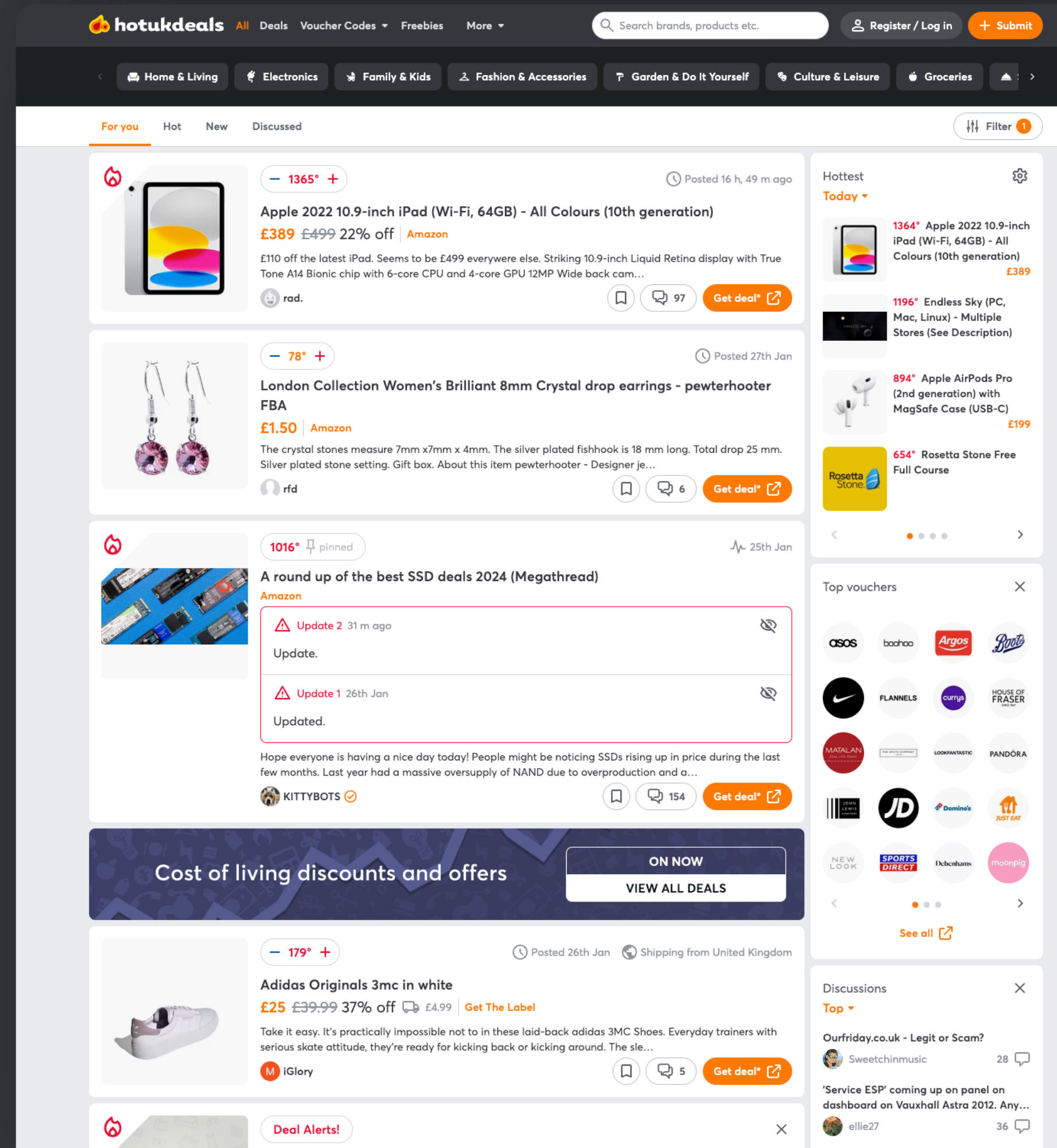


Pepper Success Story With Recombee

Increasing Click-Outs by 21% for Pepper - The World's Largest Shopping Community

Marketplace

Product Recommendations



The screenshot shows the hotukdeals website interface. At the top, there's a navigation bar with categories like Home & Living, Electronics, Family & Kids, Fashion & Accessories, Garden & Do It Yourself, Culture & Leisure, and Groceries. A search bar and user options (Register / Log in, Submit) are also present.

The main content area features several deal cards:

- Apple 2022 10.9-inch iPad (Wi-Fi, 64GB) - All Colours (10th generation)**: £389 (22% off £499). Posted 16 h, 49 m ago. 1365+ votes.
- London Collection Women's Brilliant 8mm Crystal drop earrings - pewterhooter FBA**: £1.50. Posted 27th Jan. 78+ votes.
- A round up of the best SSD deals 2024 (Megathread)**: Amazon. 1016+ votes, pinned. Includes update history.
- Adidas Originals 3mc in white**: £25 (37% off £39.99). Posted 26th Jan. Shipping from United Kingdom. 179+ votes.

