Unfiltered Media Group success story with Recombee

Replacing Outdated Recommendation Algorithm With Easy to Integrate Solution Across 5 Media Brands
Recombee & Unfiltered Media Group Partnership

The next-generation media company, Unfiltered Media Group, LLC, seeks ways in growth markets to create connections with enthusiastic audiences using both print and digital magazines, books, videos, online courses, apps, festivals, and more, with which they have rich experience.

After simple integration, testing, and deployment which took just a couple of hours, Recombee was able to increase click-throughs in time across their 5 different media brands by 50% and improve the user experience and engagement of millions of monthly readers. Recombee is currently deployed on five of their websites and in the 17 different user experience points (scenarios).
The Unfiltered Media Group is channel-agnostic. Through print, digital, and social media they reach demographically diverse buyers by developing media brands and products that resonate with today's consumers on every relevant platform.

**Situation**

Use of general recommendation algorithm.

Millions of monthly readers.

5 different media brands.

**Requirements**

Recommender engine able to provide both product and content recommendations.

Personalization of periodical emails sent to the customers.

Customized homepage with top-notch recommendations.

A fully personalized experience for every individual reader.
Use of different models for both content and product recommendations.

Unique recommendation scenarios on each brand’s homepage.

Personalization of periodically sent emails.

Recommendation of trending articles.
“For You” Content Recommendations

This Items to User scenario is using logic type called recombee:default to personalize the offer of the articles on the homepage of the Brewing Industry Guide magazine.

Application of business rules to filter out specific items and boost recently published items provides a special experience to every single customer.
"Business Articles For You"

Content Recommendations

The main goal of this Items to User scenario using recombee.default logic is to deliver personalized content for every individual visitor of the Craft Beer & Brewing homepage.
"Beer Reviews"
Content Recommendations

recombee.default logic used for Items to Item recommendations situated on the right side of the Craft Beer & Brewing homepage.
“For You”
Content Recommendations

Items to User homepage scenario used for cross-posting between three different media brands - Spin Off, PieceWork, and Handwoven.

This ultimately led to spreading the traffic between all of those sites and an increase in user engagement.
“More For You”
Product Recommendations

Every time PieceWork’s potential customer clicks on the desired product and gets himself to the detailed view page, the Items to User default scenario is used at the bottom of the site to recommend other relevant products.
“Other Articles for You”

Content Recommendations

Craft Beer & Brewing is periodically sending newsletters to their subscribers with exclusive content using Items to User recommendations and recombee.default logic.

At the bottom of those emails, you can find other interesting articles specifically tailored for every individual recipient.

Other Articles for You

Belgium’s Funky New Wave
Joe Stange, managing editor of Craft Beer & Brewing Magazine® and co-author of Good Beer Guide Belgium, explores how that country’s wilder-side beers have continued to evolve. Read now.

Podcast Episode 143: New Anthem’s Aaron Skiles on Learning Through Problem Solving with Hazy IPA
New Anthem earned 2019 CB&B Beer of the Year honors after two IPAs scored perfect 100s; they did it again in our new IPA issue. How do they do it? Co-founder Aaron Skiles walks us through their process of building consistency through constant change. Listen now on Apple, Google, or our website.

Silver State Stainless: Practice and Appreciation
Like great brewers, we have a deep understanding of the fundamentals of our craft. Our success is not possible without yours. Read now.
This scenario is used at the bottom of every AMP article (mobile). Using the recombee:popular logic, the main goal of those Items to User recommendations is to offer currently popular or widely discussed content.

**Trending Articles**

- Best in Beer 2020 Readers’ Choice: Best Beer Bars Around the World
- The Best 20 Beers in 2020
- Best in Beer 2020 Readers’ Choice: Your Favorite Beer Cities
- Recipe: Wayfinder Relapse IPA
- Best in Beer Readers’ Choice: Top 50 Beers of 2020
Results

- 50% increase in click-throughs.
- Improvement of user satisfaction.
- Increase of average time spent.
“Prior to Recombee, we used a general recommendation algorithm based on popularity and date published. Since moving our recommendation system to Recombee, we’ve seen a 50% increase in click-through across our 5 media brands (millions of readers per month). Recombee was easy to integrate, test, and deploy within just a couple of hours.”

Haydn Strauss, Chief Operations Officer at Unfiltered 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 + SKDs for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs
For more info contact
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