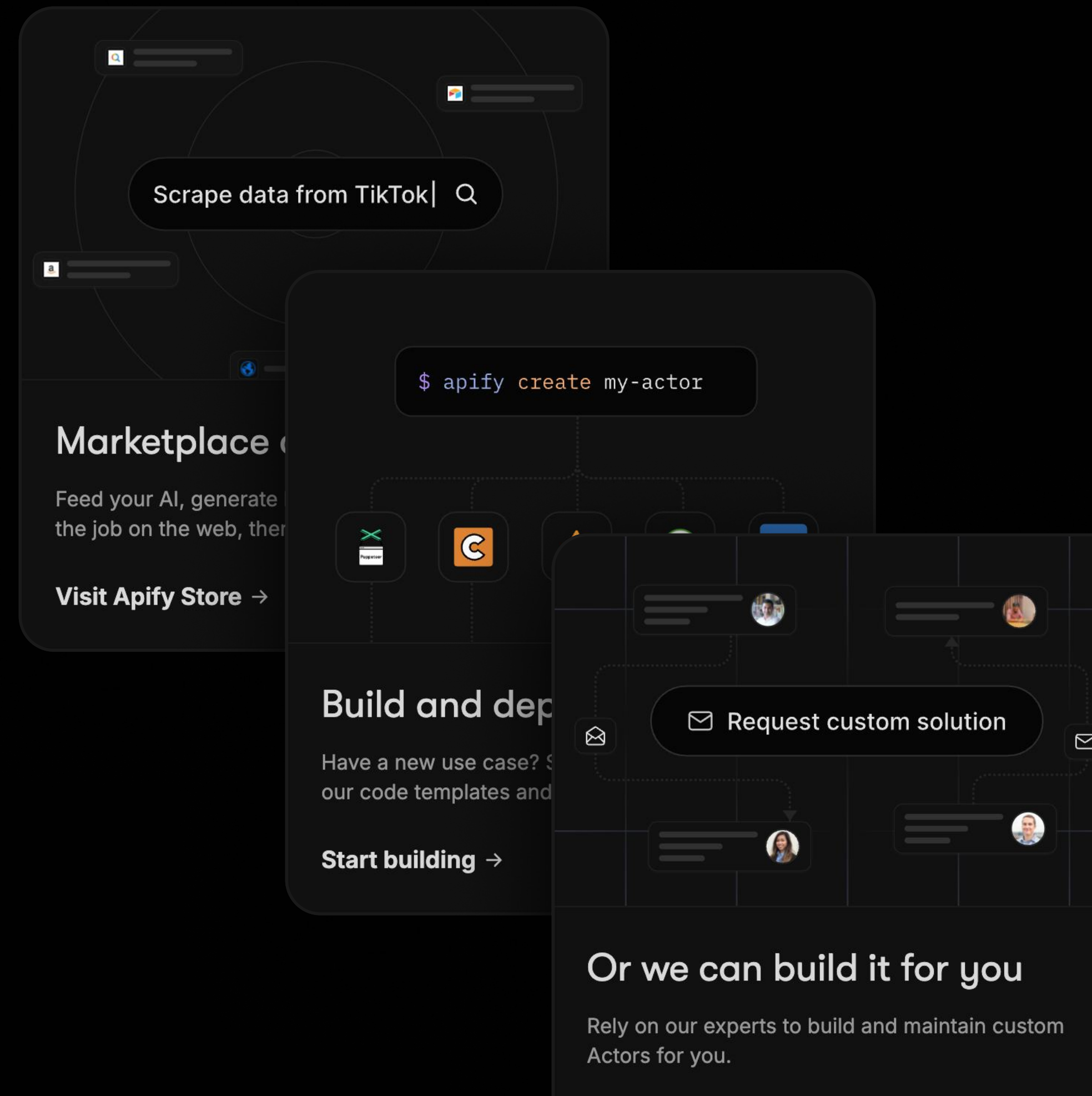


Apify's Success Story with Recombee

Powering Personalized Discovery for the World's Largest Marketplace of AI Tools



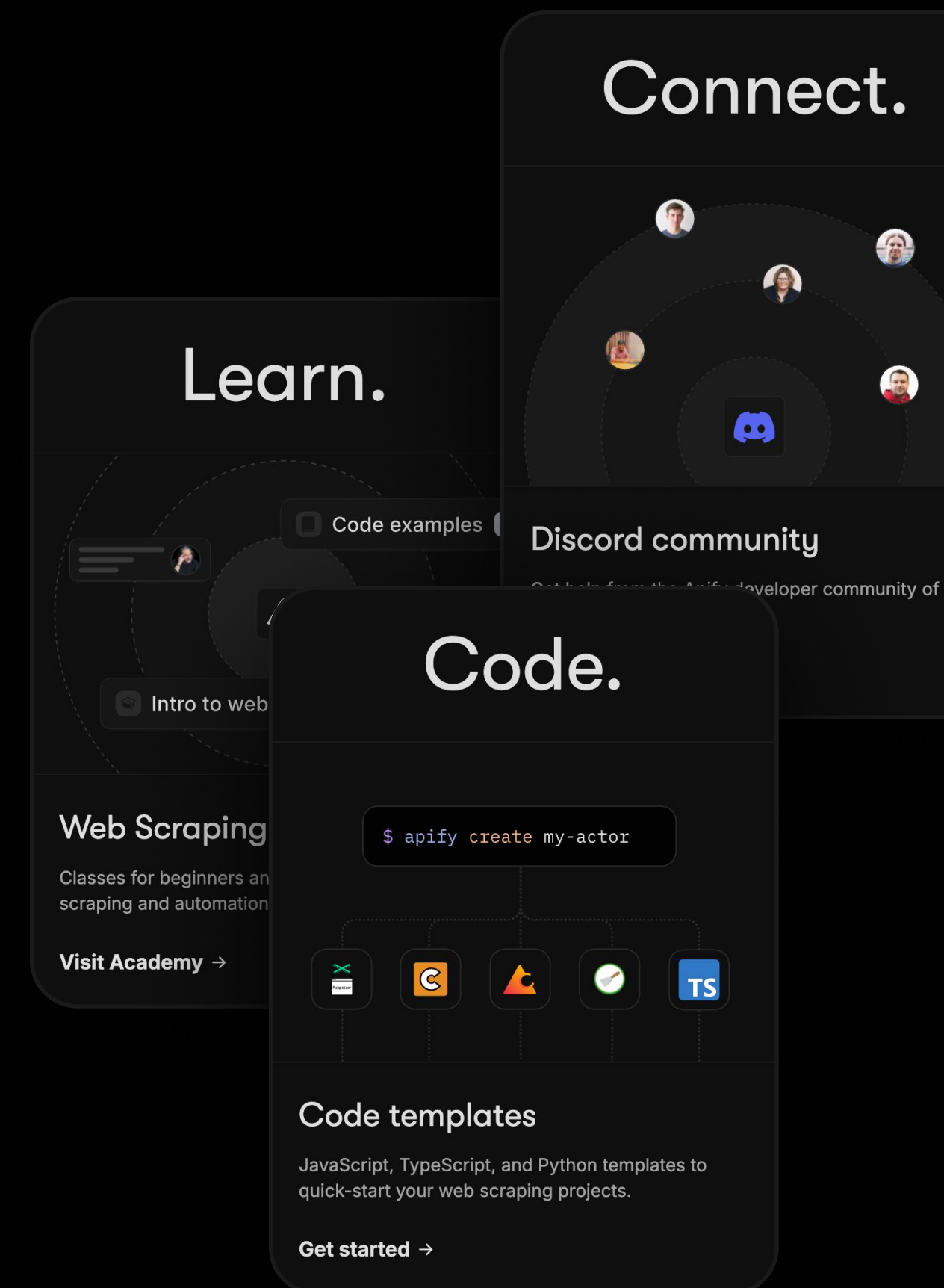
About Apify

Apify is building the world's largest marketplace of tools **for AI, known as Actors**, powering the next generation of **AI agents and autonomous AI applications**.

Developers and businesses use Actors to discover, combine, and automate **ready-to-run cloud applications** for web scraping, browser automation, data extraction, and **agentic coding workflows**.

With **more than 50,000 Actors** available and thousands of new ones added every month, helping users quickly find the right Actor has become a critical part of the platform experience.

As the marketplace expanded, Apify needed search and recommendation capabilities that could scale with its **rapidly growing catalog** while delivering personalized discovery from the very first interaction.



