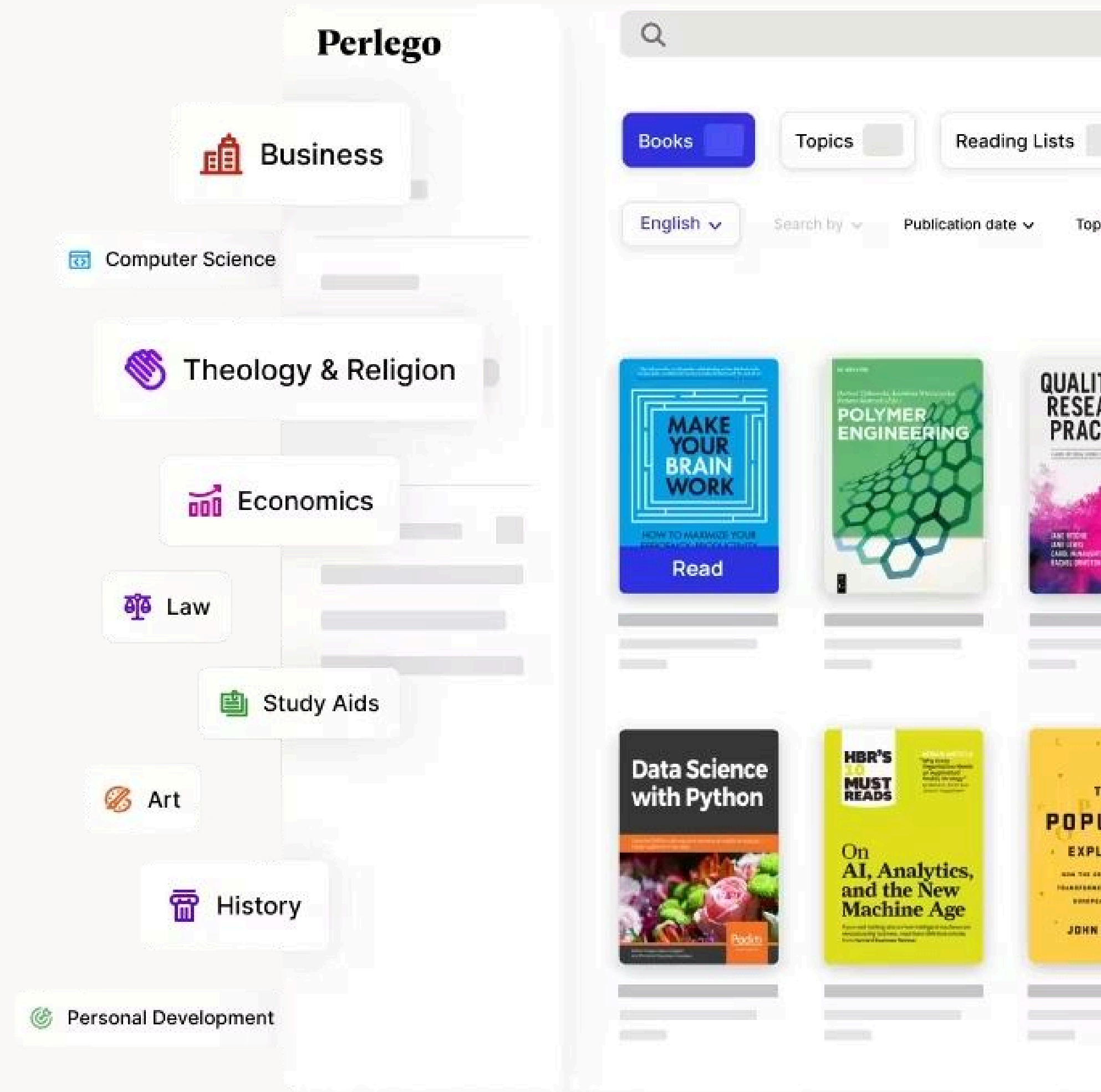


Perlego's Success Story with Recombee

# Powering Personalized Content Discovery for a Global Digital Library

Digital Learning    Content Recommendations

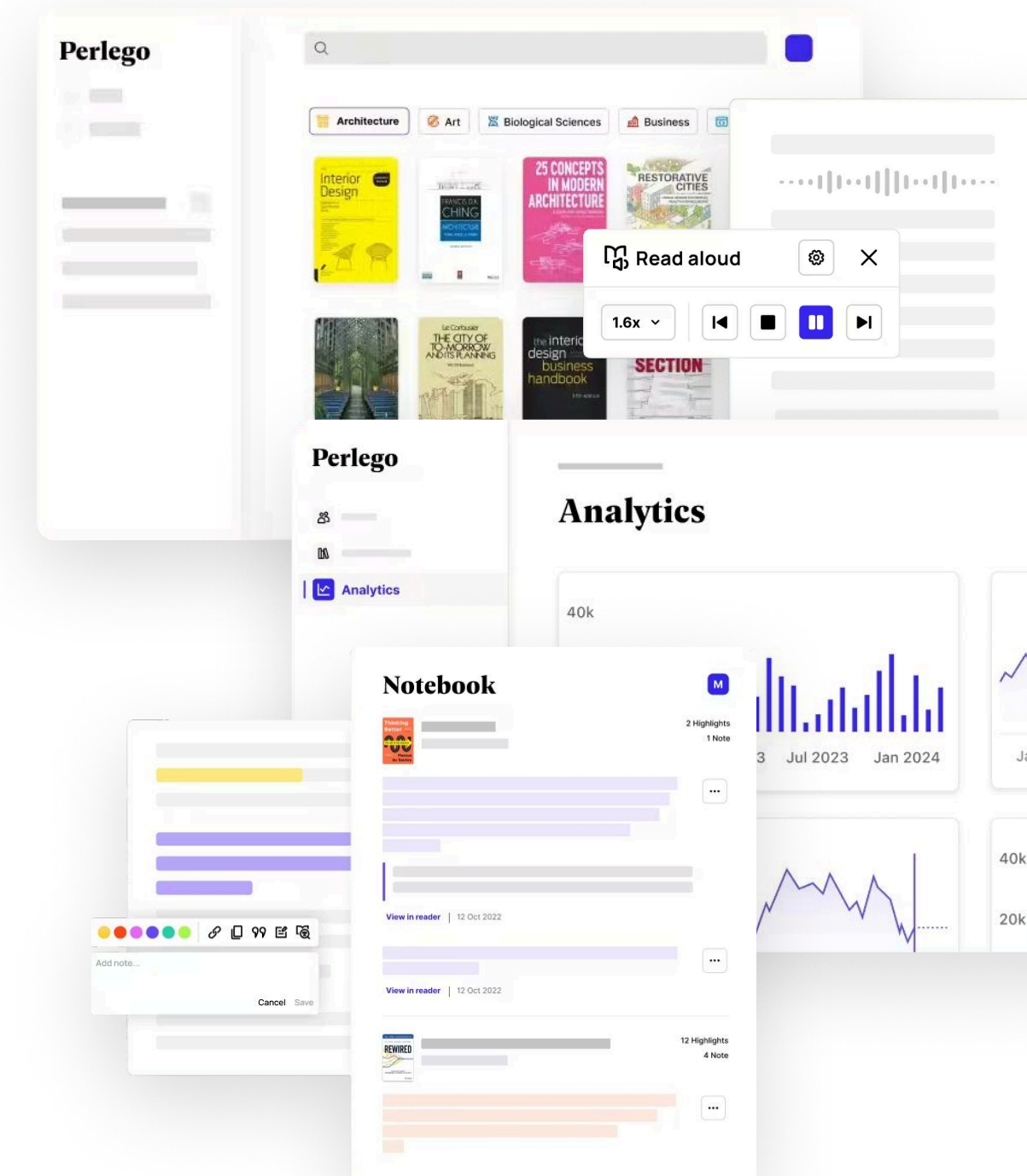


## About Perlego

Perlego is a digital learning library offering access to **over 1.5 million academic, professional, fiction, and non-fiction books** through a single subscription.

Serving students, researchers, and lifelong learners worldwide, Perlego combines an **extensive catalog** with powerful discovery features to help users discover relevant educational content and navigate **large volumes of information** more efficiently.

As the platform expanded, delivering **reliable and personalized recommendations** across key user journeys became increasingly important for improving engagement, supporting **early activation**, and increasing **long-term retention**.



## Recombee & Perlego Partnership

Perlego faced the challenge of delivering **relevant, personalized book recommendations** across a catalog of **over 1.5 million academic titles** while supporting both **student acquisition and long-term engagement**.

