Recombee

PetMediaGroup

Pet Media Group Success Story with Recombee

Driving Growth for the World's Leading Pet Marketplaces

Recommendations for Marketplaces

Pets4Homes

A safe start to a lifelong friendship

Connect with trusted breeders and rescues

| Pets | Accessories | Services |

Select pet   Select

Select location   Search

Dogs   Cats   Rabbits   Rodents   Birds   Poultry   Reptiles   Fish   Horses   Accessories   Services   All Categories

Recommended for you

French Bulldog for sale

French Bulldog Puppy

Gorgeous French bulldogs

kittens ready to go one female, one male

Recombee & Pet Media Group Partnership

Pet Media Group is a dynamic and innovative digital media company dedicated to **helping thousands of animals** every day **find their loving forever home** and guide their human caregivers through the process.

On the mission to partner with and acquire the **market-leading pet and horse marketplaces across Europe,** Pet Media Group adds value to consumers, businesses, and animals through technology, marketing, operations, and capital.

Recognizing the **significance of delivering highly relevant and personalized content** to their audience to drive their discovery and re-engagement, **the company decided to implement Recombee.**

+34%

Click-rate from newsletters

+29%

Click-through rate on suggested adverts

+17%

Conversion rate from visitor to active buyer

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About Pet Media Group

Through innovation, technology, and access to capital, Pet Media Group has a **unique position to lead the modernization of pet marketplaces** all over Europe to help **over 1.5 million animals** every year find their new loving home.

With a diverse portfolio of websites, mobile apps, and social media platforms, **Pet Media Group offers a comprehensive range of content,** including articles, videos, product reviews, and interactive experiences centered around pets and horses.

Recombee powers **personalization on all brands** under the Pet Media Group.

🌍 **6** Market Presence

🐷 **Profitable** Since year 1.

👥 **7.5M** Monthly Customers

⭐ **4.9** Customer Satisfaction

</> **59%** Of team consisting of Engineers

| Hästnet | Pets4Homes | AnnunciAnimali | PuppyPlaats | MundoAnimalia | iFauna |

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Situation

Simple in-house solution for showing relevant adverts

Multiple "dead-ends" on the platform where customers frequently ended their session

Presence in markets with less supply and more demand

Need to maximize the customers' probability of finding the right pet

Requirements

Flexibility in supporting multiple recommendation use cases across all the brands

Simplicity of implementation & configurability for own specific KPIs

Better discovery of adverts & customer re-engagement

More recurring & loyal customers

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"Time to live" is almost third in comparison to other alternatives on the market

Thanks to the existing product feed, **working proof of concept was a matter of minutes.**
A highly customizable feed reader supporting various formats allows our customers to upload the whole catalog in a few clicks.

A **dedicated support team** guiding through the implementation in case of any uncertainties.

No more "Sorry, 0 results found" pages

Recombee covers all those situations to make the user **discover other relevant content, rather than churning.**
AI-powered personalized recommendations based on multiple parameters including the pet taxonomy.

Fully Recombee-powered email recommendations

Using emails as a channel has gone from being something that only drives marginal value to a **core part of PMG's overall growth strategy.**

Highly scalable infrastructure enabling sending of millions of monthly emails at ease.

Fine-tuned rotation mechanism to increase the recipients' **discovery and content relevance.**

