

RECO

THE PERSONALIZATION MACHINE

A Step By Step Guide To
Boost User Engagement



Presenters

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AGENDA

Gravity R&D introduction

Jofogas.hu introduction

Personalization project

goals, milestones, results

WHAT IS GRAVITY R&D?



A leading **PERSONALIZATION PLATFORM PROVIDER**



An **AWARD-WINNING TEAM*** of data-miners and BI professionals

→ First place at the Netflix Prize (2009)

→ ICMA Innovation Award (2012)



A **FAST GROWING** company with 50+ deployments in the last 12 months

RECO CLIENTS



AWARD-WINNING SOLUTION: Classified Media



Member of Schibsted
Classified Media Group



*Innovation Award
at ICMA 2012*

The screenshot shows a classified advertisement on the Jófogás.hu website. The ad is for a Hilti TE76 heat gun, priced at 32,000 Ft. The text includes the website name, navigation links, a breadcrumb trail, the product name, a photo of the heat gun in its carrying case, and contact information for the seller. Below the ad, there are social media sharing options and a list of other related products like Bosch heat guns and accumulators.

THE CHALLENGE

1,000,000+ ads, 1000s of different visitor dreams, but only one screen.



Do you have the same ads for everyone?

PROJECT GOALS



Goal #1: “personalize the user-experience”

- **engage** those visitors that are already on the website
- **keep them on the site longer**
- motivate them to **view more ad detail pages**
- generate **more interaction between buyers and sellers**
- **decrease the exit rate** of certain types of pages
- provide better navigation and content discovery

Goal #2: Jofogas.hu wanted to be seen as an innovative, fast-growing company

PROJECT MILESTONES

May 2011 START OF PROJECT

- Business requirements specification
Personalization plan with placement suggestions

Aug 2011 – Jan 2012 A/B TEST

- a learning period for both companies
- Gravity R&D fine-tuned the algorithms of its engine to the specifics of the classifieds business model

Feb 2012 FULL DEPLOYMENT

- 6 million recommendations were served daily (10,000 per minute in peak time).

WHAT IS RECO?



A platform that
boosts visitor engagement
by **personalizing ads**
for each person

HOW IT WORKS



ON-SITE ACTIVITY

VISITOR BEHAVIOR

click, search, product viewed, page viewed, email clicks, past purchases, etc.



PRODUCT-RELATED INFORMATION

PRODUCT DETAILS

product info, meta-data, inventory information, ratings

CONTEXTUAL INFORMATION

referral url, location, device

SOCIAL EVENTS

facebook likes and recommendations, tweets, shares, re-pins, etc.

CURRENT SESSION STATS



SOCIAL BEHAVIOR



HOW IT WORKS



ON-SITE ACTIVITY

**COLLABORATIVE
FILTERING**



PRODUCT-RELATED
INFORMATION

PRODUCT DETAILS
product info, meta-data,
inventory information, ratings

**CONTEXTUAL
INFORMATION**
referral url, location, device

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facebook likes and
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SOCIAL BEHAVIOR



HOW IT WORKS



ON-SITE ACTIVITY

**COLLABORATIVE
FILTERING**



PRODUCT-RELATED
INFORMATION

**CONTENT-BASED
FILTERING**

**CONTEXTUAL
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referral url, location, device

SOCIAL EVENTS

facebook likes and
recommendations, tweets,
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CURRENT SESSION STATS



SOCIAL BEHAVIOR



HOW IT WORKS



ON-SITE ACTIVITY

**COLLABORATIVE
FILTERING**



PRODUCT-RELATED
INFORMATION

**CONTENT-BASED
FILTERING**

**CONTEXT
AWARENESS**

SOCIAL EVENTS
facebook likes and
recommendations, tweets,
shares, re-pins, etc.

CURRENT SESSION STATS



SOCIAL BEHAVIOR



HOW IT WORKS



ON-SITE ACTIVITY



PRODUCT-RELATED
INFORMATION

**COLLABORATIVE
FILTERING**

**CONTENT-BASED
FILTERING**

**CONTEXT
AWARENESS**

**SOCIAL
RECOMMENDATIONS**

CURRENT SESSION STATS



SOCIAL BEHAVIOR



RECOMMENDATIONS GET SMARTER WITH EVERY CLICK



FIRST CLICK

THIRD CLICK

FIFTH CLICK

KEY RECO FEATURES



Expansion capabilities

Multi-screen potential

Cross-domain personalization

Decision support and Business intelligence

Powerful management dashboard

Advanced reporting interface

Expansion capabilities
Multi-screen potential
Cross-domain personalization

Decision support and Business intelligence
Powerful management dashboard
Advanced reporting interface

Expansion capabilities
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Advanced reporting interface

AIM GROUP CASE STUDY



Sponsored By
Gravity R&D

A publication of the AIMGroup

classified intelligence report

Case Study June 2013

Jofogas in Hungary shows terrific growth with Gravity R&D tool

Jofogas.hu, the general classifieds platform of Schibsted Classifieds Media in Hungary, has been on a steep growth path since its launch in 2010. It accelerated from zero to 2.1 million listed ads in less than three years, opening a comfortable gap with its main competitors, Allegro's Aprod.hu (1.6 million ads) and Expressz.hu of Trader Media East (325,000 ads). According to Jofogas, it receives more than 7.5 million page views per day.



When the AIM Group enquired what was behind this performance we got a rare glimpse in the management intelligence of this Schibsted platform, just enough to know the growth story was about more than listed ads and page views. Jofogas also grew much more efficient as a business in the past year.

For instance, in the 15 months from September 2011 to December 2012 the percentage of users clicking on product recommendations on the platform doubled. And click-through rates from product pages and search results pages doubled, pushing up page views and, in turn, boosting revenue from Google AdSense.