Recombee & Apify Partnership

As Apify's marketplace continued to grow, the company **outgrew the capabilities of its existing third-party search solution.**

Partnering with Recombee, Apify introduced AI-powered personalized search and recommendations across the customer journey, helping users **discover the most relevant Actors faster** while **increasing platform engagement.**

The collaboration focused on **three key discovery experiences:**

- Personalized Search
- Similar Actors
- Actors For You

Personalized Search

+15%

Actor Runs (Existing Users)

+6%

Subscriptions (New Users)

+9%

CTR on First Four Search Results
(Existing Users)

Actors For You

+12%

Overall CTR

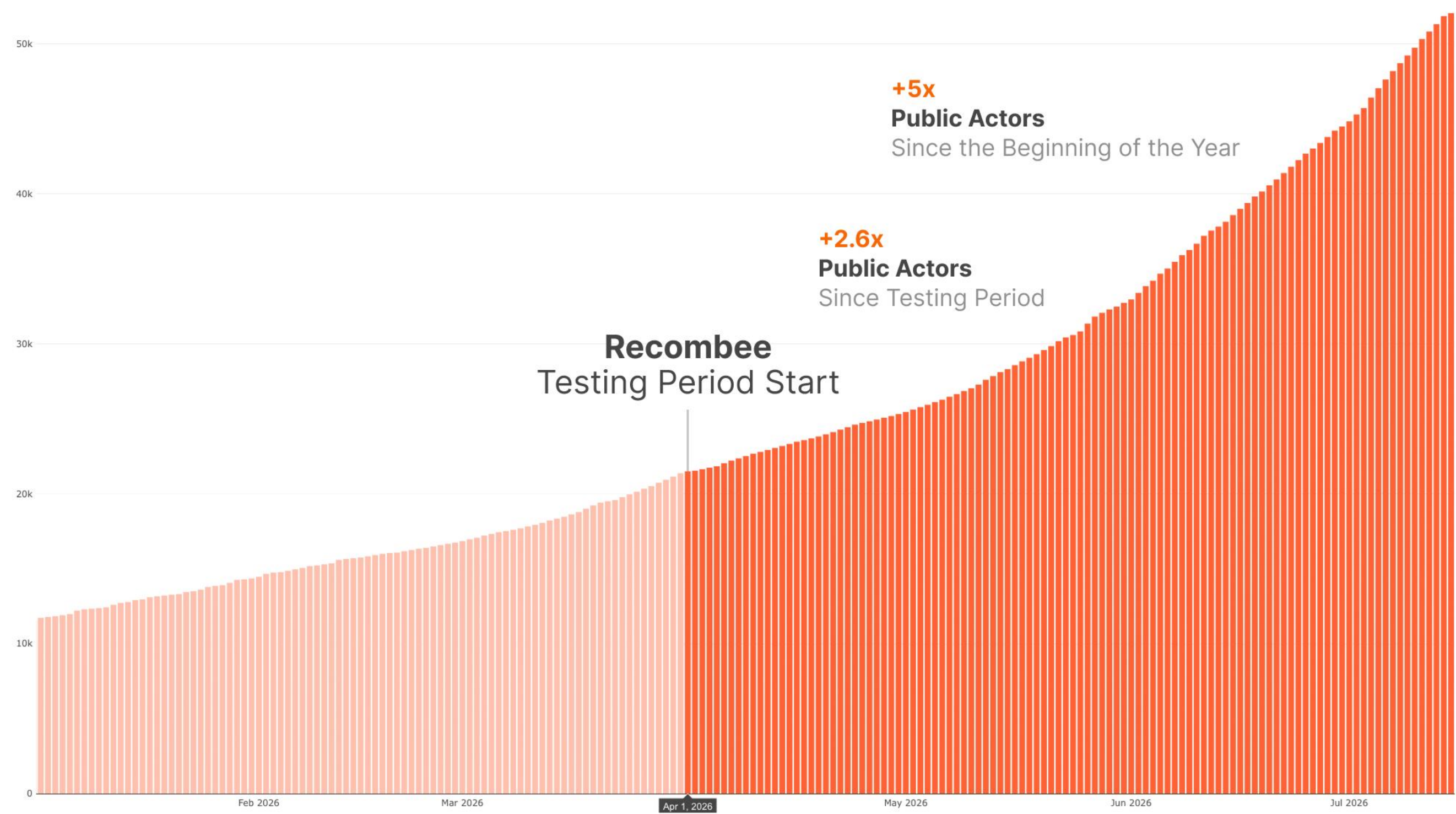
Situation

Apify's marketplace was growing rapidly, expanding from thousands to **tens of thousands of Actors**.

Existing discovery relied primarily on **keyword search**, making it increasingly difficult to surface the most relevant Actors as the catalog expanded.

