

Pet Media Group Success Story with Recombee

# Driving Growth for the World's Leading Pet Marketplaces

Recommendations for Marketplaces

Pets4Homes

+ New Advert

Pets

Accessories

Services

Select pet

Select

Select location

Search

Dogs

Cats

Rabbits

Rodents

Birds

Poultry

Reptiles

Fish

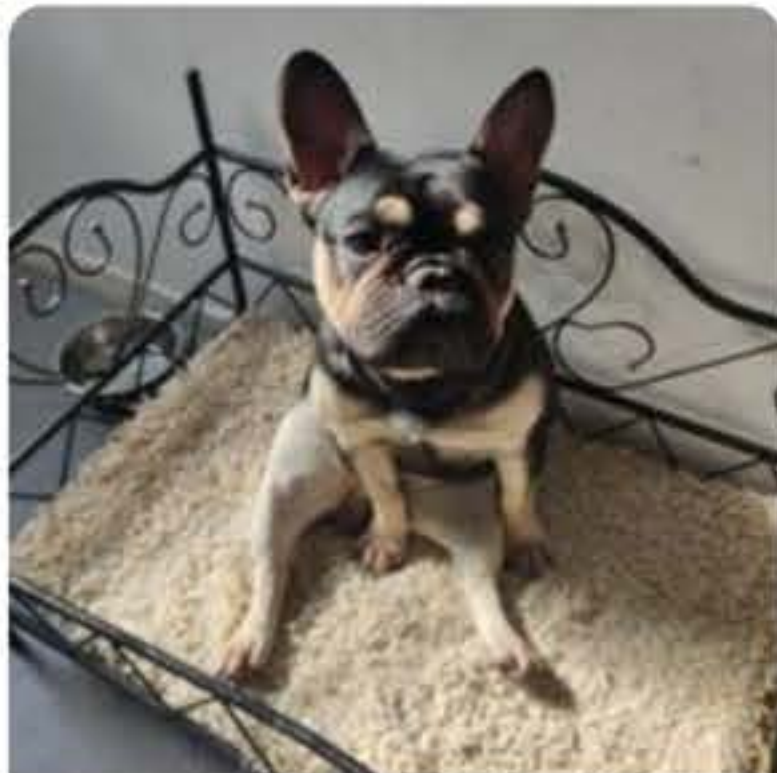
Horses

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

# 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.

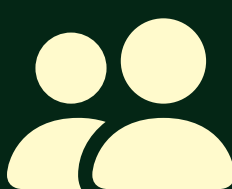
Recombee powers **personalization on all brands** under the Pet Media Group.



