Recombee

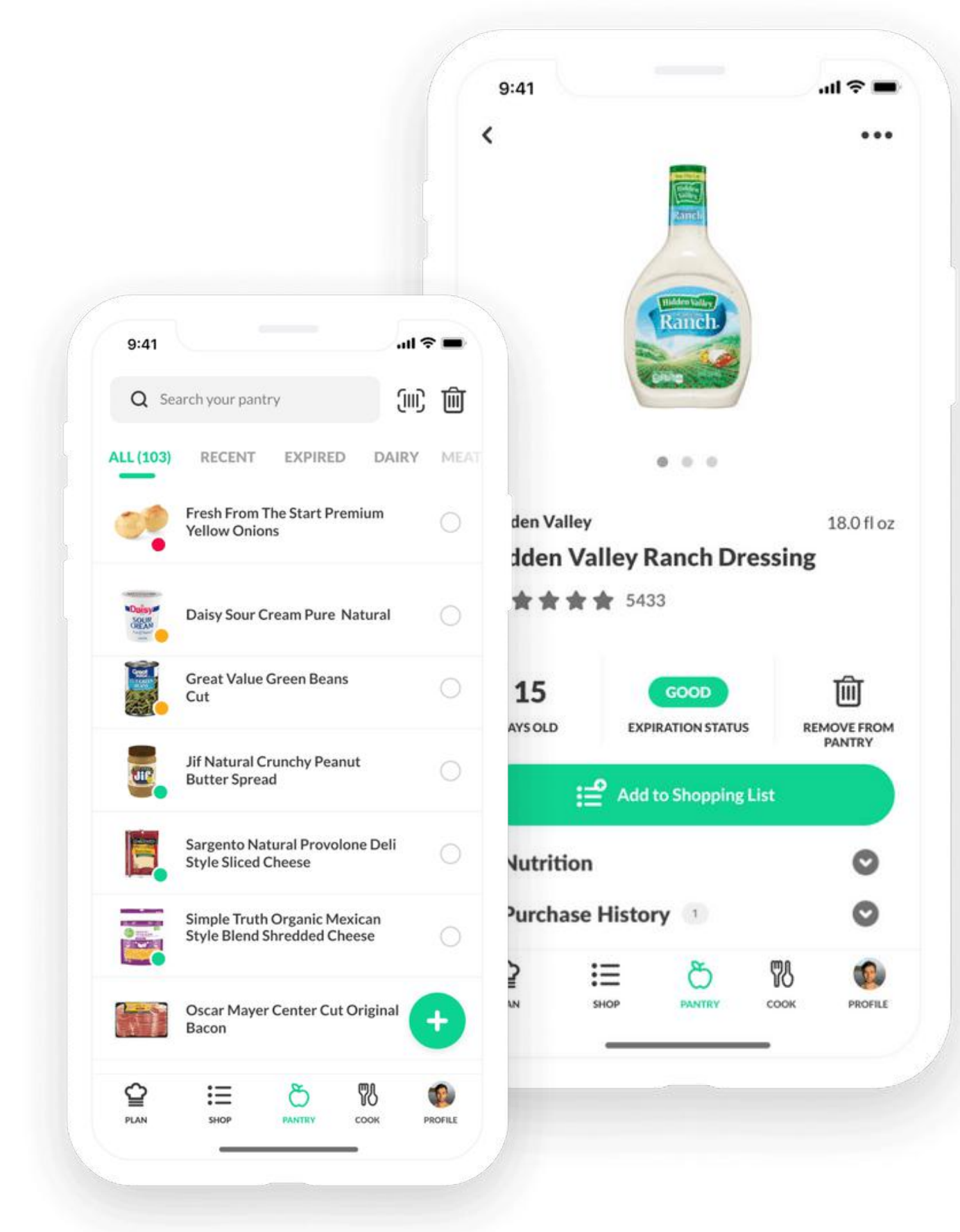# Cooklist

Personalized Search for Over a Million Recipes and Products

E-commerce   Product Recommendations & Personalized Search

Recombee & Cooklist Partnership

Cooklist is a mobile app that keeps track of bought groceries and recommends recipes based on the purchased items. More than a hundred thousand users of the Cooklist mobile app access millions of recipes using products available in major retailers like Kroger, Walmart, and Target at over 20,000 locations nationwide.

