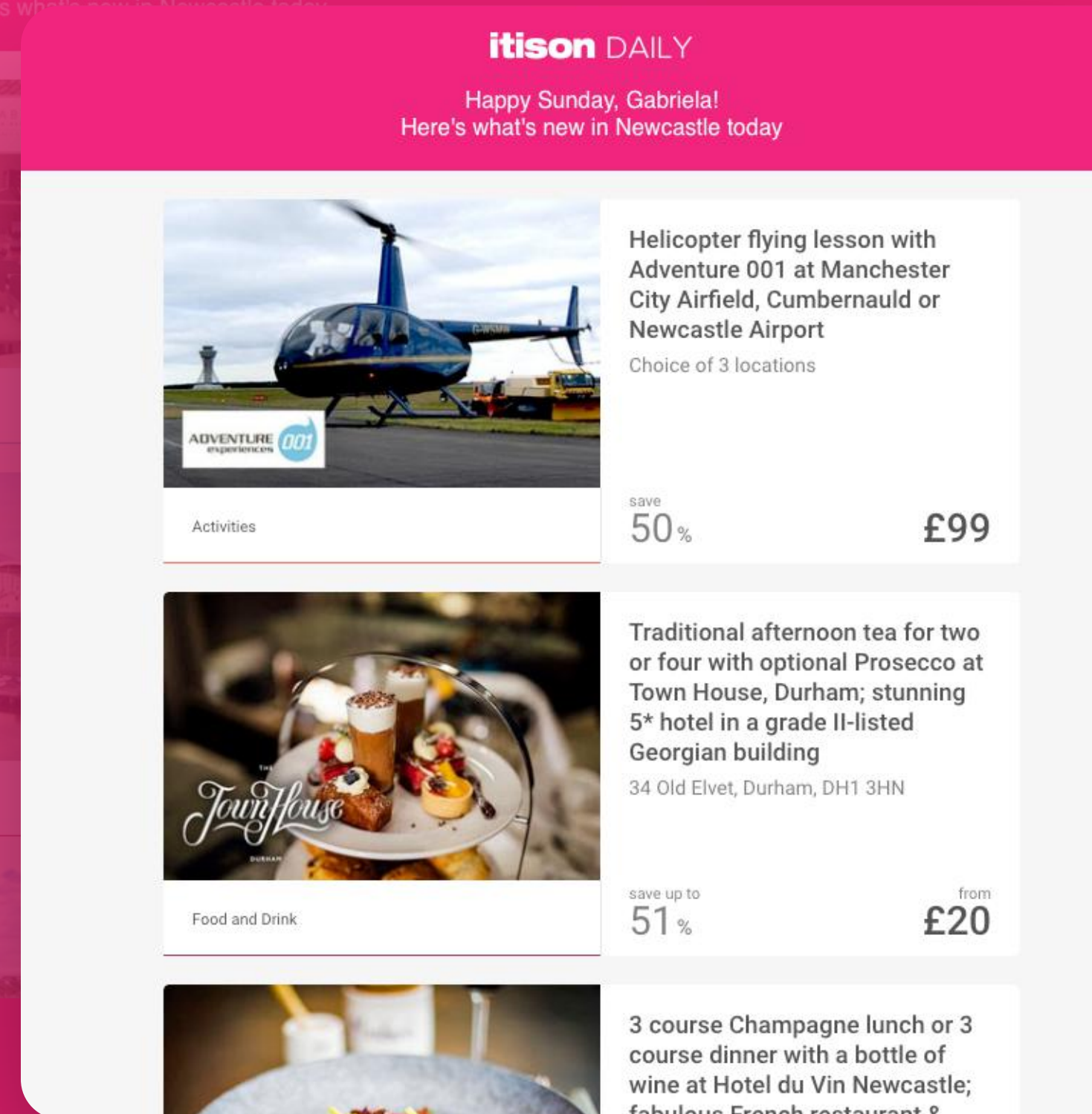


itison's Success Story with Recombee

2000% ROI with hi-tech email personalization for Scotland's favourite deals and events site



Personalization of weekly deals and event news

itison is a leading events and deals website offering their users unparalleled savings on their favorite activities. They are known for combining technology and sales promotion to reach a larger audience of consumers across Scotland and Northern England.