At the same time, Perlego wanted a more **scalable and flexible recommendation platform** that could support **multiple teams and use cases** – from personalized onboarding experiences to homepage discovery.

Recombee provided a **highly reliable, self-serve recommendation engine** that enabled Perlego to quickly deploy personalized recommendations across **key user journeys with minimal engineering dependency**. The result was a **significant increase in conversion, engagement, and book-saving activity**, while giving teams greater flexibility to manage **recommendation logic, publisher boosting, and experimentation independently**.

**+477%**

In users saving at least  
2 books during onboarding

**+90%**

In books saved through homepage  
recommendation carousels

**+45%**

Higher CTR on recommendation  
carousels on the library homepage

## Situation

A **large and diverse academic content catalog** made **personalized discovery** increasingly difficult to deliver effectively to students and institutions.

Existing recommendation system had **reliability issues and limited scalability**.

Heavy **engineering dependency** slowed iteration and blocked broader use across teams.

Need to support **multiple personalization use cases** across the user journey.

## Objectives

Improve **reliability and scalability** of recommendations.

Enable **self-serve control** for product, marketing, and publisher-driven promotion.

Support **personalization across key journeys**, from onboarding to homepage discovery.

Increase **early engagement and book-saving behavior** as a driver of retention.

**Fast Implementation  
Across Key User Journeys**

A flexible recommendation setup enabled rapid deployment across the sign-up funnel and personalized homepage discovery. Self-serve capabilities reduced engineering dependency and allowed multiple teams to iterate independently across use cases.

**Reliable Personalization at Scale**

A robust recommendation engine ensured consistent performance across a large and diverse academic content catalog, eliminating missing or failed recommendations and improving discovery reliability.

**Context-Aware Recommendations  
From First Session**

Recommendations use contextual signals such as entry points and early user behavior to deliver relevant suggestions from the first interaction, directly supporting early activation and the key behavior of book saving.

**Full Control for Product, Marketing,  
and Publisher-Driven Promotion**

A self-serve setup enables teams to manage filtering, boosting, and experimentation independently. This includes publisher boosting capabilities, allowing strategic promotion of new or priority titles within the library experience while preserving recommendation relevance.

**Analytics and Performance Visibility**

Built-in reporting provides visibility into recommendation performance, helping teams understand impact, track engagement and activation metrics, and continuously optimize strategies over time.

## Sign-up Funnel Personalization

### Similar Books

One of the most important **early personalization touchpoints** within the sign-up flow, where users are prompted to build their first bookshelf.

Recommendations are generated based on **contextual signals such as the entry book page and early user intent**, ensuring highly relevant suggestions from the **first interaction**.


As users engage, recommendations adapt based on **behavioral signals and interaction history**, becoming increasingly tailored to their interests.