Recombee is helping Cooklist to optimize search results and personalize recipe recommendations for individual users. In addition, Recombee is able to incorporate those ingredients the user already has into the proposed recipes.

Recombee was implemented in the core of the product leading to a 27% increase in click-throughs and a significantly increased number of page views.
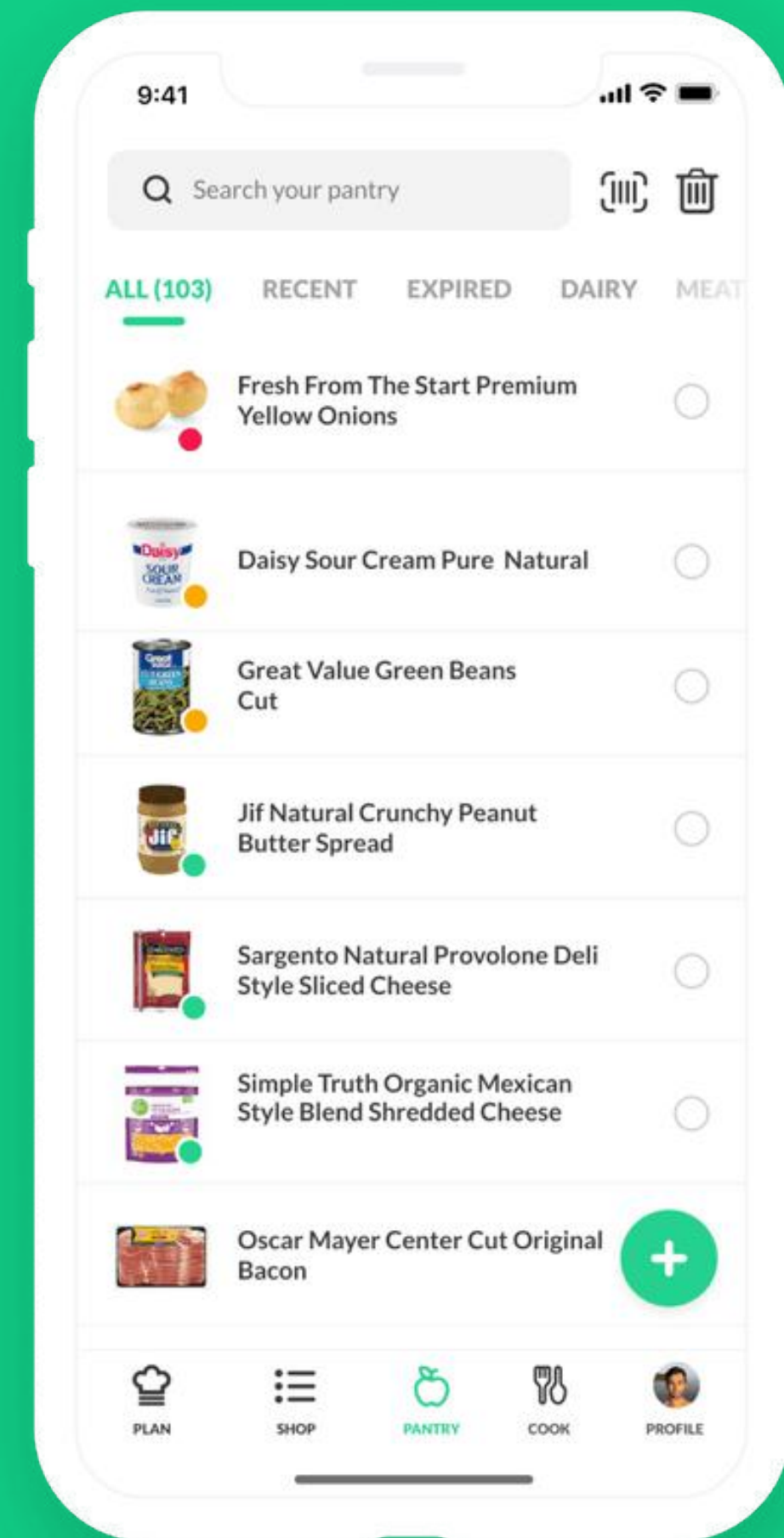
27% Increase

in click-through rate

1,000,000+

recipes and products

Recombee

Eating Intelligently with Cooklist

Cooklist introduces entirely new thinking about the relationship between cooking and grocery shopping. The app connects with the user's grocery store loyalty card and automatically adds all purchased items to a digital pantry.