**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



## 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

**It only takes a third of the time** to go live compared 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.**



# Homepage Personalization

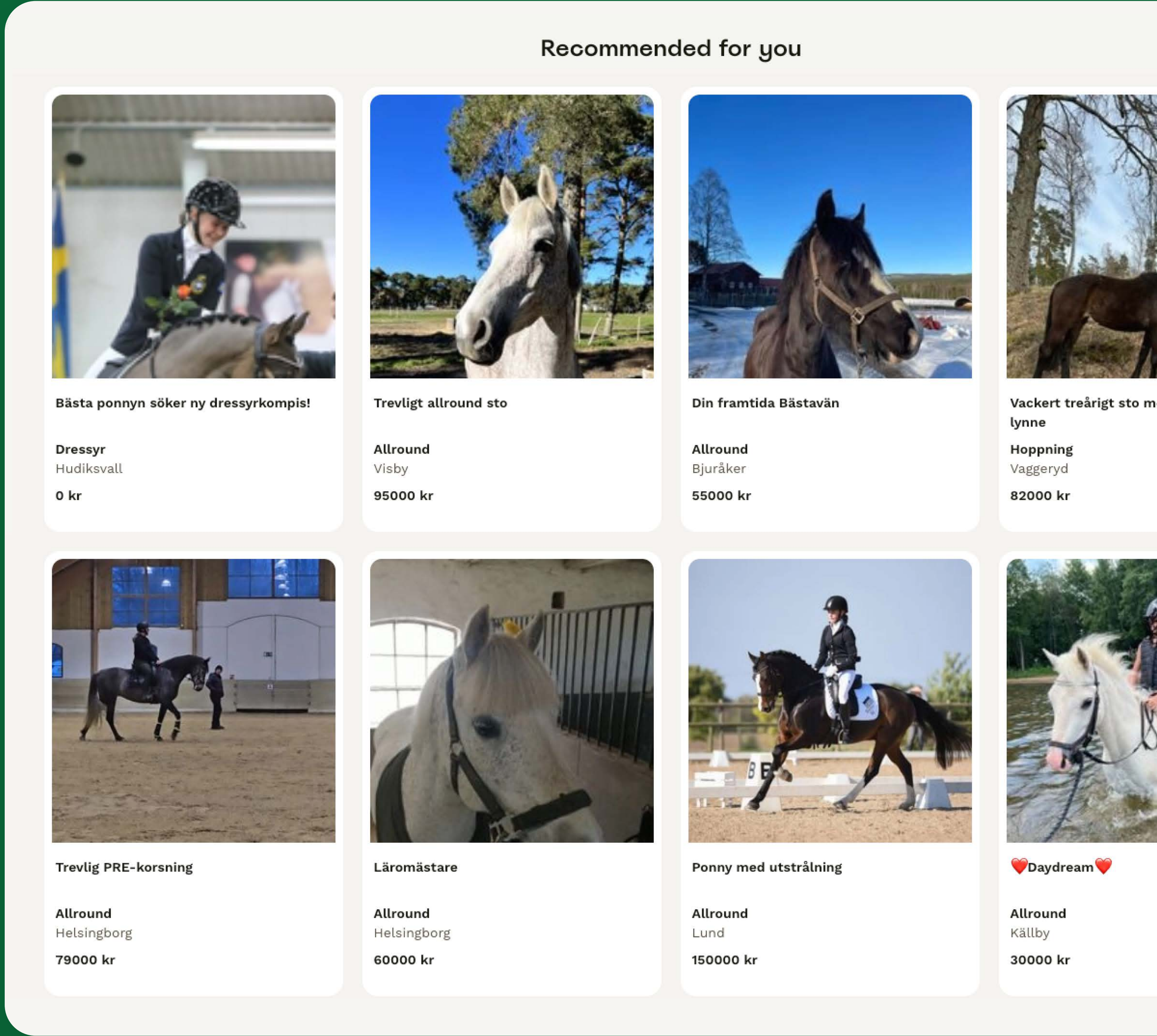
## Recommended For You

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





# 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.).

Items to Item  
Recommendation Type

pet-media-group:similar  
Recommendation Logic



### 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...



# Search Results Personalization

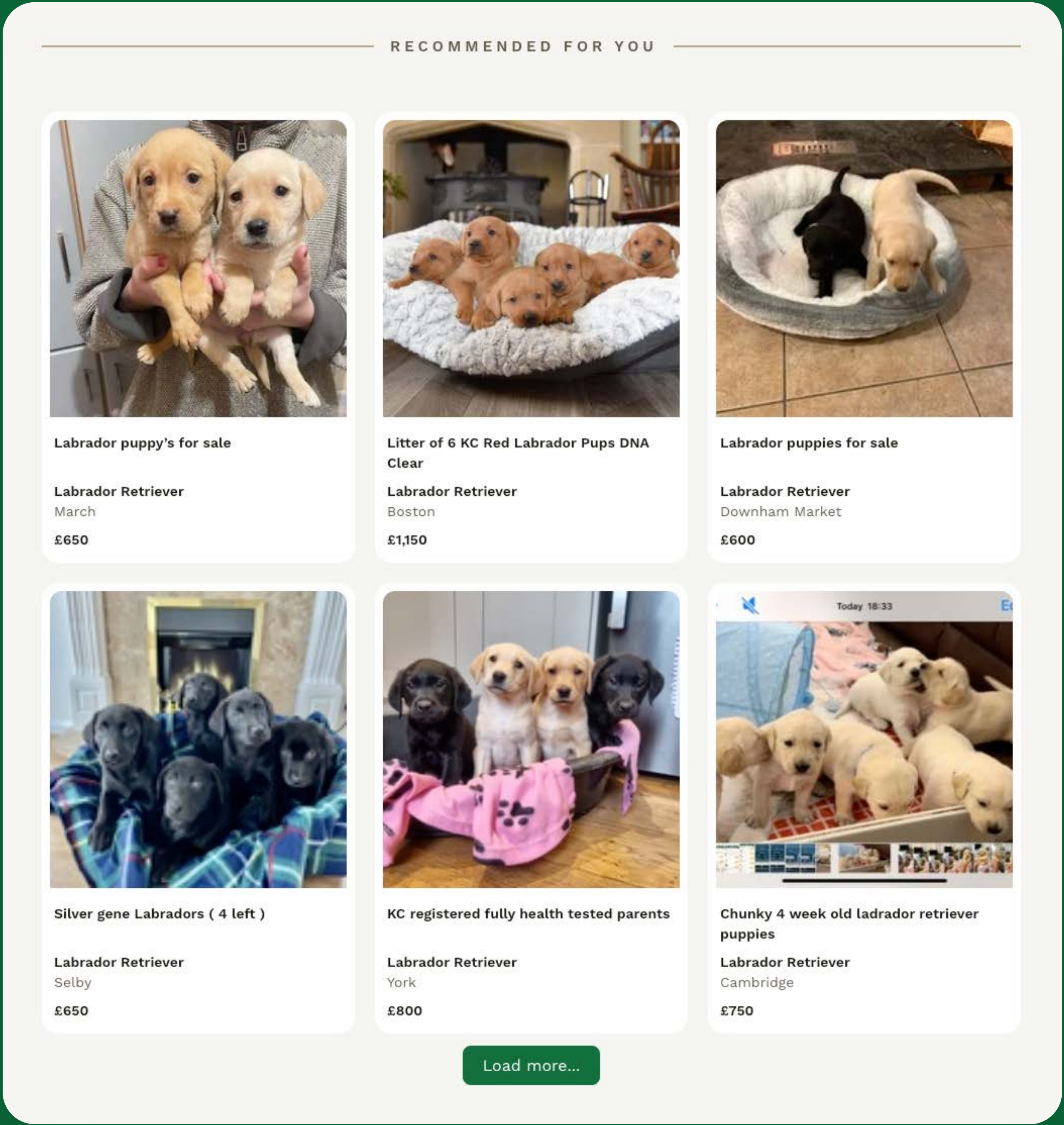
## Recommended For You

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.

Items to User  
Recommendation Type

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





# Newsletter Personalization

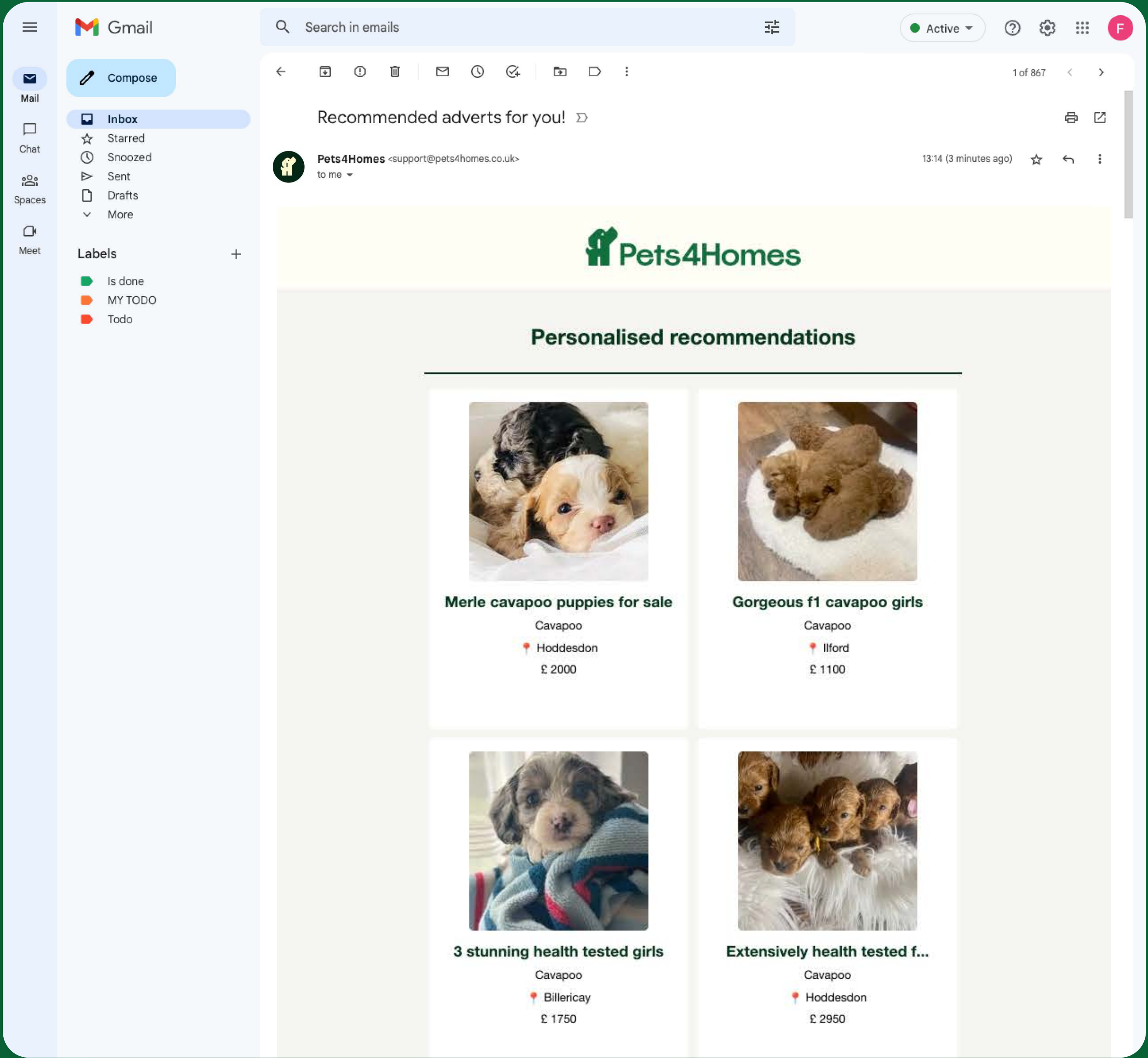
Personalised email recommendations

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.

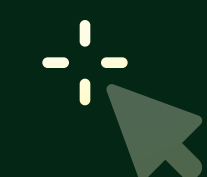



 **pet-media-group:emailing**  
Recommendation Type

 **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





“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





"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**





For more info contact  
**[business@recombee.com](mailto:business@recombee.com)**