On the right side, there are sections for "Hottest Today" (listing top deals like the iPad and AirPods Pro), "Top vouchers" (listing various retailer logos like ASOS, Argos, etc.), and "Discussions" (listing community topics like "Ourfriday.co.uk - Legit or Scam?").

At the bottom, there's a banner for "Cost of living discounts and offers" with a "VIEW ALL DEALS" button.

Recombee & Pepper Collaboration

Pepper is the world's largest social shopping community with more than 25 million shoppers sharing deals and tips.

To provide its shoppers with the most relevant and diverse deals, Pepper has focused on continuously improving its product recommendations.

The integration of Recombee's AI-driven product recommendations successfully established a personalized user experience in real-time across multiple platforms (iOS, Android, and web) in different countries. This enhancement resulted in a **significant increase in click-outs and user satisfaction**, outperforming the existing in-house recommendation engine.

+21%

Click-outs to affiliate links from website

+6%

Click-outs to affiliate links from mobile apps

About Pepper

Pepper is the world's largest social commerce site with the largest shopping community of over **25 million shoppers per month, 500 million page views and 12,000 purchase decisions per minute.**

The company operates in 10 countries across the Americas and Europe. It consists of several market leading platforms including Hotukdeals in the UK, Dealabs in France, Mydealz in Germany, Promodescuentos in Mexico and others.

By empowering its buyers to post, vote and engage, **Pepper is transforming shopping into an interactive experience** and shaping the future of online marketplaces.



Situation

Advanced in-house recommendation solution.

Over 25 million shoppers and 500 million page views per month.

10 countries and a rapidly changing inventory.

Mobile application available for iOS and Android.

Objectives

Increase click-outs to affiliate links while keeping shoppers happy with recommendations.

Easily manage and configure recommendations in each country from one place.

Real-time personalized home page feed for every user.

A solution that can replace the current Home Infinite Feed under high traffic and minimal response time.

Provide shoppers with the most relevant products while also ensuring they have the opportunity to discover additional items within the platform.

The ability to promote the offers of specific affiliate partners.

Personalized recommendation section **“For you”** on the home page.

A complex and diverse ensemble of incrementally trained recommendation models that **help shoppers discover new and relevant offers:**

Collaborative filtering models

Popularity-based models

Reinforcement learning and contextual bandit models

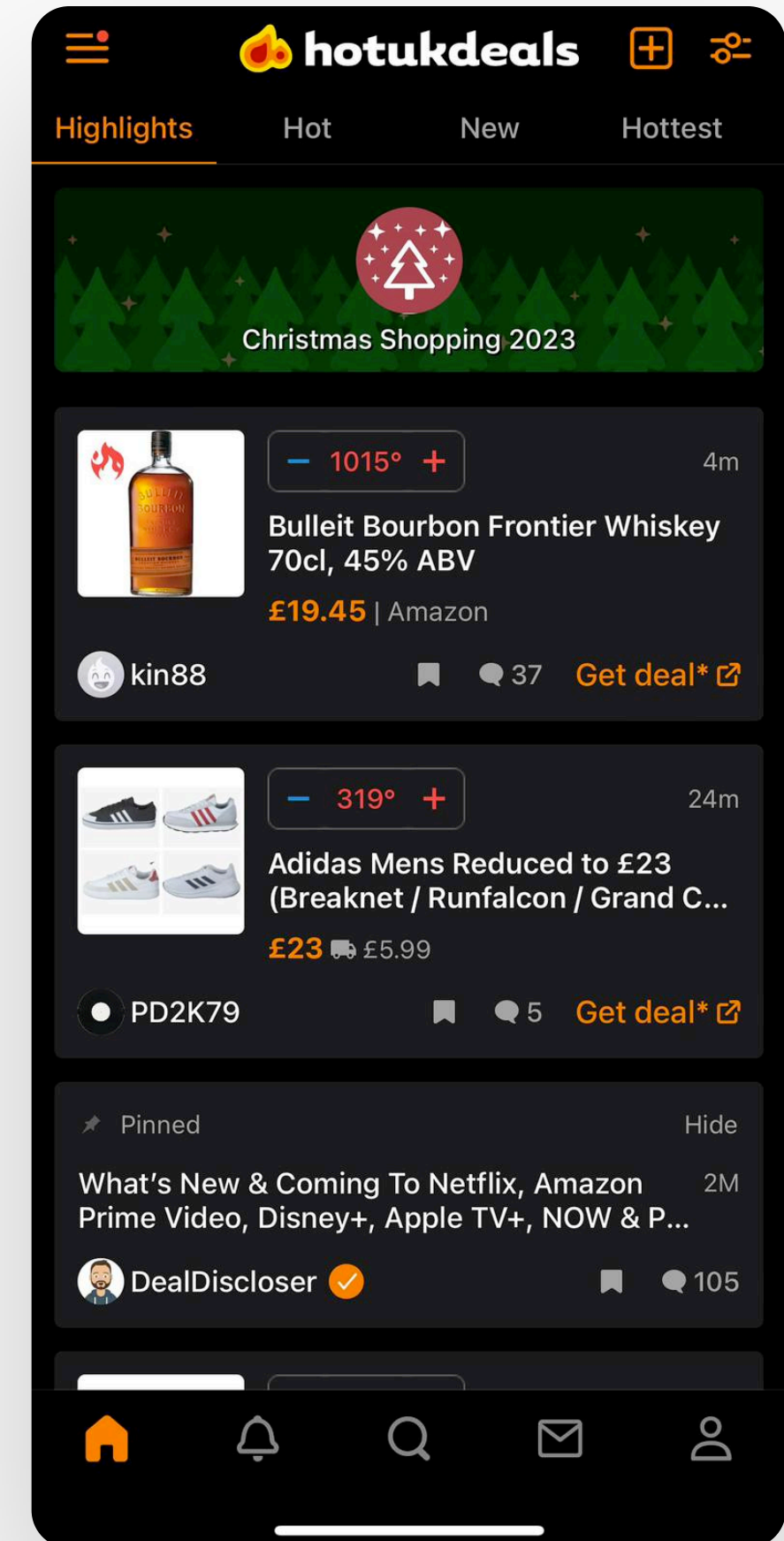
Smooth shopping experience with **infinite scrolling recommendations.**