Chart 1 - Recommendations hit their targets



Source: Jofogas.hu

© 2013 Advanced Interactive Media Group LLC

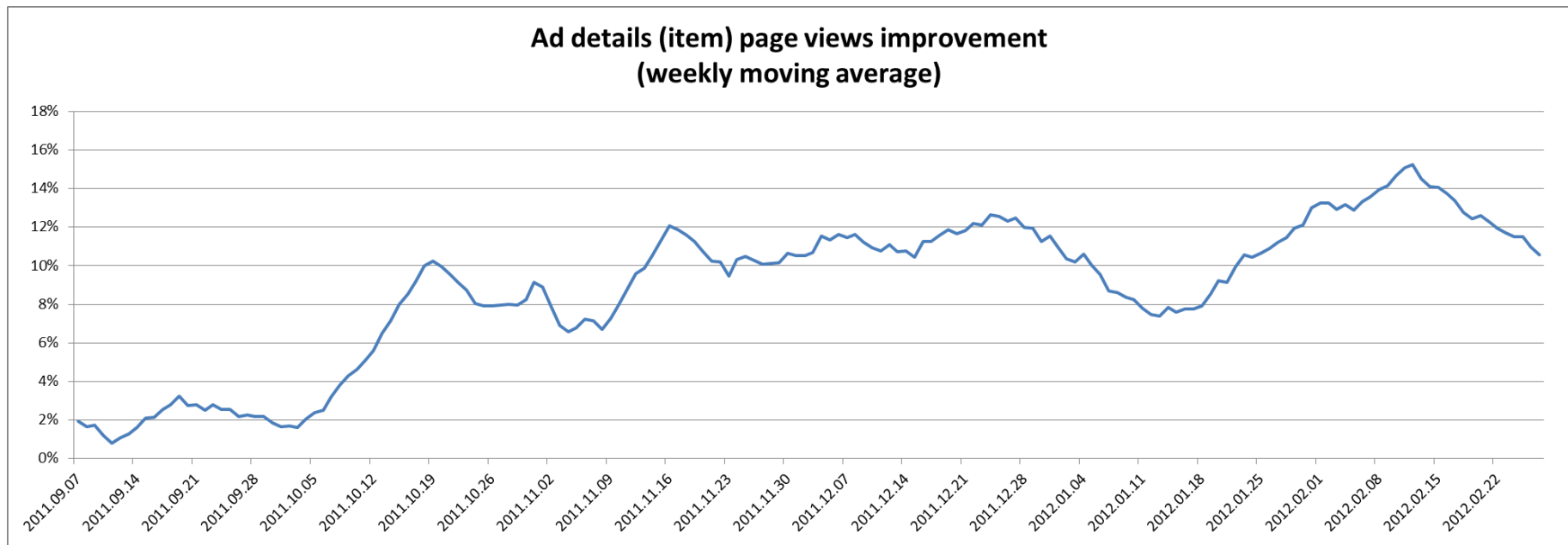
info@aimgroup.com +1-407-788-2780

[\(link to pdf\)](#)





Increase in Ad Detail Page Views (A/B test vs. no recommendations) **10.57%**



AD DETAIL PAGE



Telefonszáma (nem kötelező)

Szöveg

- Másolat kérése az üzenetről
 Feliratkozom a jófogás.hu hírlevelére

Küldés

nem védi meg attól, hogy becsapják.

- Ha lehetséges, kérje el az eredeti számlát, és kérjen egy írásos nyugtát a vásárlásról.
 Ha az eladóval találkozik, ezt nyilvános helyen tegye.

 **Hirdetés mentése a kedvencek közé**

 **A hirdetés ajánlása ismerősének**



Twitter



Like

0

További ajánlataink a Jófogásról:



**Volkswagen Passat Variant
1.9 TDI Highline
Ár: 679 000 Ft**



**Volkswagen passat eladó
Ár: 250 000 Ft**



**Volkswagen Passat V 1.9 TDI
Variant
Ár: 570 000 Ft**



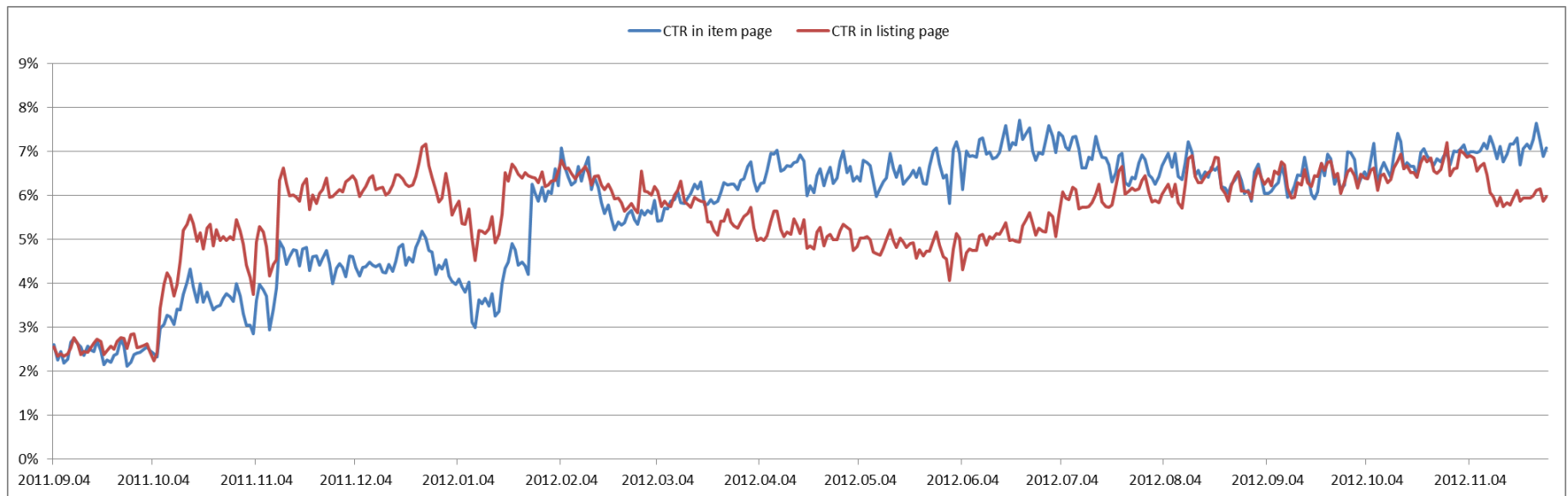
GRAVITY



Click-Through Rates (CTR)







6.36% (on Ad Detail Page)

5.84% (on Result Page)



RESULT (LISTING) PAGE



Ma 10:55		VIII. Kerület Hock János utca, 2+3 szoba, 120 m2 26 500 000 Ft	Eladó Lakás Céges hirdetés
Ma 10:55		XIX. Kerület (Lakótelep) Fő utca közelében 10 190 000 Ft	Eladó Lakás Céges hirdetés
Ma 10:55		XIV. Kerület (Törökőr) Kerepesi út, 1+1 szoba 14 699 999 Ft	Eladó Lakás Céges hirdetés
Ma 10:55		Budapest 9. kerület, eladó 71 m2-es iroda 15 990 000 Ft	Eladó Iroda, Üzlethelyiség, Ipari Ingatlan Céges hirdetés
Ma 10:55		Városligetnél 1 szobás lakás kiadó 50 000 Ft	Kiadó Lakás Céges hirdetés
Ma 10:55		Budapesten Új 32"-os LED tv garanciával eladó 59 900 Ft	Eladó Felső, Videó, Audió Eszközök Céges hirdetés
Google Hirdetések			
Csökkenő törlesztőrészlet Ha csökkentené a havi törlesztőt, válassza az Egyenlítő Hitelt! www.budapestbank.hu/EgyenlitoHitel			
Last Minute Karintia Ossiachi-tó, Magyar szálloda 3 éj+wellness=114 € (34.000 Ft) www.hotelsissi.com			
Eladó Amerikai ingatlanok Gyönyörű Floridai lakások már 15 millió Ft-tól, bérlővel együtt. bric-investment.hu/USA-Ingatlan			

További ajánlataink a Jófogásról:



Nissan Almera 1.4 Gx
Áron Alul eladó

Ár: 249 990 Ft



Volkswagen Passat V 1.9
TDI Variant

Ár: 570 000 Ft



Mitsubishi Carisma

Ár: 120 000 Ft



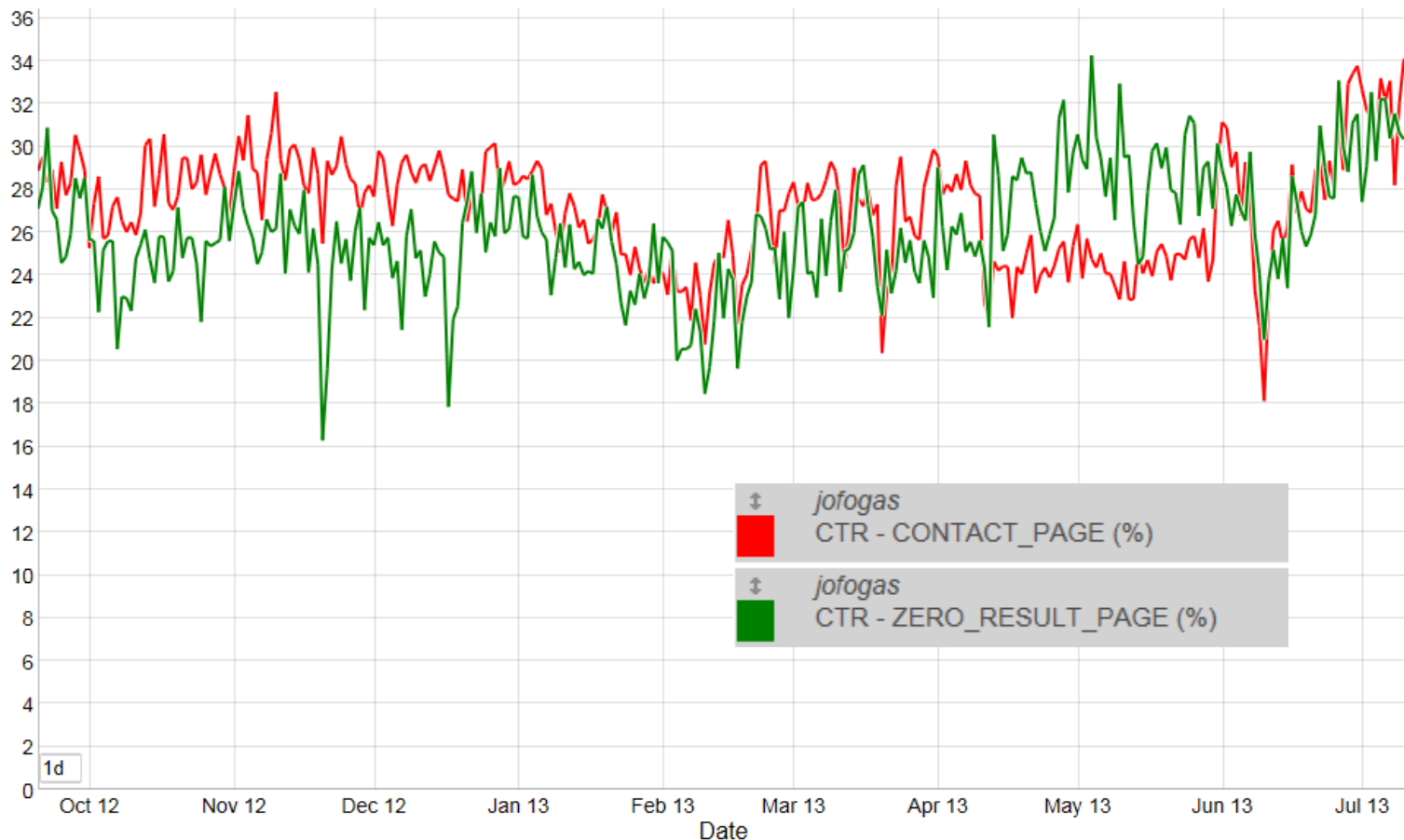
Eladó 165 ezer Ft ért egy
szép opel vectra vizsgás

Ár: 165 000 Ft





CTR on After Ad Reply and Zero Result Pages



ZERO RESULTS PAGE

 **jófogas.hu**

Kezdőlap Hirdetésfeladás **Hirdetések** Ügyfélszolgálat Fiók

entew Összes kategória Budapest **KERESÉS**
Válasszon kerületet

További ajánlataink a Jófogásról:

 Raklapnyi játék Jó befektetés Ár: 140 000 Ft	 ELC rögzíthető babakormány, szimulátor Ár: 3 500 Ft	 Bútorkészítés	 Luxlash 3D műszempilla + ajándék Ár: 5 990 Ft
---	--	--	--

i Nem találtunk hirdetést!
Próbálja meg a * segítségével kibővíteni keresését, pl.: *kiskutya vagy *szék*
További tippek

  Demjanovich Nebojsa, Judit Stramszky and 138,745 others like this.  +1 

INGATLAN Lakás Ház Garázs Telek, föld Iroda, üzlethelyiség, ipari ingatlan Nyaralók, üdülők Szoba	JÁRMŰ Autó Motor, robogó Haszongépjármű Vízijármű Egyéb jármű Alkatrész, felszerelés	OTTHON, HÁZTARTÁS Bútor, Lakáskiegészítő Háztartási gép, felszerelés Kert, növény Szerszámok, eszközök Építőanyag
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AFTER AD REPLY BOX



[Kezdőlap](#)

[Hirdetésfeladás](#)
Ingyen

[Hirdetések](#)

[Ügyfélszolgálat](#)

[Fiók](#)

Levelét sikeresen elküldtük a hirdetés feladójának!

További ajánlataink a Jófogásról:



Volkswagen Passat V 1.9 TDI
Variant

Ár: 570 000 Ft



Volkswagen passat variant
1.9 PD TDI

Ár: 699 000 Ft



Volkswagen Passat Variant
1.9 TDI Highline

Ár: 679 000 Ft



Volkswagen passat eladó

Ár: 250 000 Ft



Volkswagen Passat 1.6

Ár: 650 000 Ft



Volkswagen passat 1.9 TDI

Ár: 570 000 Ft



Volkswagen Passat 1.9 TDI

Ár: 1 200 000 Ft



Eladó, Volkswagen Passat
Variant 1.9 Pdtí 129Le 20

Ár: 1 450 000 Ft

[Vissza a hirdetéshez.](#)

KEYWORD SEARCH RESULTS



Kezdőlap

Hirdetésfeladás
Ingyen

Hirdetések

Kedvencek

Ügyfélszolgálat

BMW

Összes kategória

Budapest

KERESÉS

Keresési tippek



Judit Stramszky, Dúzza György and 101,103 others like this.