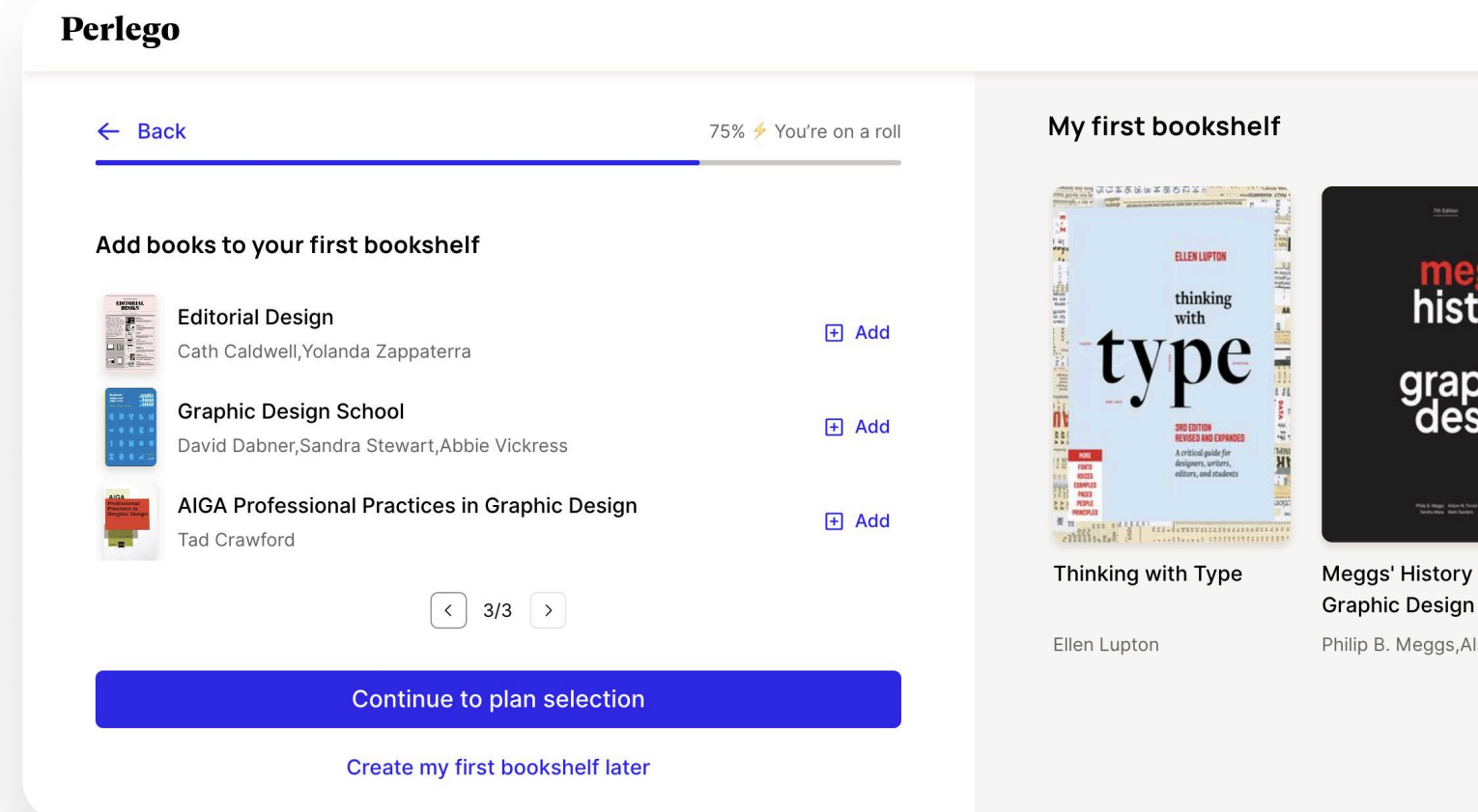
### Key Benefits

- Increase **early activation** through first-session book saves
- Improve **onboarding conversion** with relevant, contextual recommendations
- Strengthen **long-term retention** by driving early engagement behaviors

