



Unfiltered Media Group success story with Recombee

Replacing Outdated Recommendation Algorithm With Easy to Integrate Solution Across 5 Media Brands

Media Company

Product & Content Recommendations

Beer & Brewing

RECIPES REVIEWS VIDEO COURSES PODCAST TOOLS EVENTS SHOP NEWSLETTER SUBSCRIBERS MORE



Podcast Episode 155: Zeb Mike Karnowski Sees the Future in Beers of the Past

For Mike Karnowski of Zebulon Artisan Ales in Weaverville, North Carolina, innovation in joyful beer starts with plumbing the depths of history.

BY: JAMIE BOGNER, MIKE KARNOWSKI

HANDWOVEN

NEWSLETTER SPIN OFF PIECEWORK PODCAST WORKSHOPS WIF LIBRARY SHOP MORE SUBSCRIBERS



The History of the Potholder Loom

Playing with potholder looms is serious play, play that can teach you about weaving, color, and design.

BY: HANDWOVEN EDITORS

long thread MEDIA

Workshops Handwoven Spin Off PieceWork

Spin Off Magazine

SPIN OFF FEEDS OUR DEEP CURIOSITY ABOUT THE ART AND CRAFT OF MAKING YARN

Picks For You



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).

50% Increase

in Click-Throughs

About Unfiltered Media Group

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.

Recombee is the go-to recommender engine for Craft Beer & Brewing Magazine, Brewing Industry Guide, and Long Thread Media (Handwoven, PieceWork, and Spin Off).

CRAFT
Beer
& Brewing

BREWING INDUSTRY GUIDE
BIG

long thread
MEDIA



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**.

LATEST ISSUE >



“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.

FOR YOU >



Case Study: St. Elmo Brewing Company

When Tim Bullock and Bryan Winslow opened St. Elmo Brewing Company 2 years ago, they decided that they wanted to focus on being a neighborhood taproom and keep their days filled with making beer.



More Bang, Less Bucks: Brewhouse Design Trends That Allow You To Make Better Beer, Faster

The old equation of “buy a bigger kettle to brew more beer” no longer applies to today’s craft brewers. Brewhouse manufacturers have answered the call, bringing smart solutions to small breweries for production gains that don’t require breaking the bank.



The Giga Guide to Harvesting and Re-Pitching Yeast

Whether you are just starting out or want some tips to improve your process, here is GigaYeast’s brief guide to harvesting, storing, and re-pitching yeast like a pro.



Managing Dissolved Oxygen Levels

Here are a few simple ways to troubleshoot oxygen in your process and in your packaging workflow to ensure that you serve beer that tastes the way you intend it to.



Experts to Brewers: Here’s What to Say to Your Lawmakers

In an unprecedented crisis, the U.S. government will try to mitigate the damage to the economy and small businesses. But what form will those measures take, and how soon? Here are specific recommendations for brewers calling their lawmakers today.



The Science of Exploding Beer Cans

Matthew Farber, PhD, shares common reasons why beer cans fail and what you can do to prevent potentially dangerous or embarrassing packaging mishaps.

“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.

BUSINESS ARTICLES FOR YOU >



Selling Beer: Forecasting Through Uncertainty

Predicting future sales is always tricky, but the pandemic's shifting regulations and purchasing behaviors have magnified the difficulty. Ross Ackerman and Bud Dunn of GP Analytics share strategies to manage risk and make smarter production decisions.



Raw Materials: Hop Producers Cope with Crisis

The pandemic's unpredictability also affects the laborers, farmers, and dealers who supply breweries' raw ingredients. Their experience, flexibility, and optimism are helping to buffer a potentially volatile market.



As Rough Winter Approaches, Brewers Look for Silver Linings

Drinkers are visiting less but spending more when they do. Package and store sales remain strong, while draft margins remain scant. Here we round up some recent data and analyses relevant to independent brewers.

“Beer Reviews”

Content Recommendations

`recombee:default` logic used for Items to Item recommendations situated on the right side of the [Craft Beer & Brewing](#) homepage.

BEER REVIEWS >



**Mikerphone Brewing
BA One Man Wrecking
Machine (90)**



**Melvin Brewing
Vladimir Gluten (95)**



**Highland Brewing
Southern Nouveau
Cafe au Lait (89)**

“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.

FOR YOU >



Visible Mending: 7 Tricks to Know Before You Sew

Patch it, mend it, or darn it—visible mending is hot! Transforming a worn piece of clothing with vibrant stitch work offers a great way to show off your handspun yarn.



Spin Off Subscription

Spin Off feeds our deep curiosity about the art and craft of making yarn. Each issue connects you to new and familiar voices in the handspinning community and is packed with information about fibers, tools, and traditions to inspire your creativity



What Do Yarn Numbers Mean? Weaving Yarns

Wonder what the numbers such as 5/3 or 2/20 mean in weaving yarn? Amy Tyler has the answers.



Plying Yarn: How to Ply Yarn the Simple Way

Learning how to ply yarn is easier than you think with these expert, step-by-step spinning instructions plus the best ways to store your yarn and more!



Nålbinding: A Short History of an Ancient Craft

Nålbinding is one of the oldest textile arts. It's so old, in fact, that the specifics of its origins are unknown.



Nålbinding Basics: Oslo Stitch

Nålbinding is the craft of making a textile from loops of yarn; it is a craft for mavericks. Learn it and you'll be forever free from the tyranny of patterns and rules.

“More For You”

Product Recommendations

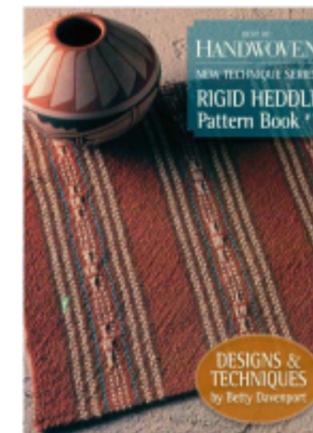
Every time PieceWork’s potential customer clicks on the desired product and gets himself to the detailed view page, the Items to User default scenario is used at the bottom of the site to recommend other relevant products.

More For You:



Best of Handwoven: Rigid-Heddle Technique and Pattern eBook #3

Weave up projects using needle embellishment, freeform overshot, spot Bronson, and waffle weave all on the rigid-heddle loom. You will love these 13 fun and functional projects in Rigid Heddle Technique and Pattern eBook #3.



Best of Handwoven: New Technique Series: Rigid Heddle Pattern eBook 1

The Rigid Heddle Pattern Book #1 is not only a book of lovely projects by rigid-heddle pioneer Betty Linn Davenport, but it's also a how-to-book for creating amazing patterns on the rigid-heddle loom.



Little Looms Holiday 2020

Surround yourself this winter with festive and cozy handwoven projects with the brand new, first ever, Little Looms Holiday. Featuring 23 projects for rigid-heddle, pin, and inkle looms, Little Looms Holiday is chock-full of wintery weaving.



Handwoven Presents: Spring Weaving Pattern Pack Download

Decorate your home and your wardrobe for spring with these 5 beautiful spring weaving patterns for 4 and 8-shaft looms.



"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? Cofounder 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.](#)



“Trending Articles”

Content Recommendations

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 + SDKs for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs