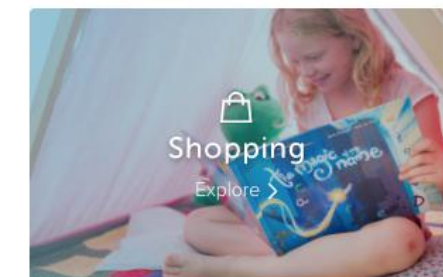
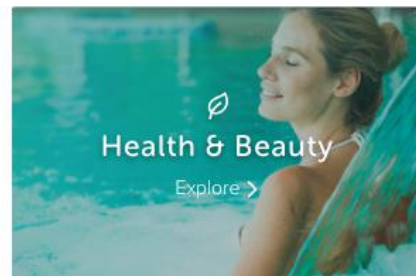
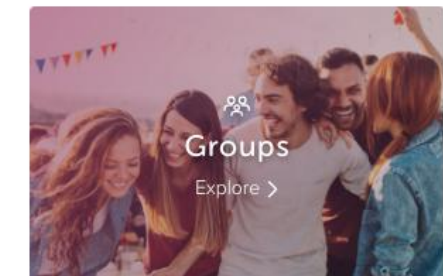
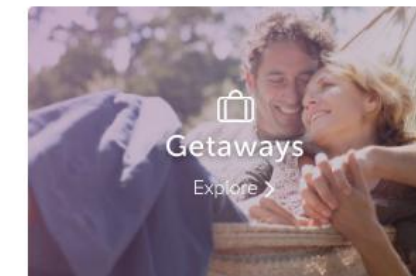
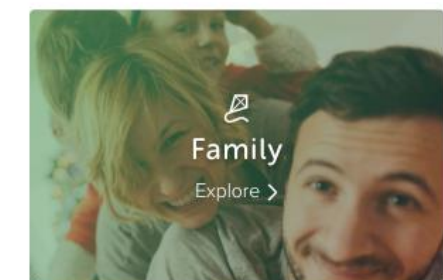
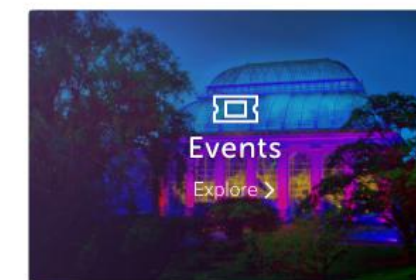
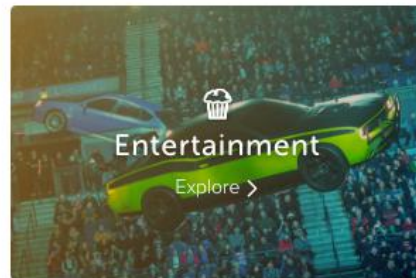
The continuously changing offer of products and event invitations is a challenge for the platform's personalization methods. The power of the recommender engine is necessary to manage and process these increasing recommendation offers, as a result of itison's growing popularity.

Recombee has provided itison with a AI-powered recommendation solution for weekly emailing to personalize each individual's experience and appeal to their interests. Each member is provided with a unique offer of coupons and discounts based on their previous selections.

Implementation of Recombee's recommendations led to a **25% increase in e-commerce conversion rate and 20% traffic increase.**