Each individual user is shown tailored recipes matched to their grocery purchases. Over 1 million recipes are filtered and matched to the items they have bought.

Cooklist is an early-stage startup that aims to promote a healthier future and is backed by Mercury Fund, TechStars, RevTech, and other top investors.

Recombee

Situation

Over 1,000,000 recipes and products.

Hundreds of thousands of users.

Desire to find the right personalization tool that is able to match recipes with purchased groceries.

Requirements

Personalization of recipe recommendations based on user behavior insights and the groceries they bought.

An engine that can both personalize the content and optimize the search results.

Real-time response in high traffic volumes.

Recombee

Personalized full-text search based on user interaction data and metadata.

Automatic personalized recommendations applied to recipes.
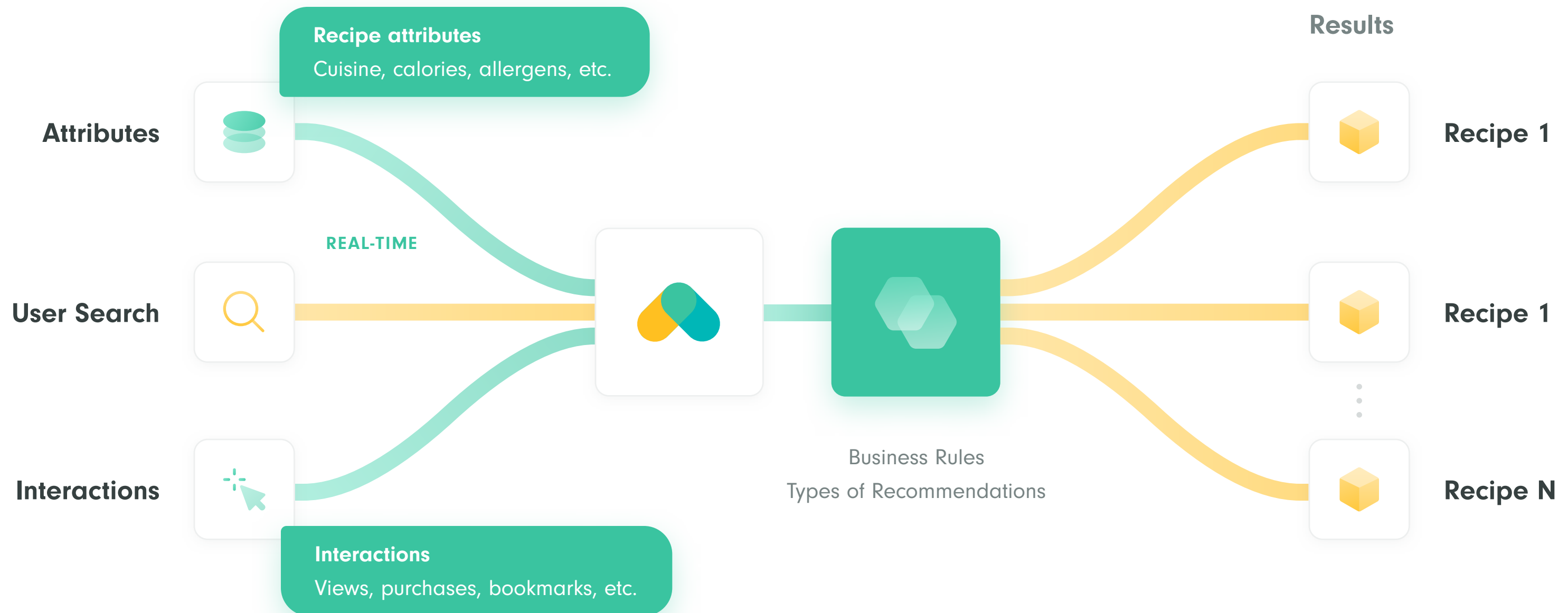
An ensemble of **collaborative filtering and content-based modelling** applied to achieve the optimal click-through rate.