2.6k

További ajánlataink a Jófogásról:



Bmw e60 kormány kormánylégszák

Ár: 60 000 Ft



BMW E39 Légszűrőház

Ár: 4 000 Ft



BMW alkatrészek



Bmw önindító

Ár: 6 000 Ft

Apróhirdetés

1 - 50 / 900

Magán

791

Céges

109

Képek elrejtése | Ár szerint

Ma
08:22



3

Bmw e36 belső

20 000 Ft

Eladó Alkatrész, Felszerelés

Tegnap
21:39



4

Teljesen Gyári Állapot 4Es Golf (1998)

649 000 Ft

Eladó Autó

Tegnap
15:00



3

Intra 15-ös alufelni gumikkal 4X100

25 000 Ft

Eladó Alkatrész, Felszerelés

Tegnap
13:04



5

Ford focus ablakemelő szerkezet, javítószet,műa




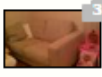



Eladó Alkatrész, Felszerelés

Céges hirdetés



GRAVITY

GALLERY (PAID ADS)

Apróhirdetés 1 - 50 / 438407	Magán 343968	Céges 94439
Képek elrejtése Ár szerint		
Ma 11:21	 Babaruha Kupon -50% C&A	Eladó Baba-mama
Ma 11:20	 3 IKEA karnis eladó 60cm+60cm-vel hosszabítható 1 500 Ft	Eladó Bútor, Lakáskiegészítő
Ma 11:20	 3 Ügyvédi szerződéssel átadó Suzuki Swift 1.3 GC (2007) 145 000 Ft ↓ -12%	Eladó Autó Céges hirdetés
Ma 11:19	 3 Kétszemélyes világoszöld kanapé 28 000 Ft	Eladó Bútor, Lakáskiegészítő
Ma 11:19	 6 Bp.lakás bérléti jogát,vidéki családiházra cseréle 8 000 000 Ft	Eladó Lakás
Ma 11:19	 6 Gyári állapotú Vaillant vízmelegítő, gázbojler 26 500 Ft	Eladó Háztartási Gép, Felszerelés
Ma 11:19	 6 Ügyvédi szerződéssel átadó Skoda Fabia 1.2 (2004) 130 000 Ft	Eladó Autó Céges hirdetés

KIRAKAT



Veszprém, Stadion u.
Egyetem közelében
Eladó Lakás
Ár: 7 500 000 Ft



Silver Cross babakocsi
Ár: 25 000 Ft



Női bunda (eredeti)
Ár: 20 000 Ft

HIRDESSZEN ITT!

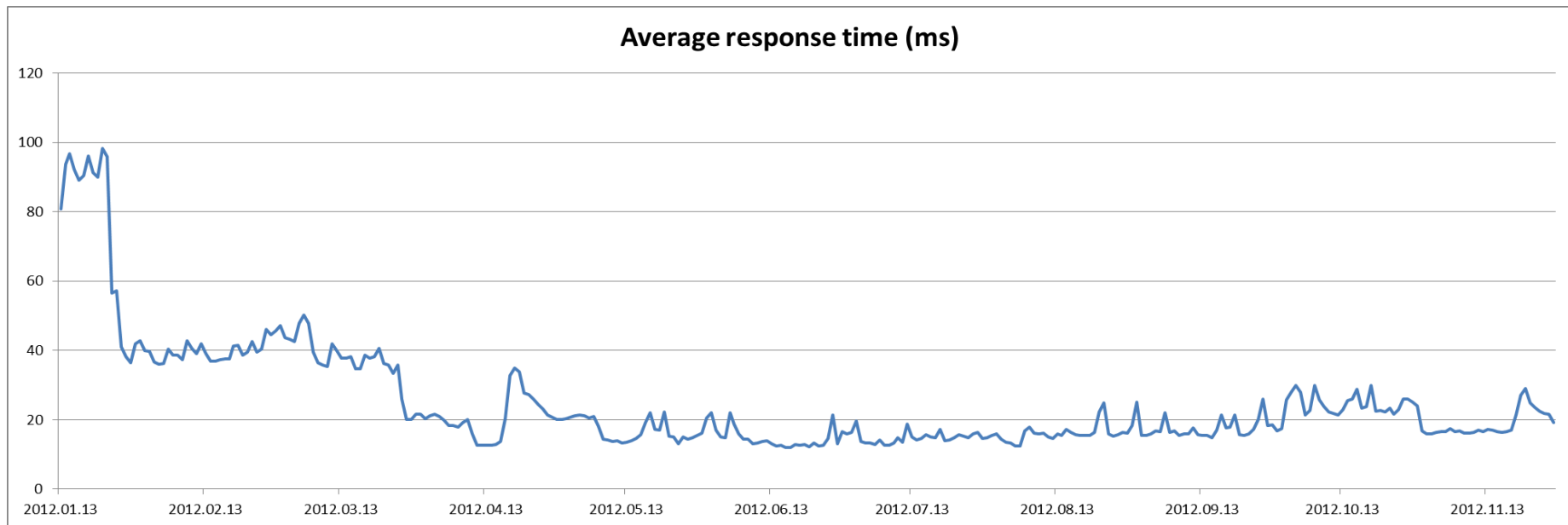


% of visitors clicking on recommendations
from the starting 20%, it went up to 35-40%
(a 75-100% improvement!)





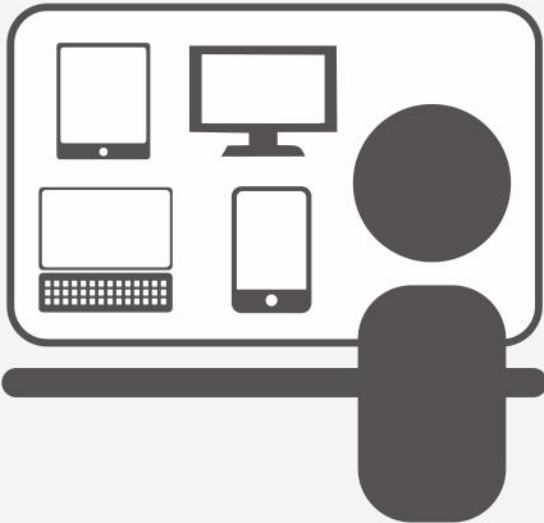
Average response time
20ms





POTENTIAL EXTENSION OPTIONS

PERSONALIZED RETARGETING



Your prospect visits your site but doesn't convert and leaves



The personalized ad brings the visitor back to your site's Ad Detail page



Visitor is targeted with a personalized ad on the third party site

Re-engage and convert high-intent prospects with personalized banners on sites you advertise on.