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Pets4Homes AnnunciAnimali PuppyPlaats
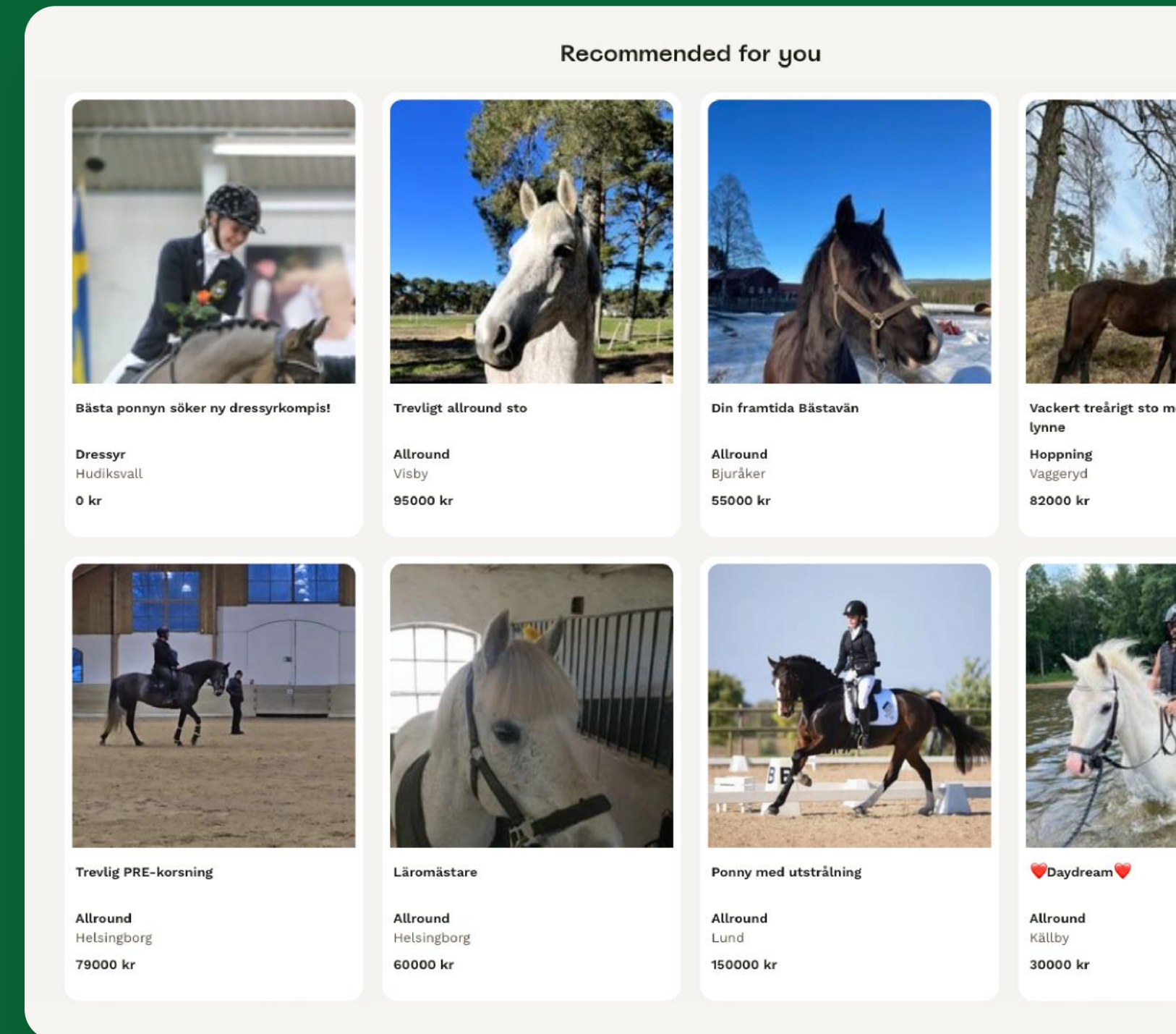Hästnet MundoAnimalia iFauna

Homepage Personalization

Recommended For You

One of the first personalization touchpoints for first-time users on **every brand homepage** under the Pet Media Group portfolio.

A mixture of **collaborative filtering models** combined with **popularity-based models** to show relevant content from the very first session which is **more tailored** as the user interacts with the platform.

Items to User
Recommendation Type

pet-media-group:homepage
Recommendation Logic

Recommended for you

Bästa ponnyn söker ny dressyrkompis!	**Trevligt allround sto**	**Din framtida Bästavän**	**Vackert treårigt sto m lynne**
Dressyr	Allround	Allround	Hoppning
Hudiksvall	Visby	Bjuråker	Vaggeryd
0 kr	95000 kr	55000 kr	82000 kr
Trevlig PRE-korsning	**Läromästare**	**Ponny med utstrålning**	❤️**Daydream**❤️
Allround	Allround	Allround	Allround
Helsingborg	Helsingborg	Lund	Källby
79000 kr	60000 kr	150000 kr	30000 kr

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Pets4Homes AnnunciAnimali PuppyPlaats

Hästnet MundoAnimalia iFauna

Advert Detail Personalization

Similar Adverts

Customers often come to the platform with non-specific notions expecting that **relevant adverts will be shown** to them and help them through the decision-making process.