Cross-device recommendations (iOS, Android, website).

Personalized Infinite Scroll

With a fast-changing inventory and user-generated content, Pepper used Recombee's **Infinite Scroll** to create an endless feed of offers, which is especially important for a mobile application.

As users reach the bottom of the page, new personalized offers are automatically loaded in real-time, **eliminating the need to click through to different pages or even churn from the app.**



“For you”

Home page deals recommendations

As a marketplace promoting 3rd party products, Pepper is heavily focused on providing its users with relevant offers via a personalized home page section **tailored to their individual preferences based on what the user purchased or clicked on previously.**

In this scenario, a combination of **collaborative filtering models with popularity-based models and contextual bandit models** is used to show the users the hottest and most relevant offers every time they open the app or visit the website.

21% uplift in click-outs to affiliate links from the website

6 % uplift in click-outs to affiliate links from mobile apps

The screenshot displays the 'hotukdeals' website interface. The main navigation bar includes 'hotukdeals', 'All Deals', 'Voucher Codes', 'Freebies', and 'More'. A search bar is present with the placeholder text 'Search brands, products etc.'. The user is logged in, with 'Register / Log in' and 'Submit' buttons visible. The main content area is divided into several sections:






- For you**: A personalized feed of deals. The top deal is 'Vans Unisex Kid's Td Ward V Sneaker' for £15 on Amazon, with a price drop of 149%. Below it is 'Apple AirPods Pro (2nd generation) with MagSafe Case (USB-C)' for £199 on Amazon, with a price drop of 898%. The third deal is 'Amazon Prime Video to introduce adverts in UK from February 2024', which is pinned and has 222 replies. The bottom deal is 'Titania Insulated Garden Office / Approx W3.5m x D2.5m / W11' x D9'' for £6,199.99 on Dunster House, with a price drop of 270%.
- Hottest Today**: A vertical list of trending deals, including an Apple iPad (1364% uplift), Endless Sky PC (1196% uplift), and Apple AirPods Pro (894% uplift).
- Top vouchers**: A grid of various brand vouchers such as ASOS, boohoo, Argos, Boots, Nike, FLANNELS, currys, HOUSE OF FRASER, MATALAN, LOOKFANTASTIC, PANDORA, JD, Domino's, JUST EAT, NEW LOOK, SPORTS DIRECT, Debenhams, and moonpig.

Items to User
Recommendation Type

pepper:personal-dealfeed
Recommendation Logic

Hot deals boosters and custom filters
Business Rules

Results

-  **+21%** in click-outs to affiliate links from the website
-  **+6%** in click-outs to affiliate links from mobile apps
-  **Significantly improved user experience based on the feedback from users**
-  **Real-time personalization** for each individual user
-  **One place for easy management and configuration** of recommendations across all Pepper platforms.



“It is a real pleasure collaborating with Recombee. Their problem-solving skills have proven invaluable, helping us overcome various business challenges while allowing us to consistently increase our click-outs and deliver a better user experience. Thanks to their solution we've seen our click-outs increase by up to 21%. They have become a trusted partner I can highly recommend.”

Heike Guertler, Head of Product at Pepper



"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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