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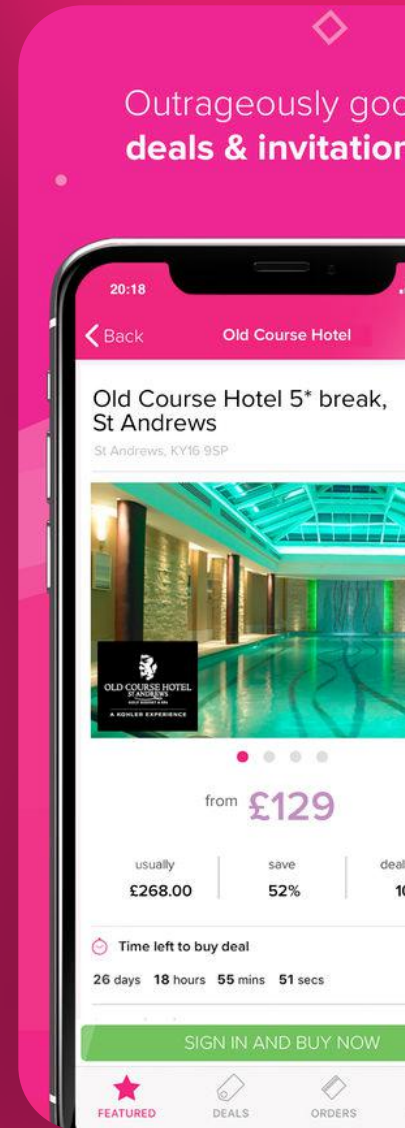
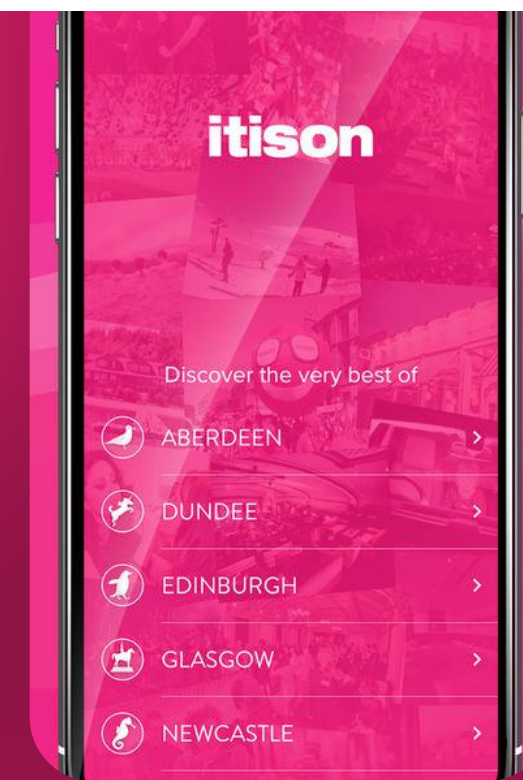
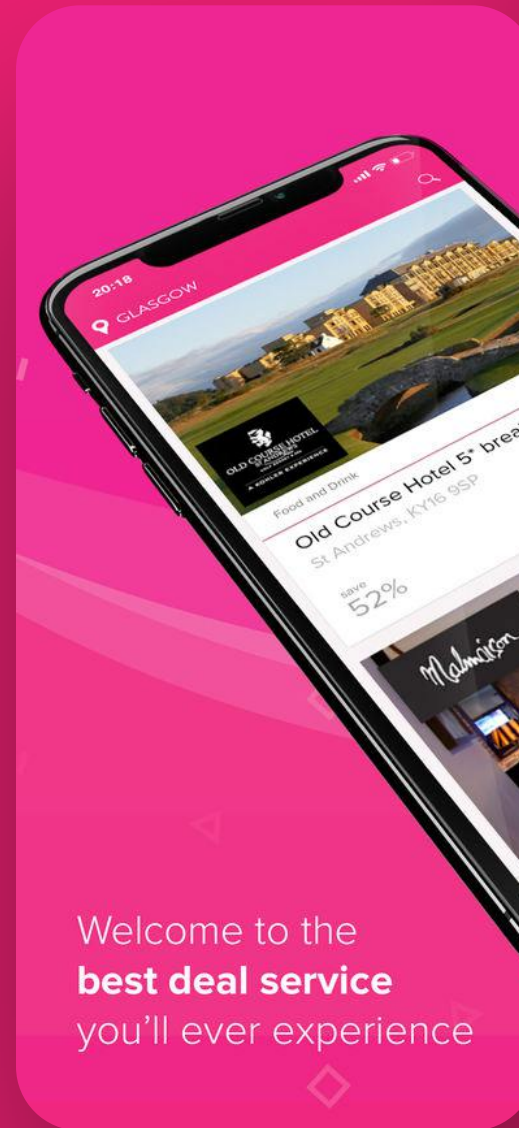
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itison : Scotland's #1 deals and events site

itison is one of the largest deals and events management websites in Scotland. Building on 15 years of experience in the market, itison offers diverse and exciting daily deals and event invitations throughout Scotland and Northern England. Some of these deals include a sight-seeing flight, an award-winning 8 course meal, or 3 nights in a luxury hotel.

itison partners with over 4,500 quality businesses to provide an audience of over 1.2M subscribers with the best places and deals in their city through recommendations from the itison experts.