This unique **collaborative-filtering** scenario backed by **content-based models** on the advert detail helps undecided customers find the pet they love based on their similarities and behavior characteristics (e.g. playfulness, fearlessness, etc.).
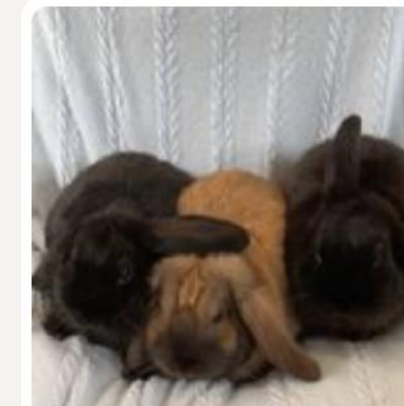

Similar adverts

Stunning Pure Breed Mini Lop Kits Bunnies Babies
Mini Lop
Droitwich
£60

Beautiful Buck Litter mini lop rabbits
Mini Lop
Tamworth
£40

Stunning mini lops
Mini Lop
Loughborough
£50

Beautiful mini lop babies
Mini Lop
Burton-on-Trent
£70

Pedigree mini lop eared baby rabbits
Mini Lop
Wolverhampton
£45

3 beautiful mini lops for sale
Mini Lop
Reading
£60

Load more...

Items to Item
Recommendation Type

pet-media-group:similar
Recommendation Logic

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Pets4Homes **AnnunciAnimali** **PuppyPlaats**
Hästnet **MundoAnimalia** **iFauna**

Search Results Personalization

Recommended For You

A crucial scenario to keep the visitors engaged and help them **discover possible alternatives** when they search for something specific and have no results for it.

One of the **most tailored sets of models** based on animal taxonomy to find the right candidates to show and **prevent visitors from churning** to other platforms.

RECOMMENDED FOR YOU

Labrador puppy's for sale

Labrador Retriever
March

£650

Litter of 6 KC Red Labrador Pups DNA Clear

Labrador Retriever
Boston

£1,150

Labrador puppies for sale

Labrador Retriever
Downham Market

£600

Silver gene Labradors (4 left)

Labrador Retriever
Selby

£650

KC registered fully health tested parents

Labrador Retriever
York

£800

Chunky 4 week old ladrador retriever puppies

Labrador Retriever
Cambridge

£750

Load more...