At the same time:

- Search infrastructure **limited personalization**
- Dynamic ranking at scale became **increasingly difficult to maintain manually**
- Recommendation experiences were missing entirely
- The team needed a **solution that continuously optimized recommendations without manual intervention**, while still allowing **full control over business rules and personalization strategies**



Objectives

Deliver **personalized search results** at marketplace scale.

Introduce **recommendations across key discovery journeys**.

Increase Actor usage and subscriptions.

Reduce engineering effort required to optimize ranking.

Support rapid marketplace growth without sacrificing relevance.

Personalized Discovery at Scale

Recombee combines behavioral signals, real-time interactions, and contextual relevance to personalize search results and recommendations across the marketplace. As users explore more Actors, personalized suggestions continuously improve, making discovery more relevant with every interaction.

Search and Recommendations in One Platform

Apify uses a single platform to power both personalized search and recommendations. This enables a consistent discovery experience across search, homepage recommendations, similar Actors, and other touchpoints while simplifying implementation, configuration, and ongoing optimization.

Flexible Configuration Without Heavy Engineering

Using Recombee's Scenario Settings, Apify can independently configure ranking logic, filters, boosters, and recommendation strategies for different search and discovery experiences. This gives the team the flexibility to experiment, optimize, and adapt individual user journeys as the marketplace evolves without extensive engineering effort.

A Collaborative Partnership

Beyond the technology, Apify valued Recombee's hands-on collaboration throughout implementation. Direct access to the engineering and support teams enabled rapid iteration, quick problem solving, and continuous optimization as new discovery challenges emerged.

Recombee's Solution in Action

Where Apify Uses AI-Powered Search & Recommendations

Scenario

Purpose

Personalized Search

Deliver relevant search results by combining keyword relevance with behavioral signals and real-time interactions.

Similar Actors

Recommend alternative and complementary Actors on product pages to encourage deeper exploration.

Actors For You

Personalize the dashboard with Actors tailored to each user's interests and previous activity.

