Content recommendations

We are providing you with a detailed guide to the most commonly used scenarios for different parts of your website. Each scenario section includes an informative description and instructions on how it can be set up to get the most out of smart personalization with Recombee.

The mentioned scenarios can be used for all sorts of content recommendations, e.g. videos, movies, articles, music, or podcasts.
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How Recombee Works

Data Input

Our advanced recommendation engine solution analyzes two main types of data: **Attributes** (product catalog information, user attributes) and **Interactions** (your user’s behavior and interaction history) producing real-time one-on-one recommendations applicable to each part of your customer journey.

Scenario Setup

The particular place across your customer journey where you show recommendations (e.g. recommendation box) is called **Scenario**.

**Recommendations Type**, **Recommendation Logic**, and also optionally **Business Rules** (filters & boosters) are used to specify the behavior of the models for each Scenario.

Where to Use

Aligning personalization to your user experience road map, you can apply recommendations across an array of touchpoints. These include **Homepage**, **Read Next/Watch Next**, or **Full-text Search**.

Fully set recommendations help your visitors find what they are looking for, saving time, increasing customer satisfaction, and decreasing churn, while improving your conversion rates (e.g. increasing the subscription base).

How to Start

1. Integrate your catalog and start sending us your live interactions using the guidance provided in our [documentation](#).
2. Choose which scenarios you want to utilize. For the fastest results, we recommend starting with one of the following basic scenarios:
   a. **Movie/Article/Song Detail Page - Related Movies/Articles/Songs**
   b. **Homepage - Top Picks for You**
   c. **Full-Text Search Personalization**
3. Use this handbook or documentation for information on how to set up chosen scenarios.

Enjoy your personalization journey!
Where to Use the Recommendations

- Home page
- Read Next, Watch Next
- Related Articles & Video-Galleries
- Full-text Search & Infinity Scroll

Scenario
A chosen point of user experience where recommendations are shown

Business Rules (filters & boosters)
Option to influence the final behavior of models using Recombee Query Language (ReQL)

Recommendation Type
Method of recommending

Recommendation Logic
Desired behavior of the models

REAL-TIME

Attributes
Product Catalog
User Attributes

Interactions
Live Interactions
Interactions History

Recombee
Scenario Set-up

Please note: All given scenario names are designed to better express their model behavior. The actual scenario names can be altered based on your preferences.

Homepage

Top Picks For You

The “Top Picks For You” scenario recommends movies, articles, music, or other content that the user is most likely to be interested in. It is based on the user’s previous interactions on the site.

Extra Tip: We recommend starting with this scenario when applying recommendations on the homepage. Having a high number of interactions would definitely help the performance.
Two-Step Set-up in **Admin User Interface**

1. **Create scenario:** Name your recommendation scenario. You can name it like us “Top Picks For You” or choose your own label. Then select **Items to User** in the recommendation type.

   ![Create Scenario](image)

   - Not sure which type of recommendation to pick? See the Integration Tips section for more information about typical scenarios and their settings.

   **Name**
   - Top Picks For You

   **Scenario ID**
   - Top-Picks-For-You

   **Recommendation type**
   - **Items to Item**
     - Recommends set of items that are related to one given item.
   - **Items to User**
     - Based on user’s past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

2. **Set logic to define the behavior of the scenario:** select `recombee:personal` Logic from the Universal Models.

   ![Universal Models](image)

   - **Universal Models**
     - `recombee:default`  
     - `recombee:homepage`  
     - **`recombee:personal`**  
     - `recombee:popular`  
     - `recombee:recently-viewed`
Trending Now

The “Trending Now” scenario recommends movies, articles, music, and other content that is recently globally popular amongst other visitors and highly interacted with. This scenario is used to promote currently popular content.

Extra Tip: Other variants such as Trending In Your Country or Trending In A Genre can be also easily modeled.
Three-Step Set-up in Admin User Interface

1. **Create scenario**: Name your recommendation scenario and select **Items to User** in the recommendation type.

   ![](create_scenario.png)

   **Name**
   - Trending Now

   **Scenario ID**
   - Trending Now

   **Recommendation type**
   - **Items to Item**
     - Recommends set of items that are related to one given item.
   - **Items to User**
     - Based on user’s past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

2. **Set logic to define the behavior of the scenario**: select `recombee:popular` Logic from the Universal Models.

   ![](universal_models.png)

   **Universal Models**
   - `recombee:default`
   - `recombee:homepage`
   - `recombee:personal`
   - `recombee:popular`
   - `recombee:recently-viewed`

3. **Set timePeriod parameter** to two weeks (can be altered). That way, it would recommend popular content in the past two weeks.

   ![](time_period.png)

   **Default**: 1209600 (from Recombee default setup)

   The time period in seconds (from now to the past) in which the popularity is measured. For example, by providing value of 7200, you will get the items most popular (and possibly trending) in last 2 hours, while when providing 1209600 (that is 14*3600), you will get items popular during much longer period of the last 14 days.
New Releases

The “New Releases” scenario recommends movies, articles, music, or other content that has been recently released and is a good fit for the user.

Three-step set-up in our Admin User Interface

1. **Create scenario**: Name your recommendation scenario. Request as Recommend Items to User recommendation in recommendation type.
2. **Set logic to define the behavior of the scenario:** select `recombee:personal` Logic from the Universal Models.

3. **Add booster coefficient to promote certain content:** Click on “Add first Booster” and choose “Boost recent items” from the library. Setting up the boosting coefficient shows the desired content X times more likely than the non-boosted content.
“Same Category/Genre Content” For You

The “Same Category/Genre Content” scenario recommends content (movies, articles, music, etc.) from a category/genre that the user likes based on the user’s previous interactions on the site.

Three-Step Set-up in Admin User Interface

1. **Create scenario:** Name your recommendation scenario. Select **Items to User** in the recommendation type.

   ![Create Scenario](image)

   - **Name:** Genre Content For You
   - **Scenario ID:** Genre-Content-For-You
   - **Recommendation type:**
     - **Items to Item**
       - Recommends set of items that are related to one given item.
     - **Items to User**
       - Based on user’s past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high-value for the given user.
2. **Set logic to define the behavior of the scenario**: select `recombee:personal` Logic from the Universal Models.

   **Create Scenario**

   Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

   **Name**
   
   Genre Content For You

   **Scenario ID**  Genre-Content-For-You

   **Recommendation type**

   - **Items to Item**
     
     Recommends set of items that are related to one given item.

   - **Items to User**
     
     Based on user’s past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

3. **Add a filter parameter to promote the same genre** by clicking on “Add first Filter” and choosing “Items from the same category [set]” from the library.
Popular

The “Popular” scenario recommends movies, articles, music, or other content that is long-term popular among the users and the particular user has not seen them yet.

Three-Step Set-up in **Admin User Interface**

1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.
2. **Set logic to define the behavior of the scenario**: select `recombee:popular` Logic from the Universal Models.

3. **Add timePeriod parameter** to define the time relevance of the popularity of recommended content.

   - **Extra Tip**: We recommend setting the timePeriod parameter to one year. This shows the popular content from the given year.
Movie/Article/Song Detail Page

Related Movies/Articles/Songs

The “Related Movies/Articles/Songs” scenario uses a unique ensemble of models to recommend similar content to the currently viewed one based on the similarity in item properties (genre, actors, directors, publisher, artist, etc.).
Two-Step Set-up in Admin User Interface

1. **Create scenario**: Name your recommendation scenario and select **Items to Item** in the recommendation type.

   ![Create Scenario](image)

   - **Name**: Watch/Read Next
   - **Recommendation type**: Items to Item
     - Recommends set of items that are related to one given item.

2. **Set logic to define the behavior of the scenario**: select **recombee:similar** Logic from the Universal Models.

   ![Universal Models](image)

   - **recombee:similar**
   - **recombee:default**
   - **recombee:popular**
   - **recombee:visually-similar**
   - **recombee:similar-properties**
Popular Content From the Same Genre

The “Popular Content From the Same Genre” scenario recommends globally popular content (movies, articles, music, etc.) from the genre of the currently viewed one.

Three-Step Set-up in Admin User Interface

1. **Create scenario**: Name your recommendation scenario and select **Items to User** in the recommendation type.
2. **Set logic to define the behavior of the scenario**: select `recombee:popular` Logic from the Universal Models.

   ![Universal Models](image)

3. **Add a filter parameter to promote the same genre** by clicking on “Add first Filter” and choosing “Items from the same category [set]” from the library.

   ![Filter Parameter](image)

**Extra Tip**: You can also request the recently popular (trending) content from the same genre by setting `timePeriod` parameter of the `recombee:popular` Logic to e.g. one week.
Category/Genre Page

Content of a Genre Listing

The “Content of a Genre Listing” scenario recommends movies, articles, music, or other content from a particular category or genre. The recommended content is suggested in a personalized order, so the best fits for the user are at the top.
Three-Step Set-up in Admin User Interface

1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.

   ![Create Scenario](image)

2. **Set logic to define the behavior of the scenario:** select `recombee:personal` Logic from the Universal Models.

   ![Universal Models](image)

3. **Set a filter parameter** of the recommendation request to filter for a different genre on each page. This way you can send "documentaries" in 'genres' in the case of the Documentaries page and "drama" in 'genres' in the case of the page with dramas.

   *Extra Tip:* If the user scrolls down the page, the next best results are loaded by requesting `RecommendNextItems` (Infinite Scroll).
Search

Search Results
The search can be personalized, so besides the search query, also the user’s interaction history on the site is taken into consideration in order to provide the best search matches.
Two-Step Set-up in Admin User Interface

1. **Create scenario**: Name your recommendation scenario and select **Search** in the recommendation type.

   ![Create Scenario](image)

   - **Not sure which type of recommendation to pick?** See the Integration Type section for more information about typical scenarios and their settings.

   - **Name**: Search Results
   - **Scenario ID**: Search-Results
   - **Recommendation type**:
     - **Items to Item**: Recommends set of items that are related to one given item.
     - **Items to User**: Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.
     - **Search**: Full-text personalized search. The results are based on a provided search query and also on the user's interactions.

2. **Set logic to define the behavior of the scenario**: select **search:personalized** Logic from the Universal Models.

   ![Search](image)

   - **Models for both personalized and non-personalized fulltext search.**
     - **search:personalized**
     - **search:non-personalized**