Frozen Margueritta and Pepperoni Pizza

Recombee

How Personalized Search for Cooklist Works

After applying Recombee search personalization, results are based on the search query provided (e.g. 'garlic chicken') and past user recipe interactions, such as views, purchases, or other. By utilizing advanced AI technology, search results are more relevant, leading to greater customer satisfaction and increased conversion rates.
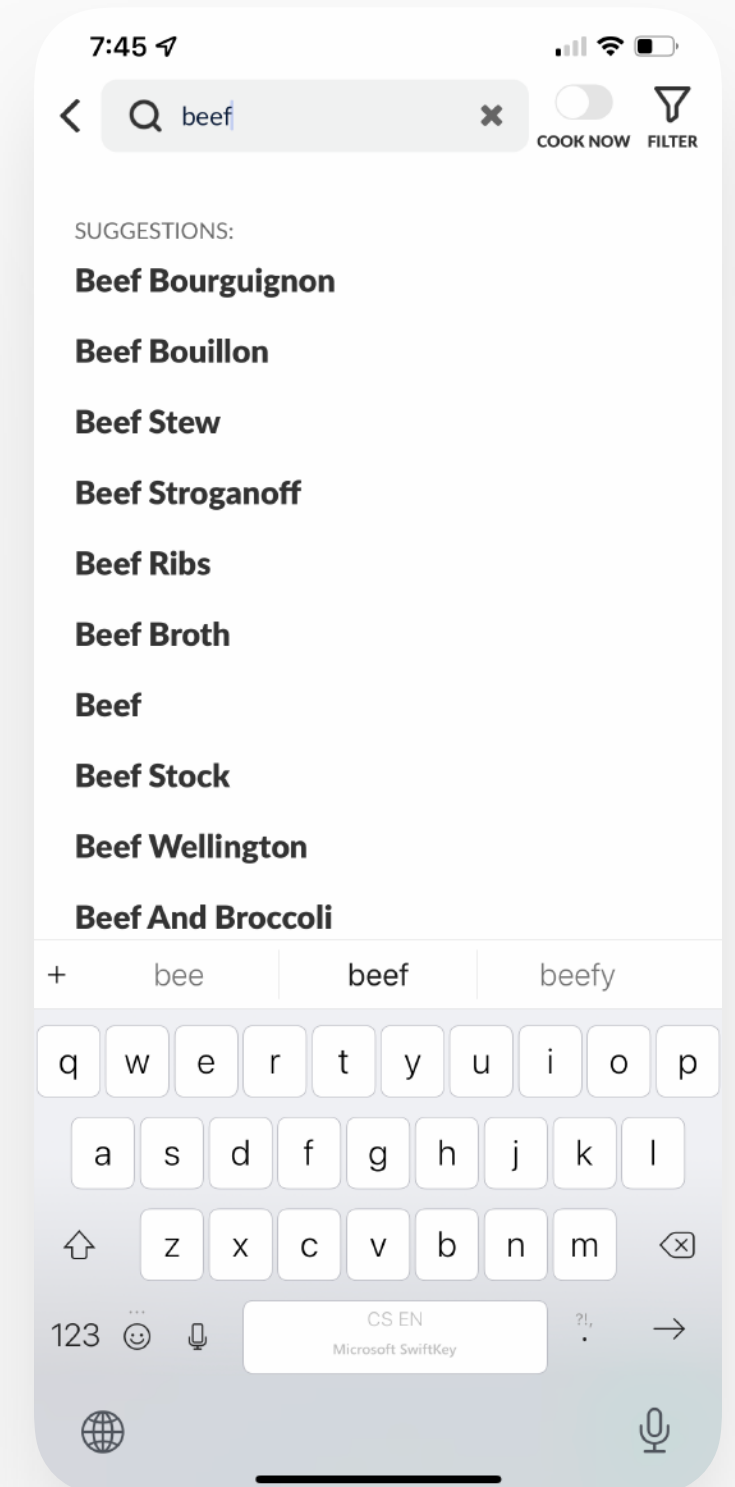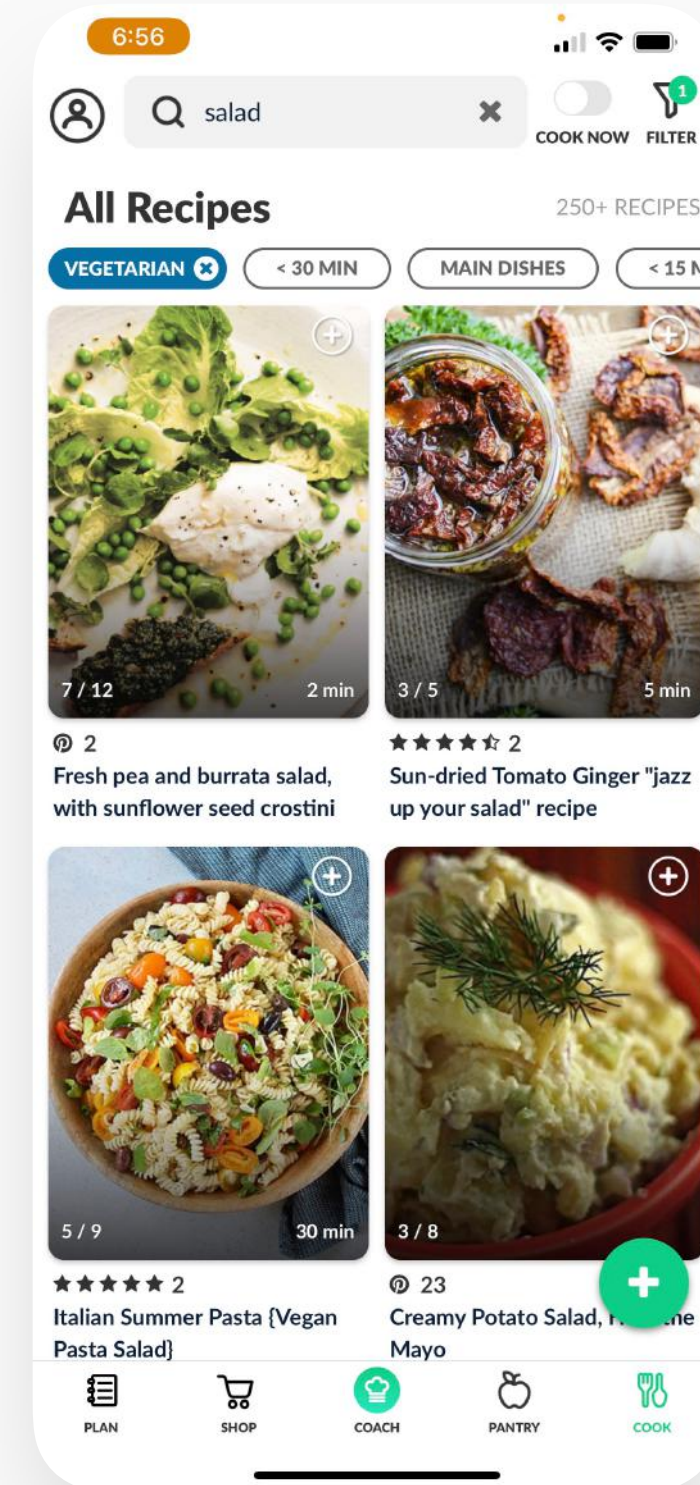
Recipe attributes
Cuisine, calories, allergens, etc.

Results

Attributes

REAL-TIME

User Search

Interactions

Business Rules
Types of Recommendations

Interactions
Views, purchases, bookmarks, etc.

Recipe 1

Recipe 1

Recipe N

Recombee

"Search Personalization"

Product Recommendations

To personalize searches in the Cooklist app, a combination of search engine and recommender system was used. This solution improves the relevance of search results and helps narrow the individual searches to specific items.

Recombee search personalization also works with synonyms and typos.

Cooklist utilizes default settings using search:personalized logic that considers not only the search query but also personal user preferences.
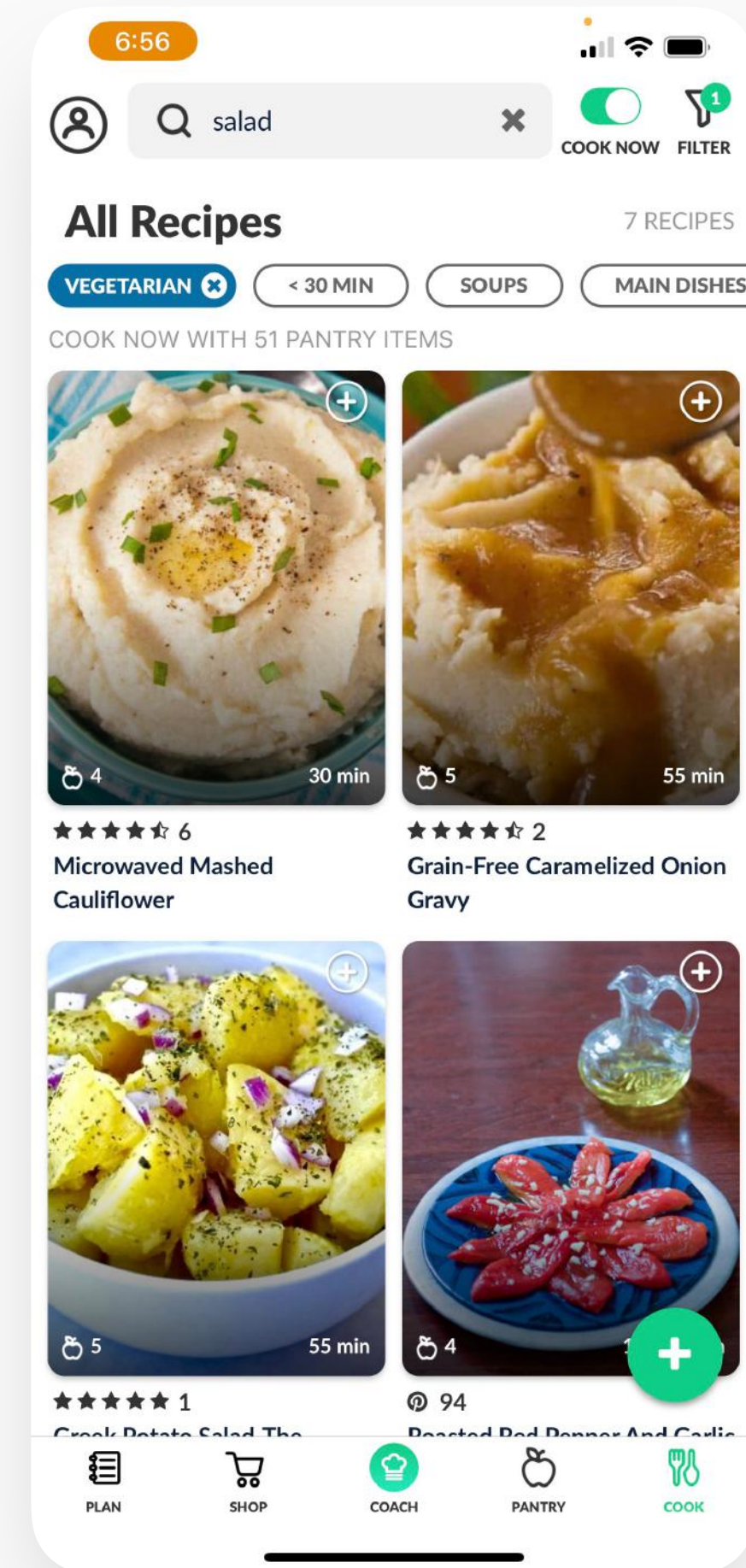
"Recipes You Can Cook Now"

Product Recommendations

The second scenario applied to Cooklist aims to show users recipes that are based on ingredients they have already bought.

In this scenario, Cooklist uses advanced business rules (filters) to recommend only those recipes featuring the desired ingredients.