Search Personalization

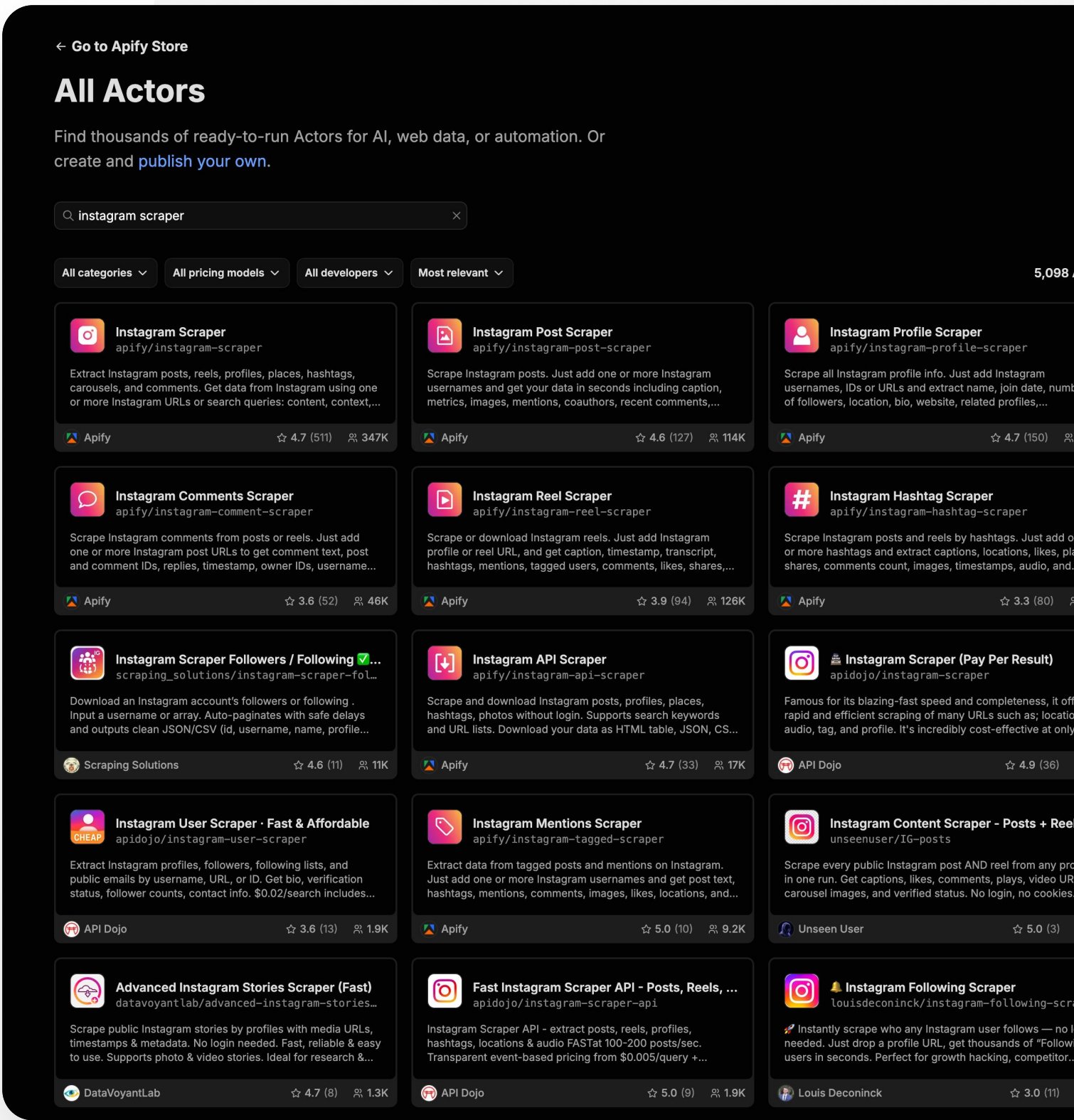
Personalized Search

Instead of returning identical search results for every user, Recombee personalizes ranking using **behavioral signals, user preferences, and real-time interactions.**

As users continue interacting with the marketplace, search results become increasingly relevant while still respecting textual relevance and business rules.

Key Benefits

- **Personalized ranking** from first sessions onward
- **Better relevance** across a rapidly growing catalog
- **Higher engagement** with top search results
- **Continuous optimization** through real-time learning



+15%

Actor Runs (Existing Users)



+6%

Subscriptions (New Users)



+9%

CTR on First Four Search Results (Existing Users)



Recombee

Similar Actors

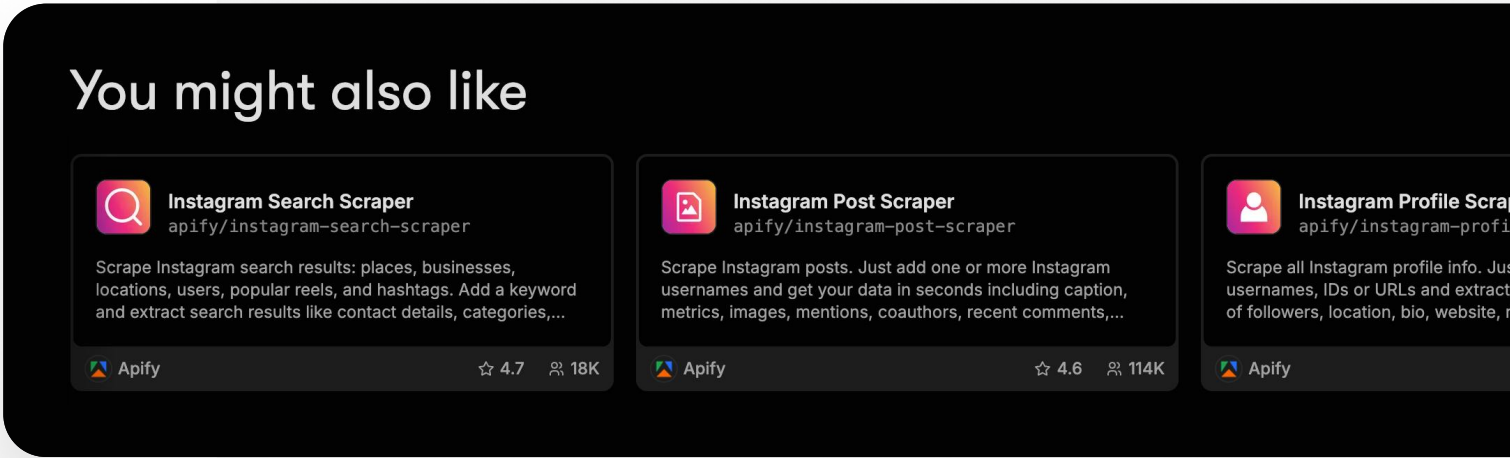
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When users open an Actor detail page, Recombee recommends relevant alternatives and complementary Actors based on **behavioral similarity and content understanding**.

This helps users quickly discover **better-fitting solutions** while **increasing exploration** across the marketplace.