Items to User
Recommendation Type

pet-media-group:search-result-page
Recommendation Logic

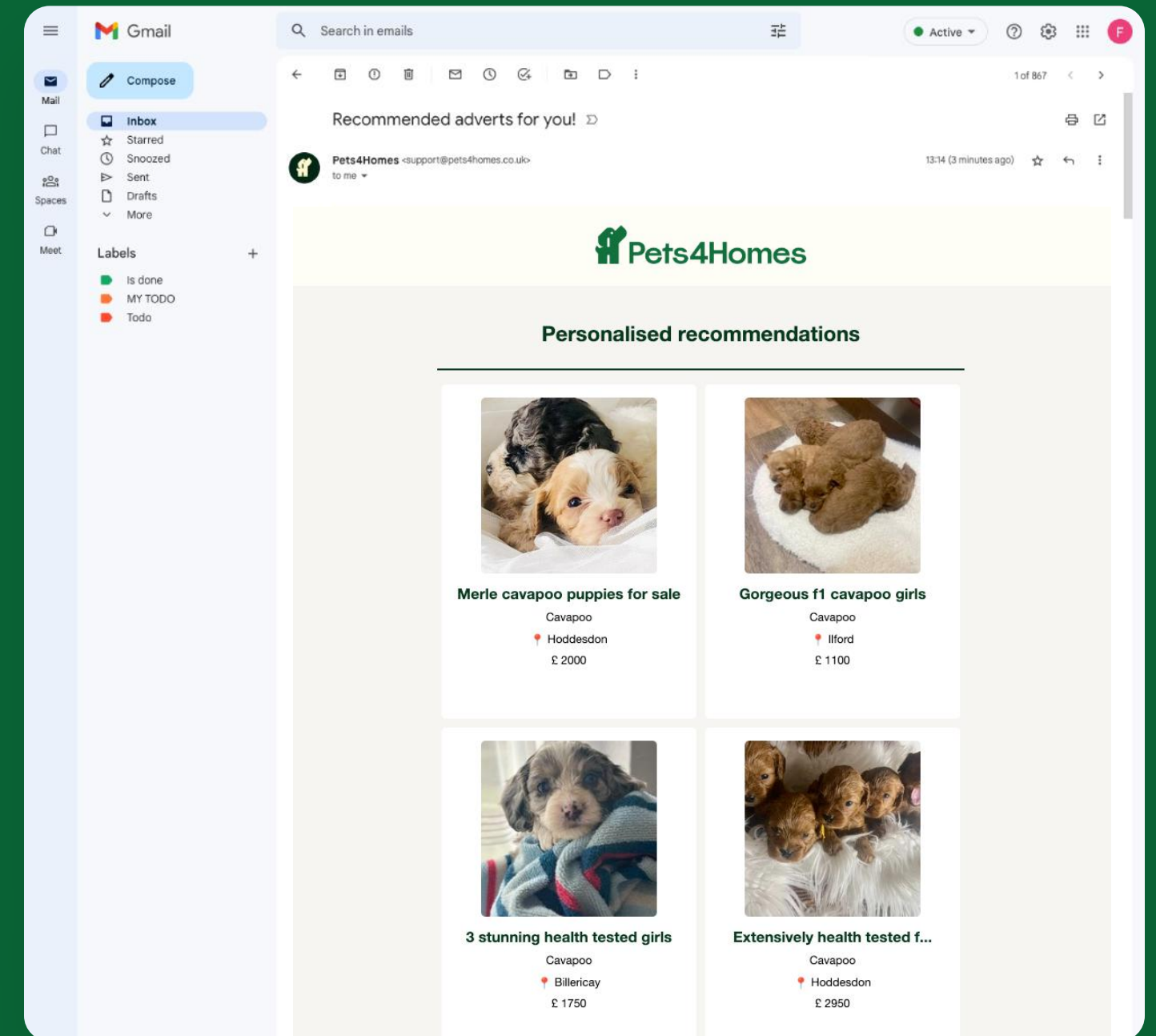**Recombee**

Newsletter Personalization

Personalised email recommendations

Contacting registered users via our personalized emails became a **key component of growth across all the markets** thanks to its relevance and effectiveness.

State-of-the-art models together with **distinctive parametrization** of how often should be recommended content shown again based on the success of other emails make it easy to **discover new content** of interest.

pet-media-group:emailing
Recommendation Type

pet-media-group:emailing
Recommendation Logic

Website personalization

29% increase in click-through rate on suggested adverts

17% increase in conversion rate from visitor to active buyer

Increased number of listings that each buyer interacts with

Expansion of the **session duration**

Emailing

-36% of unsubscribes

+18% in open-rate

+34% in click-rate

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"Our experience with Recombee has been exceptional, improving our marketplace's efficiency and user engagement. Integration was quick, taking less than two hours, accelerating our time to market. The low total cost of ownership and the intuitive UI for seamless system adjustments allowed our team to innovate at an unprecedented pace.

Recombee's impact on our metrics across various touchpoints - on-site, in-app, and through email and push notifications - has been phenomenal: a 29% increase in click-through rate, a 17% boost in on-site conversion rate, and an 18% increase in email open rates, 34% increase in click-through rate and 36% decrease in unsubscribes, significantly elevating the relevance of our communications.

The value of Recombee's robust recommendation system is essential for any e-commerce player aiming for a competitive edge without the massive investment of developing this expertise internally."

Eyass Shakrah, Co-Founder at Pet Media Group

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"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

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