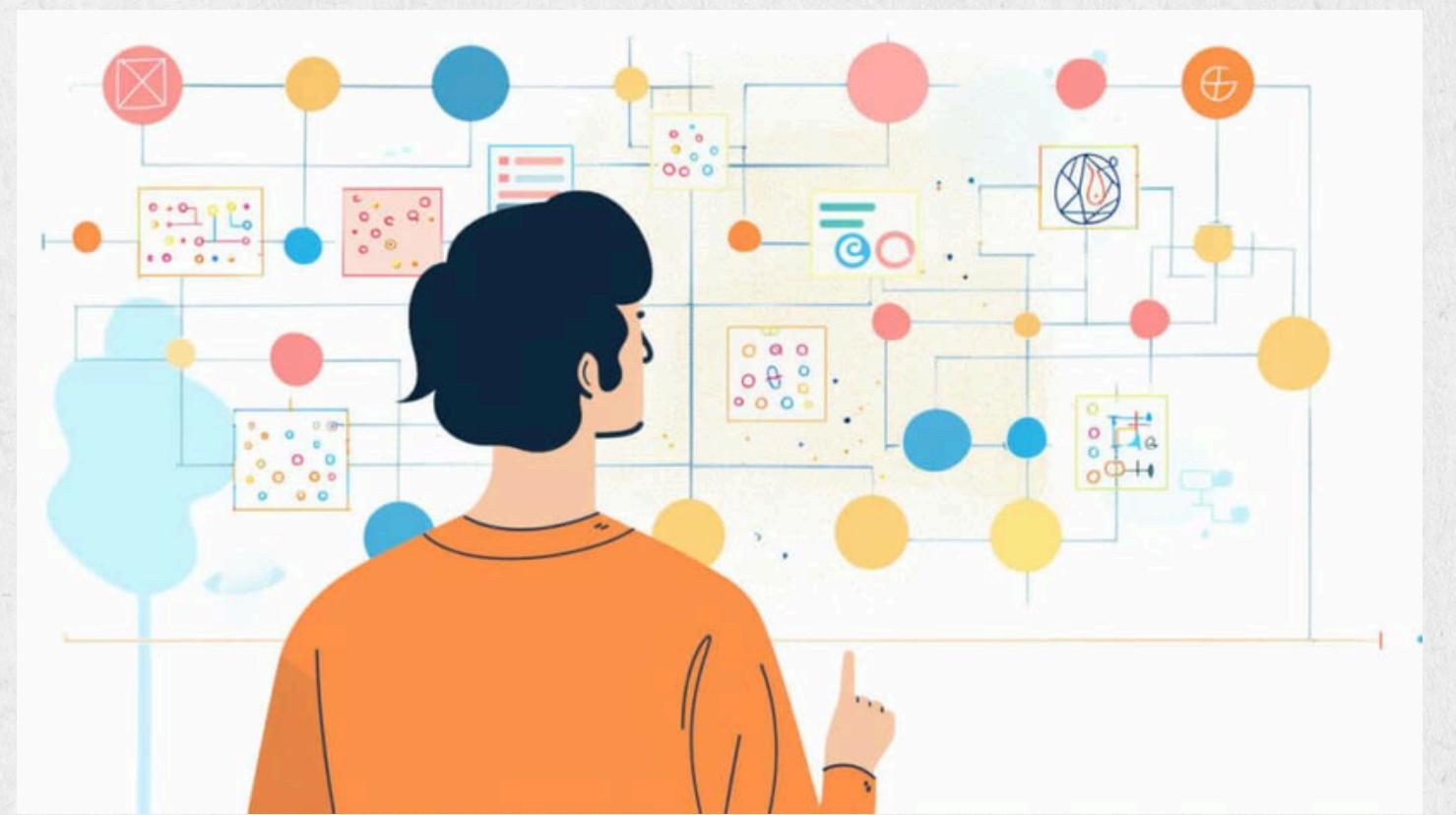
# INTRODUCCIÓN



sistemas de recomendacion

# ¿Cómo funciona?

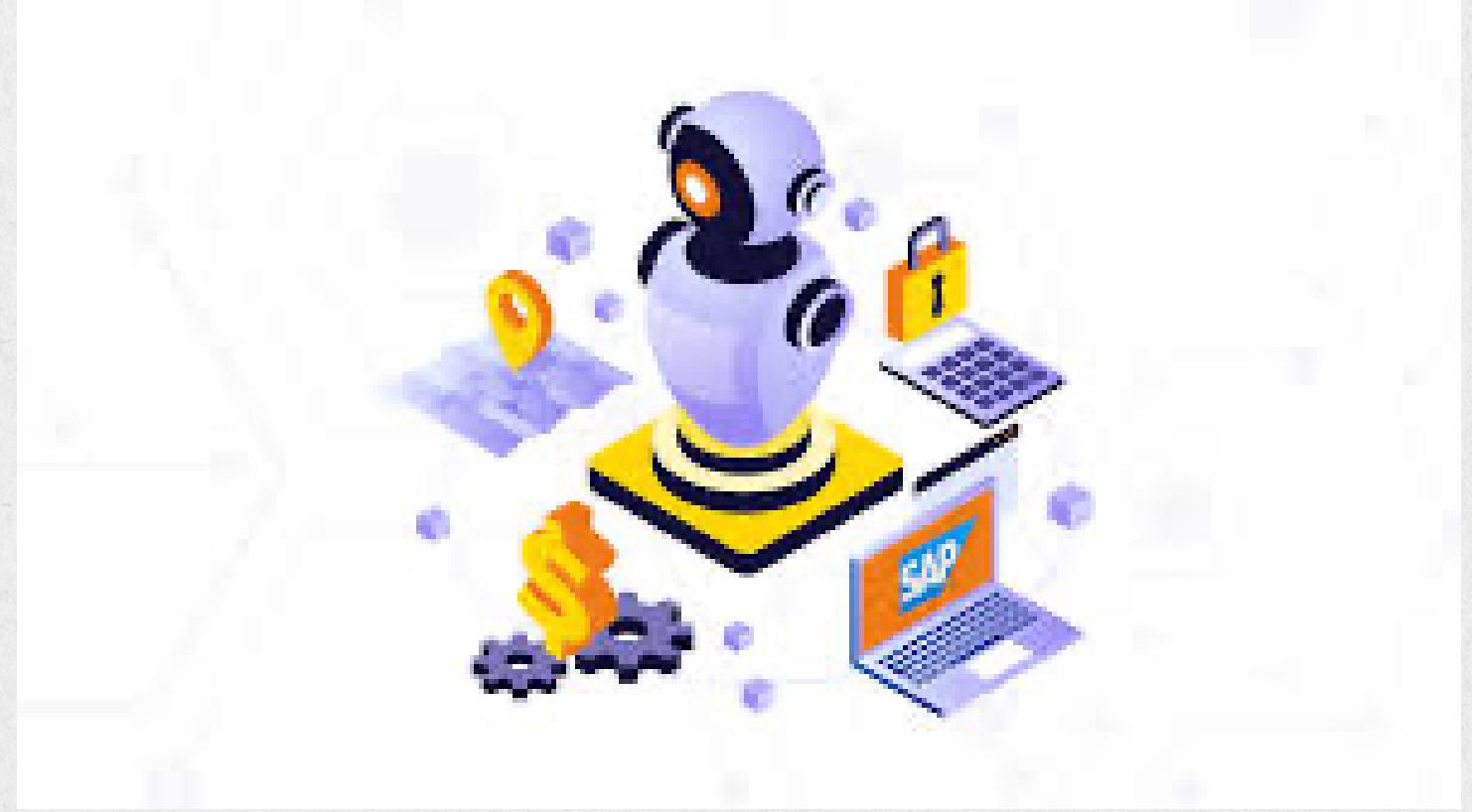




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# site automation



## Sophi.io Wins Digiday Media Award for Best Publisher Platform →

Awards

## Sophi.io Wins Two INMA Global Media Awards →

## The Globe and Mail's Sophi Wins Best Digital News Start-Up Award →

## Sophi.io wins Online Journalism Award →

## Sophi.io Wins WAN-IFRA's North American Digital Media Award →

Awards

222 %

Increase in registrations

9 <sup>x</sup>

Conversion of registered users vs. anonymous

53 %

Increase in reader loyalty

51 %

Increase in subscription conversions

99%

contenido automatizado

↑10%

número de suscriptores

↑17%

número de clics

↑222%

usuarios registrados

↑9 <sup>x</sup>

registrados vs. anónimos

↑51%

nuevas suscripciones

↓40%

dependencia de publicidad

↑62%

shares

↑33%

comentarios

↑39%

alcance

↑25%

likes

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# debate ético



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muchas  
gracias

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