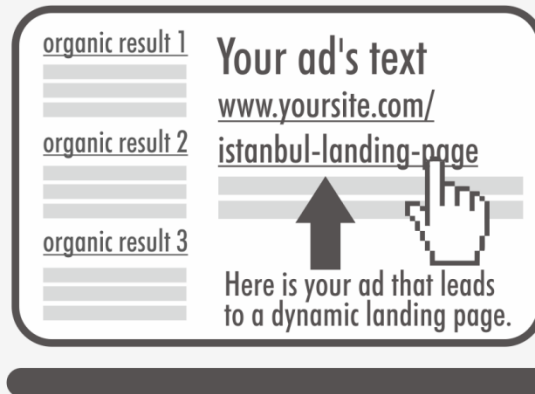
DYNAMIC LANDING PAGES

1



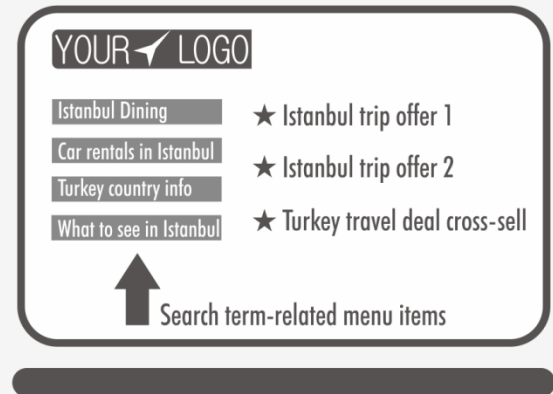
visitor searches

2



visitor clicks your PPC ad

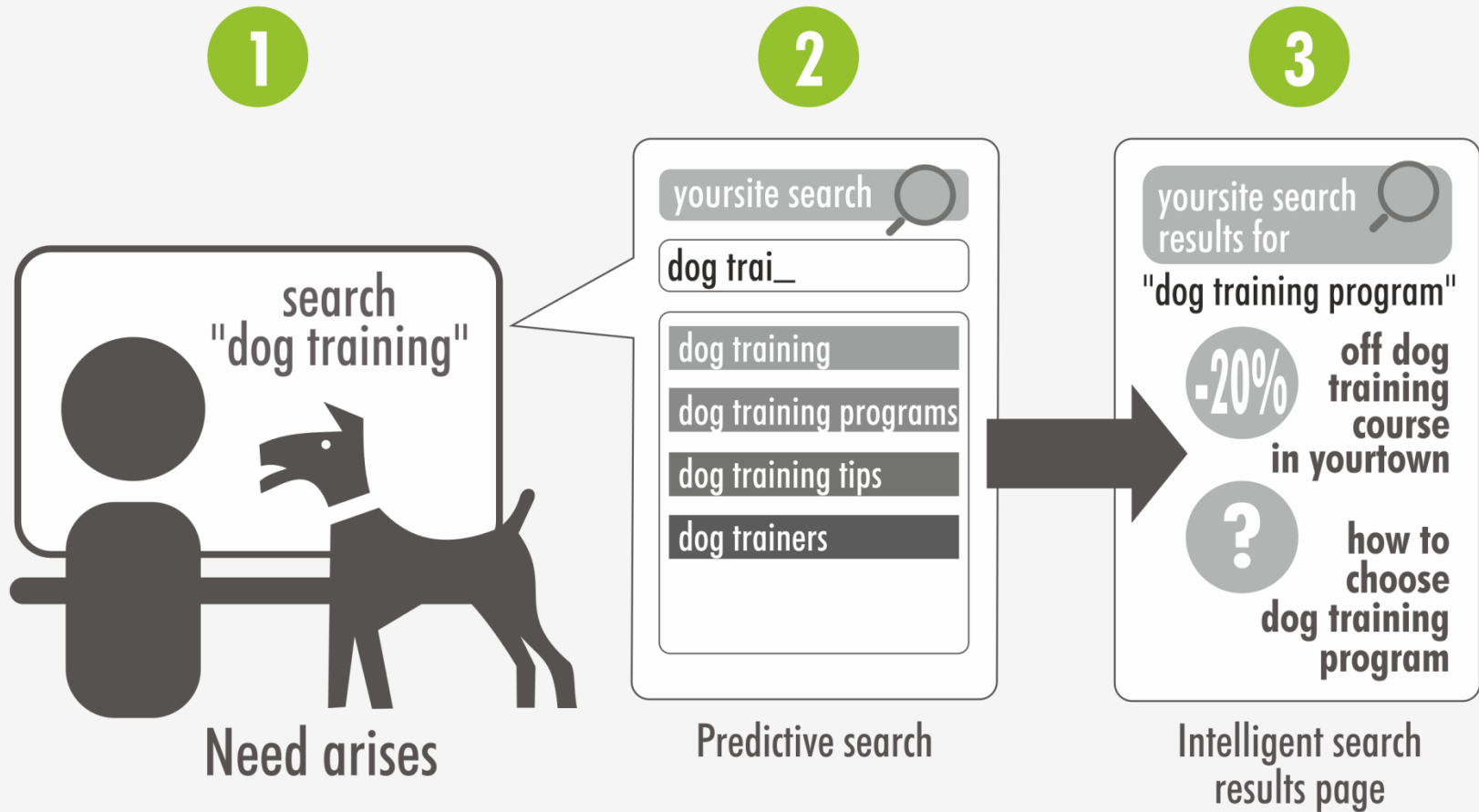
3



visitor arrives to
your landing page,
content is personalized
for the search term

Unlimited number of custom landing pages generated real time, automatically – the moment a visitor enters your site from a search engine.

SMART SEARCH



Site search that maximizes sales

Guess visitors' queries as they begin to type them, rank search results based on what they are most likely to buy.

EMAIL PERSONALIZATION

easy integration with:



Bronto

ExactTarget

Gleanster



HubSpot

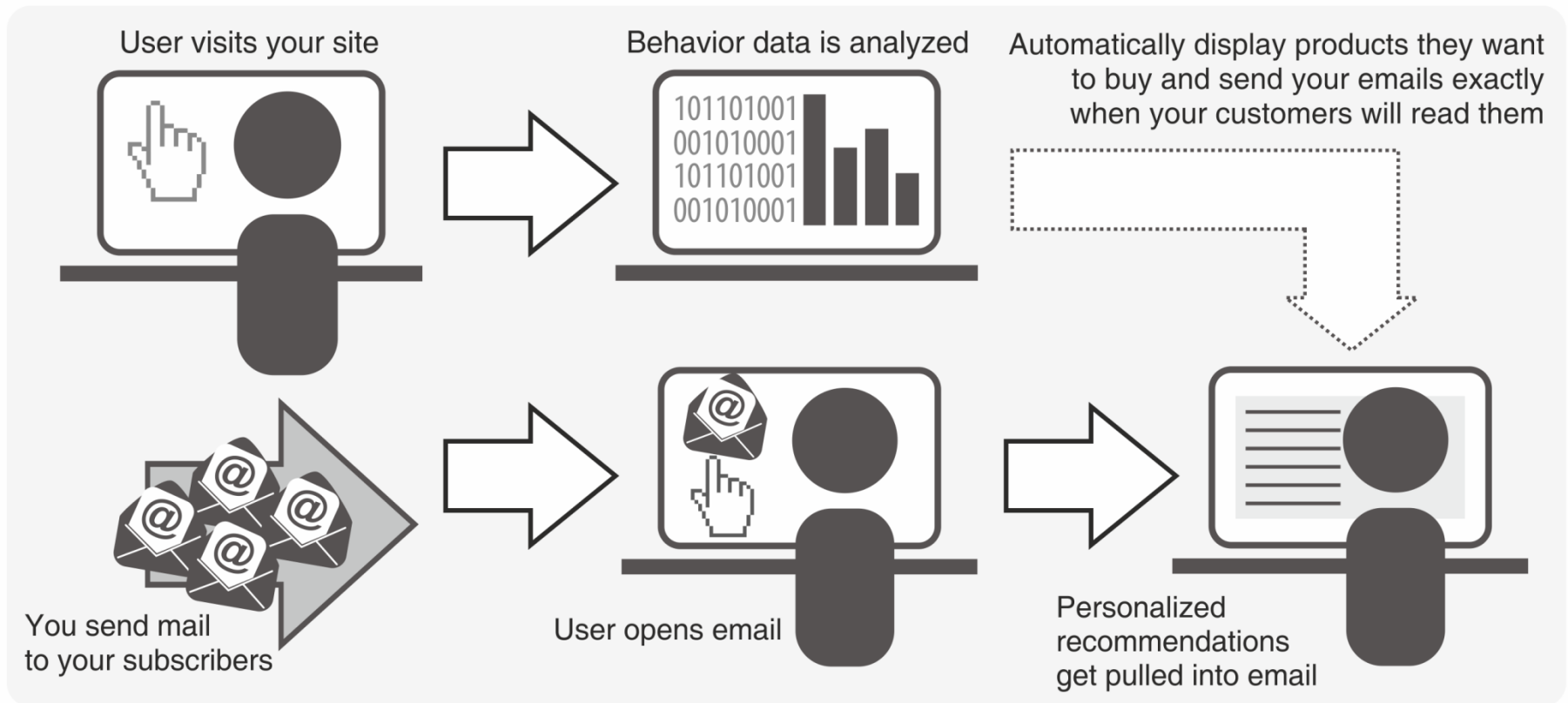
Marketo



StrongMail



...and more!



Integrate to your email marketing software, send emails exactly when your customers will read them, with the exact products they want to buy - without involving IT.



INTEGRATION PROCESS AND TIMELINE

INTEGRATION DESCRIPTION



Step 1.: DEFINITION of business requirements
and KPI objectives

Step 2. Fine-tuning

Step 3. Operations and maintenance

INTEGRATION: **1 – 2 days per page,**
altogether 5 – 10 man-days

FINE-TUNING PERIOD up to **2 months**

TECH DETAILS



Integration options

- server side
- client side

SaaS vs. Appliance

Location of servers

Europe → SaaS

Overseas → Appliance

THE GRAVITY GUIDE FOR

PERSONALIZING THE CLASSIFIED EXPERIENCE

[link to pdf](#)