Key Benefits

- **Improve** Actor discovery
- **Surface** relevant alternatives
- **Increase** Actor usage
- **Reduce** dead ends in user journeys



Items to Item
Recommendation Type



recombee:similar
Recommendation Logic



+8%
Actor Runs (New Users)



+6%
Actor Runs (Existing Users)

Dashboard Personalization

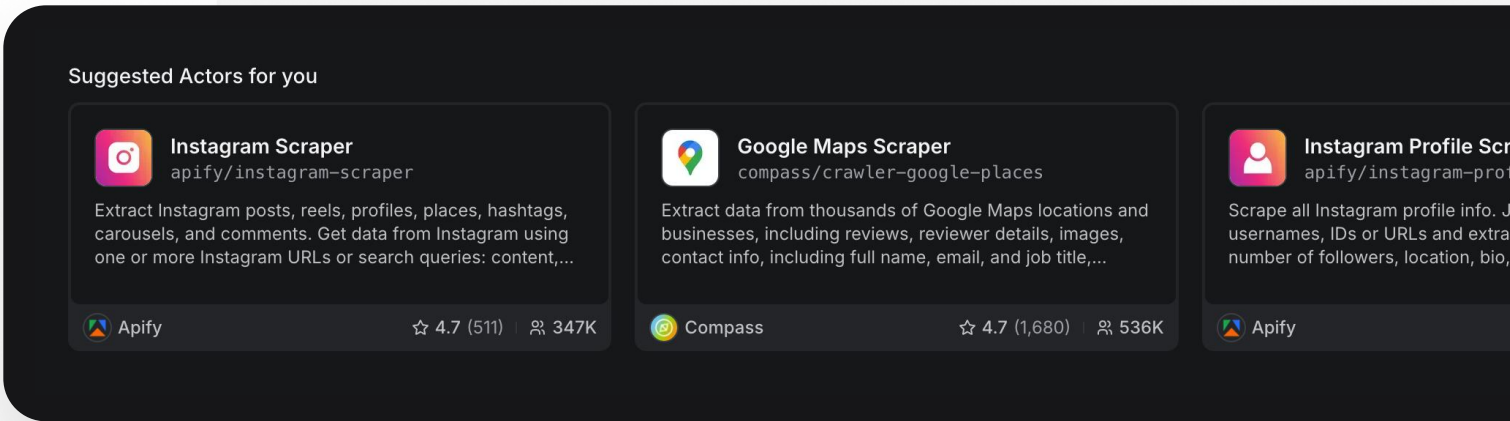
Actors For You

The personalized homepage recommends Actors based on **user interests**, **previous interactions**, and **evolving usage patterns**.

Recommendations adapt continuously as users explore new Actors, creating a tailored marketplace experience for every visitor.

Key Benefits

- **Personalized homepage** discovery
- **Faster exploration** of relevant Actors
- **Better engagement** with recommended content
- **Higher** click-through rates



Items to User
Recommendation Type



recombee:personal
Recommendation Logic



+12%
Overall CTR

Personalised Search

New Users

-  **+3%** Actor Runs
-  **+6%** Subscriptions
-  **+7.5%** CTR on First Four Results
-  **+4.5%** Overall CTR

Existing Users

-  **+15%** Actor Runs
-  **+9%** CTR on First Four Results
-  **+5%** Overall CTR

*Results were measured separately for **new users** (with limited behavioral data) and **existing users** (with established interaction history). The primary KPI, **Actor Runs**, measures how often users execute an Actor, making it a key indicator of successful discovery and engagement.

Similar Actors

New Users

 **+8%** Actor Runs

Existing Users

 **+6%** Actor Runs

Actors For You

 **+12%** Overall CTR

*Results were measured separately for **new users** (with limited behavioral data) and **existing users** (with established interaction history). The primary KPI, **Actor Runs**, measures how often users execute an Actor, making it a key indicator of successful discovery and engagement.



"As our marketplace grew to tens of thousands of Actors, delivering relevant discovery became increasingly challenging. With many Actors matching the same search queries, we needed more than keyword-based search. We needed smart personalization that could scale.

Recombee helped us roll out personalized search and recommendations across key discovery journeys, and we quickly saw measurable improvements. Among existing users, Actor Runs increased by 15% and click-through rate on the top four search results increased by 9%, along with a 6% uplift in subscriptions from new users.

Beyond the technology, what really stood out was the collaboration. The Recombee team genuinely cared about helping us solve difficult problems, worked closely with us throughout implementation, and was always willing to explore solutions together."

Jan Kuželík, Lead Engineer at Apify



"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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