 **Items to Item**  
Recommendation Type

 **recombee:similar**  
Recommendation Logic

 **+477%**  
2+ Books Saved



# Homepage Personalization

Recommended for You

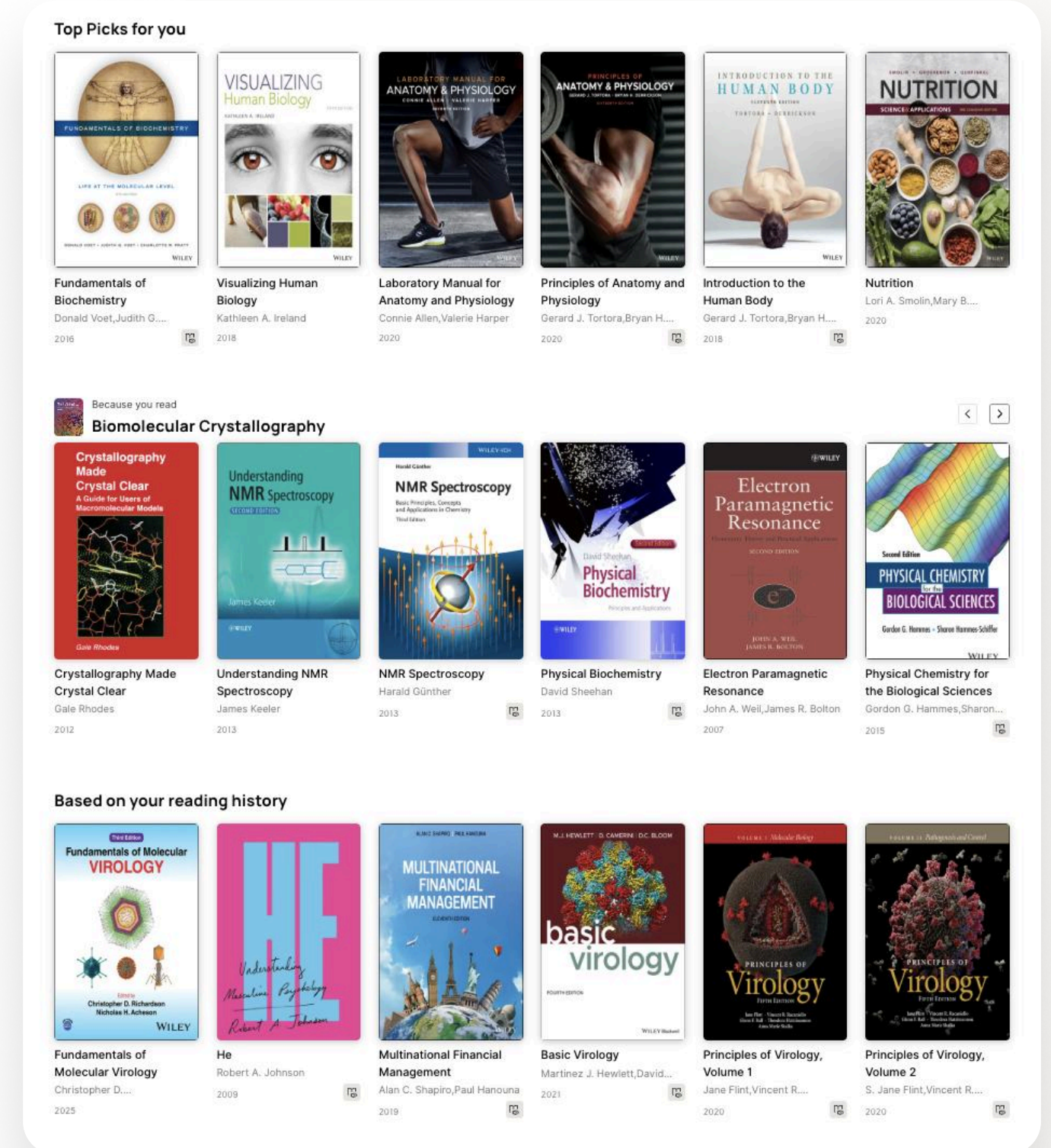
A core **discovery surface** within the library experience, delivering **personalized recommendation carousels** on the homepage.

This scenario combines **collaborative filtering with behavioral signals** to surface relevant academic content across a **large and diverse catalog**, helping users continue discovery after login.

It also supports **controlled content promotion through publisher boosting**, enabling selected titles and new releases to be surfaced within the library experience while maintaining relevance.


## Key Benefits

- Improve **content discovery** across a broad catalog
- Increase **engagement** through personalized browsing experiences
- Enable **controlled content promotion** via publisher boosting
- Drive ongoing **content consumption** beyond initial session entry







 **Items to User**  
Recommendation Type

 **recombee:personal**  
Recommendation Logic




 **+90%**  
Books Saved

 **+45%**  
CTR

## Sign-Up Funnel

-  **+3%** overall conversion rate
-  **+283%** users saving at least 1 book
-  **+477%** users saving at least 2 books
-  **+375%** users saving 3+ books

## Library Homepage

-  **+45%** CTR
-  **+40%** book opens
-  **+90%** books saved



"One of the biggest challenges we faced was **reliability and scalability**, as recommendations didn't consistently return results for all users, while scaling personalization across different teams and use cases required significant engineering support.

With Recombee, we were able to roll out **personalized recommendations quickly across key journeys** like the sign-up funnel and homepage discovery experience. What stood out immediately was how fast we started seeing impact. In initial A/B testing, recommendations in the onboarding funnel drove **a 375% uplift in user activation**, alongside measurable improvements in conversion and signals strongly tied to long-term retention for us.

The **self-serve setup** has also been a huge advantage. Our product and marketing teams can now manage **filtering, boosting, and experimentation independently** without relying heavily on engineering resources. That flexibility has made it much easier to iterate quickly, support publisher promotion use cases in a controlled way, and continue expanding personalization across the platform with confidence."

**Julia Unite**, Product Manager at Perlego



"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."

**Proven relevance** across millions of items and fast-changing catalogs

**Personalization** that works across homepage, search, and detail pages

**Real-time learning** that adapts to shifting user behavior and trends

**Flexible configuration** aligned with product-specific KPIs

**Fast integration** without building and maintaining custom systems



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