Business strategy through AI

itison is responsible for some of the UK's most successful marketing campaigns. They have created and sold out major events, while conducting global media campaigns.

itison's top priority has always been to utilize data to conduct mass marketing campaigns. However, understanding the machine learning aspect of an online platform can be difficult. To combat this confusion, Recombee supplied itison with a working prototype of the emailing system within hours. Through recommendation powered emails, users receive personalized messages with coupons and information sent straight to their inbox with relevant products and events.

People don't check their emails every day, so they are highly likely to miss new content presented to them. This is why it is important to utilize a recommender engine to effectively garner more attention through the presence and personalization of emails filled with coupons appealing to the specific user.

Getting started with Recombee

At first, itison looked at couple of other providers. However, after a few hours of running a demo, they started to realize the power of Recombee solution as well as the excellent quality of documentation.

“The Ruby gem that you publish is great and contains everything we need. The integration didn't need any specialist knowledge on our part. We have realized we were incredibly happy with it. It's working really well.

We were able to go from having nothing at all to having a working prototype very quickly. We were able to import all data and get results quickly without having to waste a lot of developer time. So yes, it was great onboarding experience.”

Gavin Montague, Head of Development, itison

Recombee's solution for itison consists of creating batch recommendations for weekly emailing campaigns.

There are 500K emails in each batch and they operate at high-speed without compromising quality.

An ensemble of **collaborative filtering** and **content-based models** were implemented to achieve the optimal open rate/click through rate on itison's personalized emails.

Real-time model updates under continuous new data inflow will ensure the newest available data are being taken into account when generating emails.

Scenario Example

The email recommendations are providing hyper-personalized offers for each subscriber to spark their interest.

The model optimization capabilities of Recombee's recommender solution lead to an increase in conversion rates and improve user experience.

The screenshot displays an email newsletter from 'itison DAILY'. The header is pink and contains the text: 'Happy Thursday, Gabriela! Here's what's new in Newcastle today'. Below this, there are three offer cards. The first card features a photo of a spa area and the text: '2 Elemis treatments and a glass of Prosecco at All About You within Grey Street Hotel, City Centre'. It includes the address 'Grey Street Hotel, 2-12 Grey Street, NE1 6EE', a 'save 52%' badge, and a price of '£39'. The second card shows a blue helicopter and the text: 'Helicopter flying lesson with Adventure 001 at Manchester City Airfield, Cumbernauld or Newcastle Airport'. It notes 'Choice of 3 locations', a 'save 50%' badge, and a price of '£99'. The third card shows a tiered tray of afternoon tea and the text: 'Traditional afternoon tea for two or four with optional Prosecco at Town House, Durham; stunning 5* hotel in a grade II-listed Georgian building'. It includes the address '34 Old Elvet, Durham, DH1 3HN', a 'save up to 51%' badge, and a price 'from £20'. A fourth card is partially visible at the bottom, showing '3 course Champagne lunch or 3 course dinner with a bottle of wine at Hotel du Vin Newcastle; fabulous French restaurant &'. On the left side of the email, there are vertical category labels: 'Health & Beauty', 'Sage Gate', 'Food and', and another partially visible one.

Results

After partnering with Recombee, itison experienced a **positive 20-fold (2000%) return on investment.**

The personalized recommendation emails are creating better experiences for the subscribers and itison.

E-commerce conversion rate is 25% higher than before.

Weekly personalized emails are being sent to itison's subscribers, leading to about a **20% increase in traffic.**

Client satisfaction is our top priority

“The recommendation powered email outperforms a good number of our editorial emails and it does so consistently. Thanks to Recombee’s recommendation service applied to our personalized emailing we have increased the e-commerce conversion rates by 25%, achieving 2,000% ROI. We are very excited about that.”

Gavin Montague, Head of Development, itison



"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Excellent **scalability, big data infrastructure**

Universal SaaS solution verified on **multiple verticals**

Real time machine learning

Simple and intuitive API + SDKs for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs



For more info contact
business@recombee.com