PERSONALIZE
THE CLASSIFIED EXPERIENCE

Profiting from Personalization
A Guide from Gravity

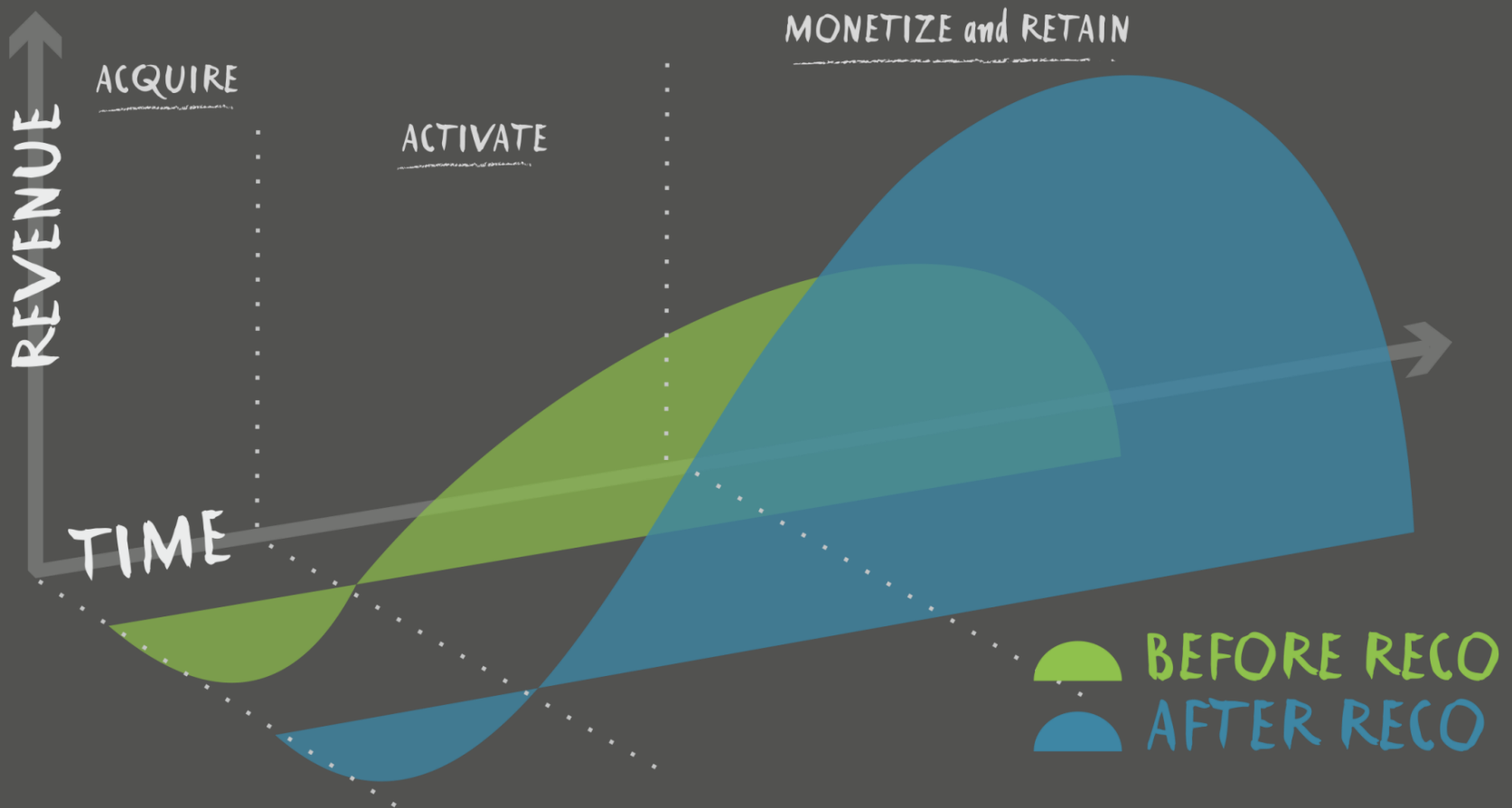
June 24, 2013

CLASSIFIED PILOT RESULTS

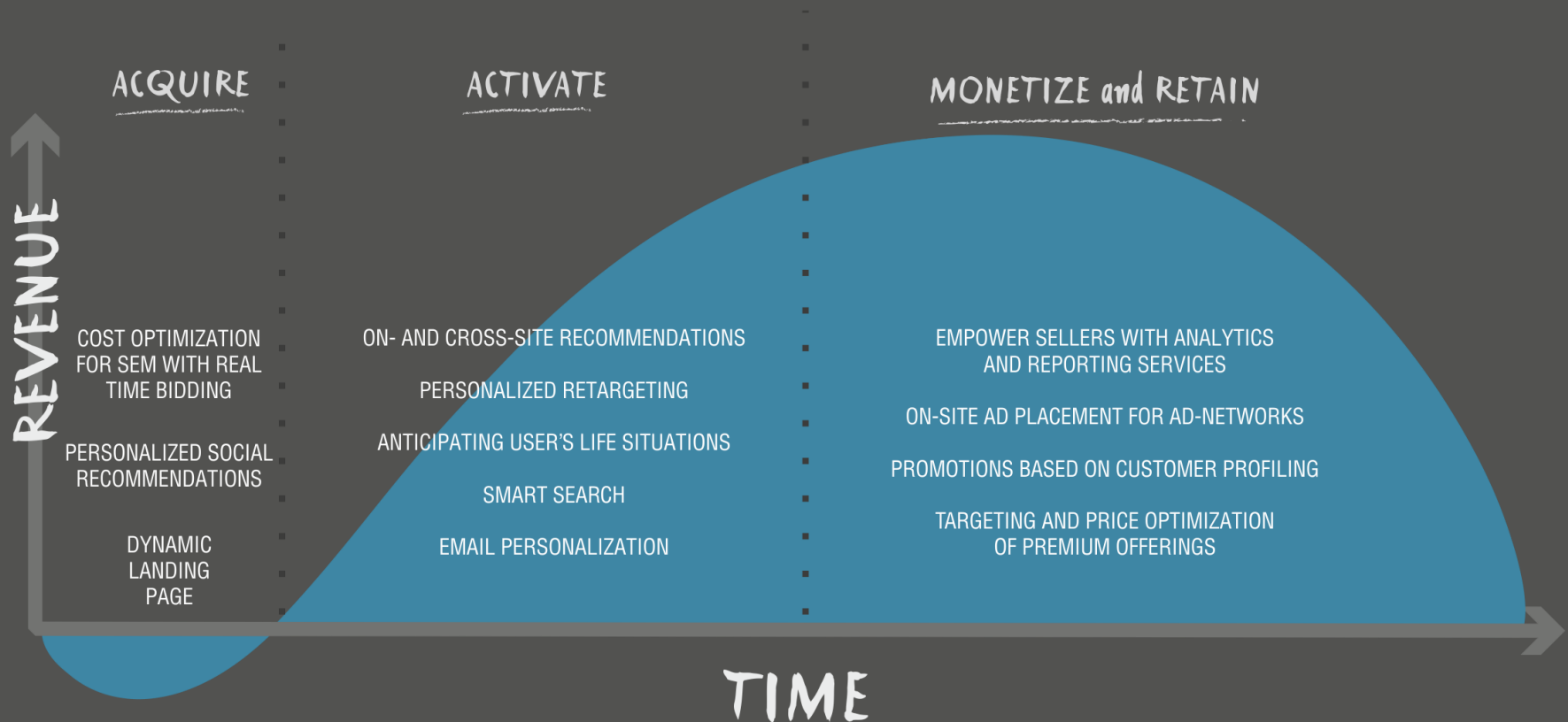


Key Performance Indicators			A.com	B.com	C.com	
CTR on	Ad Detail Page	→	16%	8%	14%	
	Result Page	→	12%	N/A	7%	
	After Ad Reply box	→	N/A	16%	16%	
	Zero Results Page	→	14%	N/A	N/A	
Increase in	CTR on Ad Detail Page	→	368%	235%	N/A	
	CTR on After Ad Reply box	→	N/A	320%	N/A	
	Ad Detail PV/EV	→	16% - 18%	8%	18%	
	Total PV/EV	→	3%	2.5% - 3%	1% - 1.5%	
	Time Spent on Site	→	3%	N/A	N/A	
	Ad Replies	Total		N/A	7%	15%
		"jobs" only		N/A	N/A	25%
Proportion of Ad Replies that go through Gravity recommendation boxes		→	N/A	8%	15%	

THE CLASSIFIED LIFECYCLE DIFFERENT STAGES WITH DIFFERENT GOALS



EXTENSION OPPORTUNITIES TO ASSIST THE LIFECYCLE STAGES



Boost Visitor Engagement

with the winner of ICMA Innovation Award 2012

Ad
Replies

Ad Detail
Page Views
per Visit

CTR

10%

18%

368%

NEXT STEPS



Contact us to discuss how you will benefit from RECO:

sales@gravityrd.com

Or call +36 (1) 799 5260

+1 (408) 351 3400 (PST)

+1 (203) 794 4384 (EST)

+1 (845) 664 3157 (EST)

Let's set up a demo: experience RECO live!





BACKUP SLIDES

OUR CLIENTS

Results: Social Shopping



www.bonuszbrigad.com

Industry: daily deals/social shopping



11.37%

Revenue increase using RECO onsite



11% Revenue increase in newsletters using RECO

The screenshot shows the website interface for 'Bónusz Brigád' in Budapest. The main product is a tactical training course titled '25.700 Ft helyett 9.900 Ft: „Zombik a lakásban” - 80 lövés a Gemini Lőtér taktikai házában Glock 17-tel, MP5-tel, vagy Colt M4-gyel'. The price is highlighted as 9.900 Ft, with a 61% discount from the original 25.700 Ft. A countdown timer shows 07:35:30 remaining. A 'MEGVESEM' button is visible. Below the product image, there is a list of bullet points describing the course content, including tactical shooting, Glock 17, Sig Sauer 522, and MP5 training. A 'Bónusz beváltható' section specifies the validity period from December 14, 2012, to February 28, 2013. The website also features a sidebar with promotional banners for 'BRIGÁD BÓNUSZ', 'MIT VEGYEK KARÁCSONYRA?', and 'Gastro-Card Érték Kártya'.