The user's ingredients are sent to Recombee in the ReQL (Recombee Query Language) filter. The filter is different for each user and Recombee matches them with tailored recipes in real-time.
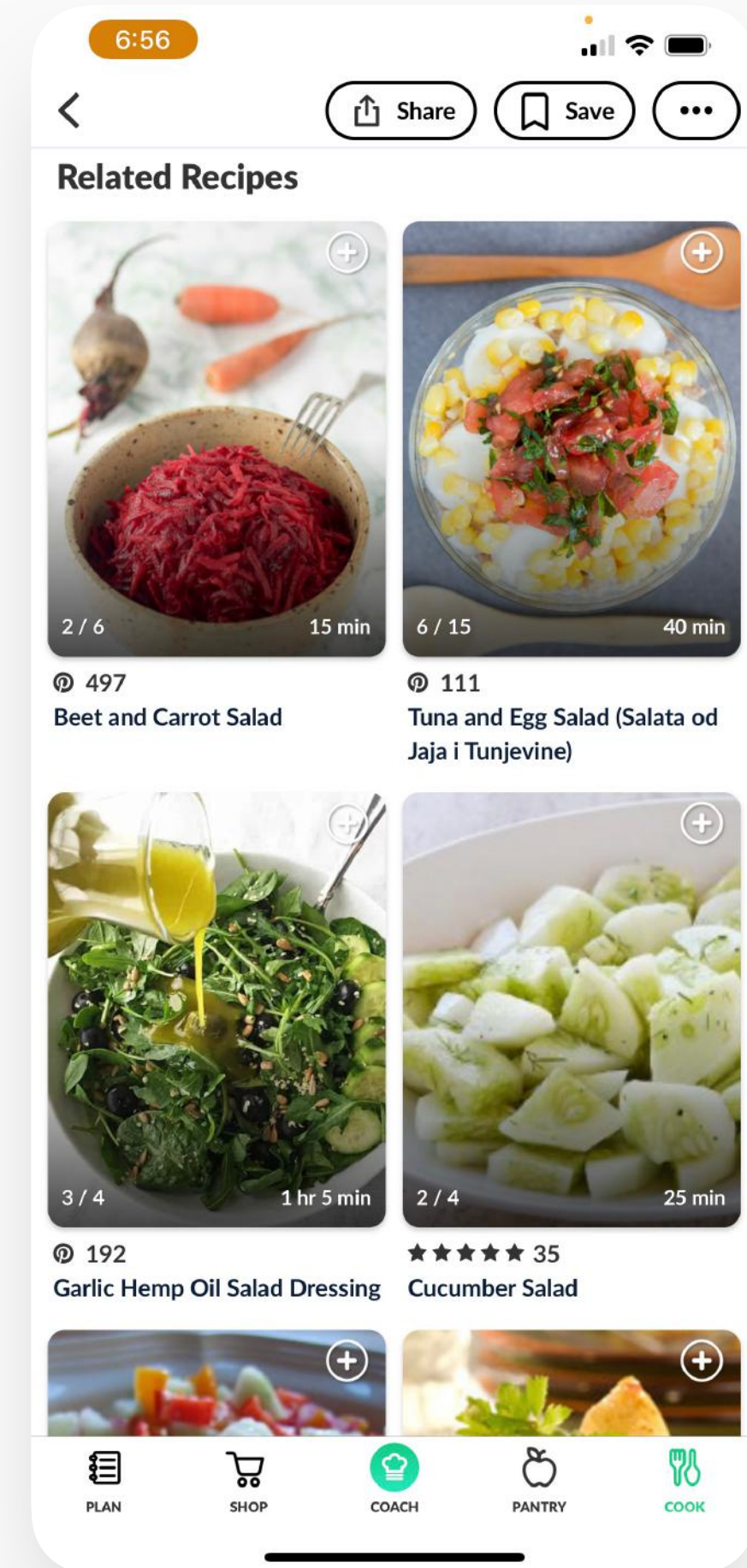

Recombee

"Similar Recipes"

Product Recommendations

The third scenario recommends alternative recipes to those currently viewed by using recombee:default logic. The items catalog is synced with many different product attributes such as brand, allergen, calories, cuisine, or image.

This scenario uses an ensemble of collaborative filters and content-based recommendations. AI continuously optimizes this ensemble to automatically adapt to incoming data.

Recombee

Results

27% **increase** in click-through rate

Over a million of recipes are personalized for users in real-time

A significant increase in page views

Recombee

"Recombee does a fantastic job of personalizing recipe recommendations and **optimizing search results** for users of the Cooklist app. Their documentation is good and the **support team is super helpful.** I highly recommend their service to anyone looking to personalize their service."

Daniel Vitiello, CEO at Cooklist.co

Recombee

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

Recombee

For more info contact
business@recombee.com