Offer Personalization with
Recombee Recommender System
About Design Group and Moodings

Design Group http://design-group.dk is Danish retailer, encompassing leading online stores focusing on designers’ products (Moodings.com, justspotted.dk). While Moodings.com is online furniture store headquartered in Denmark, offering wide selection (+ 10,000 items) of interior design products from Danish as well as international brands, justspotted.dk successfully offers designers graphics and paintings.

Both sites operate with one common goal, which is “to offer their clients a wide and inspiring design universe, so they can pick the designs that create mood, identity and expression of their homes.”

Moodings, with one of the widest range of interior design in the market, aims to “unite the small designer store and the giant department store on one and the same platform and give the best shopping experience every time shoppers visit their universe.”
With the strategic goal to **fully personalize its offer and help their shoppers to discover products they desire in an efficient way** Designer Group felt it was necessary to ‘step up’ the personalization game and **chose Recombee** to deliver a complex recommendation solution tailored to their needs.
Situation

• +10,000 Products.
• Great focus on shopper experience.
• Need to personalize Mooding’s product offer

Requirements

• Recognize preferences of individual users.
• Balance personalization and discovery of inspiring products.
• Find similar products.
• Real-time response in large traffic.
Solution

• Automatic personalized recommendations applied to product view (Also See and Other Interesting Products sections) as well as shopping cart (Others Have Also Bought section).

• Model for every single user with real-time updates.

• Automated feature engineering.
Recombee is a leading hi-tech Recommender System as a Solution provider. By using user’s historical behavior, we are able to provide accurate suggestions that increase conversion rates by an average of 40% compared to the traditional list of best selling items. Our sophisticated Artificial Intelligence (AI) self improves over time. Our fast and scalable infrastructure can serve up to 500 recommendation requests per second.
Recombee analyzes data about user behavior such as last seen items
Product Page

Recombee applied to Also see and Other interesting products sections.
Shopping cart

Recombee applied to You have just seen and Others have also bought sections.
Revolution in Image Processing

Recombee is currently conducting progressive research in image processing using method of Deep Learning. Using artificial neural networks, we are able to recommend visually similar products based on high-level understanding of the images. On some scenarios on Moodings, our novel algorithm was able to outperform state-of-the-art methods of collaborative filtering in terms of CTR/CR.

Moreover, image similarity models seamlessly deal with so-called cold-start problem for new items that don't have enough interactions yet. Newly added product immediately starts being recommended, since no “people who viewed this also viewed that” data is needed.
Results

• 52% increase in number of purchases since the implementation of Recombee solution.

• Increasing relevancy of recommendations for individual store visitors.

• Savings in shop’s employees’ time previously spent on continuous manual product selection.

• Savings in money spent on manual content selection.

• Positive impact on shopper experience.
“We have been looking all over for a flexible and powerful recommendation engine for our ecommerce sites. It has been really difficult to find a solution that could integrate many different data sources and be 100% customizable, but with Recombee we get this. Recombee has fundamentally changed how we are serving recommendations and has really helped us grow. In addition to this, they have great customer support and are always ready to help.”

Nicholas Blicker Larsen CEO Design Group
Recombee

"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 + SKDs for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs
For more info contact business@recombee.com