Personalization success at Ivi



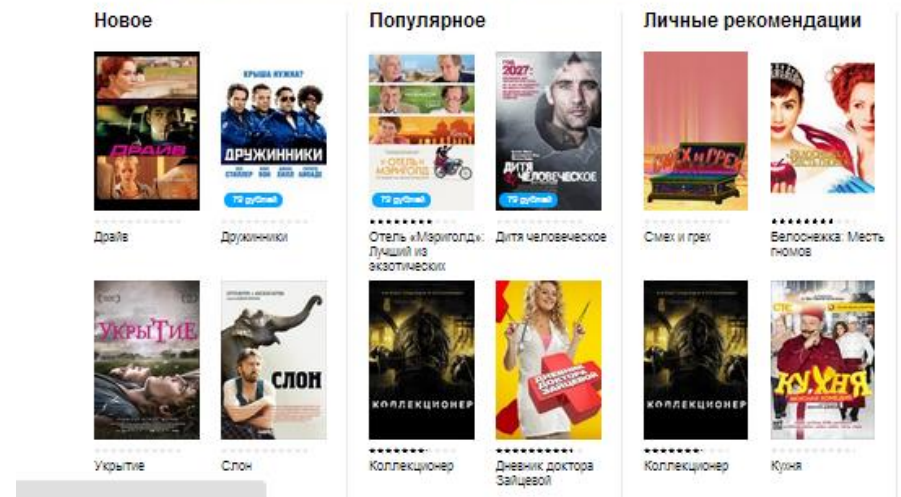
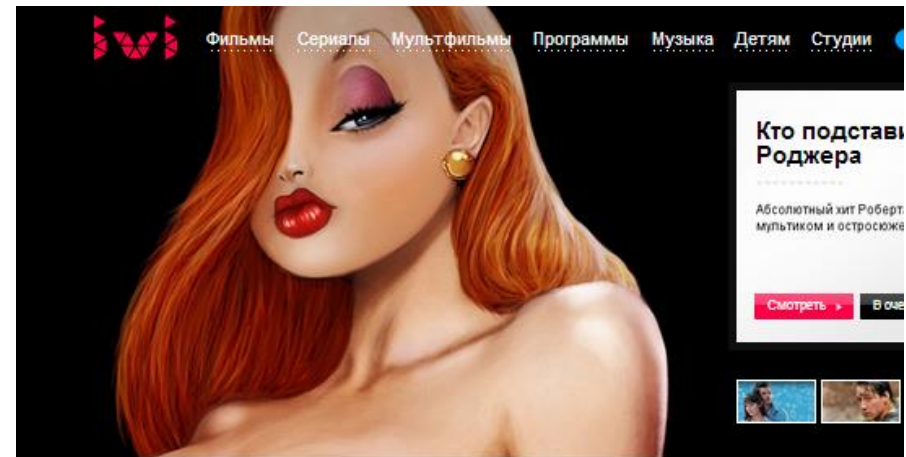
www.ivi.ru

Industry: Online Video
Streaming Largest Hulu-type
Russian website with over 20M+
unique visitors.

Russian-language interface with
cyrillic characters



300% Increase in
Main Page and Item
Page CTR



Personalization success at GRANDDO



Industry: e-commerce
Member of Allegro Media Group
Newest online retail shop
with 1M products



7% Income coming through RECO



7% Item Page CTR thanks to RECO

The screenshot shows the Granddo online store interface. At the top, there's a navigation bar with the Granddo logo, a search bar containing 'cipő', and links for 'KATEGÓRIÁK', 'REGISZTRÁCIÓ', and 'BEJELENÉSEZ'. Below the search bar, there are social media icons and a shopping cart icon showing '0 DB'. The main content area displays search results for 'cipő' with 6104 results. A sidebar on the left offers filters for 'NÉZET', 'MEGJELENÍTVE', 'RENDEZÉS', and 'LAKÓHELY SZERINT'. The main grid shows several shoe products with their names, prices, and discount percentages. For example, 'Puma Future Cat M1 Big cipő' is discounted by 38% and priced at 15,900 Ft. Other products include 'The North Face Snowstrike férfi bakancs', 'Puma Ferrari Driving Power Light SF cipő', 'Aku Engadina férfi cipő', 'Lee Cooper Collar férfi bakancs', 'Lonsdale Cyclone Férfi Box Cipő', 'Tapout Military férfi bakancs', and 'Kangol Tucson férfi bakancs'. Each product listing includes a small image, the product name, a brief description, and a 'MEGNEZEM' button.



Personalization success at RANDIVONAL

Randivonal  www.randivonal.com

Industry: online dating site with 1M registered users.

Member of Holtzbrinck Group



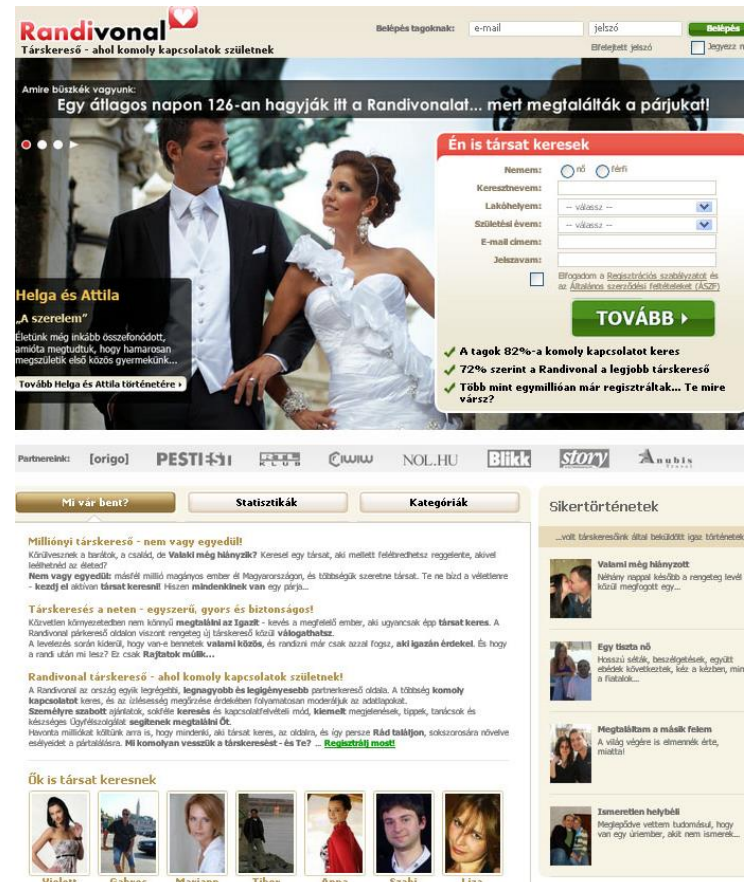
143% Banner CTR



2.5x More conversations between people



25% Premium Subscriptions



The screenshot shows the Randivonal website interface. At the top, there's a search bar with fields for 'Beépítés tagoknak', 'e-mail', and 'jelszó'. Below this is a banner for 'Egy átlagos napon 126-an hagyják itt a Randivonalat... mert megtalálták a párjukat!'. A featured couple, Helga és Attila, is shown with the text '„A szerelem”'. To the right, there's a search form titled 'Én is társat keresek' with fields for 'Nemem:' (radio buttons for 'nő' and 'férfi'), 'Keresetneve:', 'Lakóhelyem:', 'Szálléktól évesem:', and 'E-mail címem:'. Below the search form is a 'TOVÁBB >' button. At the bottom of the search form, there are statistics: '✓ A tagok 82%-a komoly kapcsolatot keres', '✓ 72% szerint a Randivonal a legjobb társkereső', and '✓ Több mint egymillióan már regisztráltak... Te mire vársz?'. The footer includes partner logos like [origo], PESTI-ÉRTÉK, CROWD, NOL.HU, Blikk, story, and A HUBIS. There are also navigation tabs for 'Mi vár bent?', 'Statistikák', and 'Kategoriók', and a 'Sikertörténetek' section with several small images and text snippets.