

Dynamic Personalization of a Classified Ads Site to Boost User Engagement

using a recommendation system

ICMA Classified Media Innovation Award,
10/02/2012

Schibsted Classified Media Hungary Kft., Hungary, Budapest – www.jofogas.hu

Gravity R&D Kft., Hungary, Budapest – www.gravityrd.com

Contact person: Laszlo Budai Product Manager, email: laszlo.budai@schibsted.hu phone: +36 30 4604059

Contact person: Balazs Nedli Business Development Manager, email: nedli@gravityrd.com phone: +36 70 2025828

Team: Zoltan Peresztegi, Laszlo Budai , Gyorgy Dozsa, Balazs Nedli

Executive Summary

To improve website efficiency and enhance user experience, Jofogás.hu wanted to personalize the site by showing relevant content to each and every visitor.

To achieve these goals, *Jófogás* and *Gravity – Rock Solid Recommendations* jointly developed a new recommendation system which **learns the visitors' taste in real time and displays the most interesting content** to them.

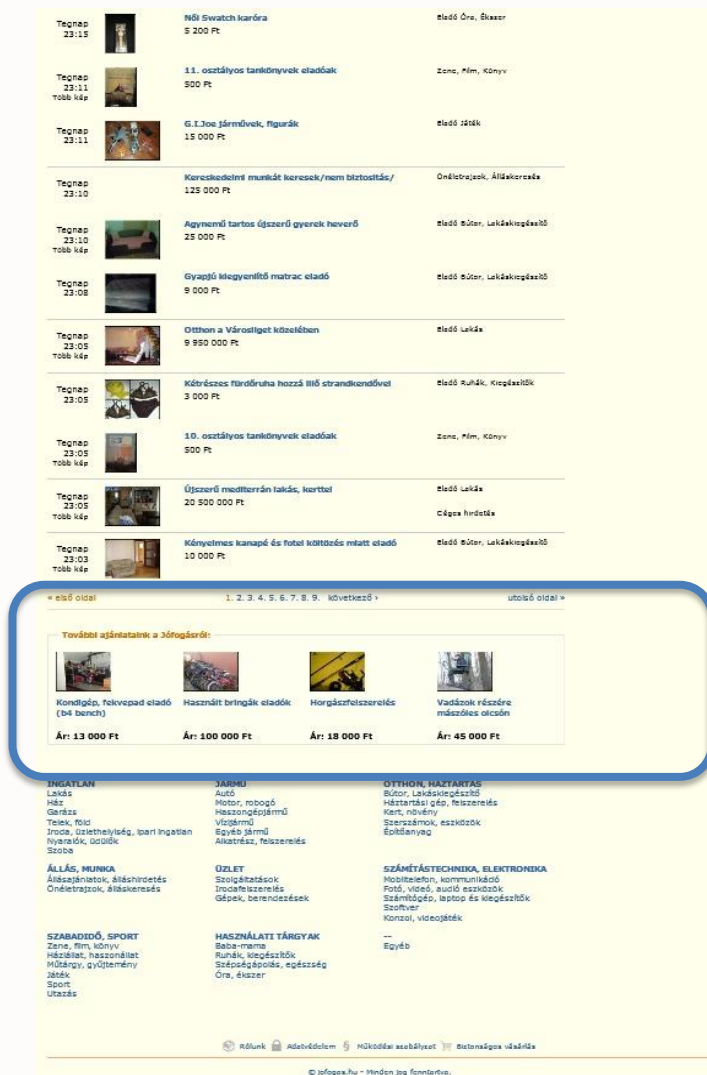
The expectation was to generate a content discovery effect and ease navigation.

Results

Significant and sustainable improvement has been achieved in efficiency and user experience:

- Ad (item) page views/visit: **10.57% increase**;
- Improvement by self learning: at launch, 19.8% of visitors clicked on recommended ads - 2.5 months later, accuracy of recommendations increased by 75%; **35% of visitors** now click on a recommended ad;
- number of contact requests among users (visitors and advertisers) – has risen by **over 33%**

Recommendations appear



The screenshot shows the jófogás.hu homepage with a list of products and a recommendation section. The products listed include:

- Női Swatch karóra: 5 200 Ft
- 11. osztályos tankönyvek eladók: 500 Ft
- G.I.Joe járművek, figurák: 15 000 Ft
- Kereskedelmi munkát keresek/nem biztosítok: 125 000 Ft
- Agynemő tartós újszerű gyerek henger: 28 000 Ft
- Gyapjú kiegészítő matrac eladó: 9 000 Ft
- Ottom a Városliget kertészen: 9 950 000 Ft
- Kétféle fűrésztárolóhoz 100 strandkendővel: 3 000 Ft
- 10. osztályos tankönyvek eladók: 500 Ft
- Újszerű mediterrán lakás, kerttel: 20 500 000 Ft
- Kényelmes kanapé és fotel kávézó miatt eladó: 10 000 Ft

The recommendation section, titled "További ajánlatunk a jófogásán", shows four items:

- Kondipád, fekvőpad eladó (b4 bench): Ár: 13 000 Ft
- Használt bringák eladók: Ár: 100 000 Ft
- Horgászszerszerek: Ár: 18 000 Ft
- Vadászok részére mészölés olcsón: Ár: 45 000 Ft

At the bottom, there are categories like INGATLAN, JÁRMŰ, OTTHON, HÁZTARTÁS, SZÁMÍTÁSTECHNIKA, ELEKTRONIKA, SZABADIDŐ, SPORT, and HASZNÁLATI TÁRGYAK.



The screenshot shows a grid of recommended items on the jófogás.hu website. The items are:

- Arnold Maxx GYM kondipád: Ár: 60 000 Ft
- Reizer nyereg eladó: Ár: 70 000 Ft
- Angel győrtényi etetőhajó eladó: Ár: 75 000 Ft
- Spinning bicikli olcsón: Ár: 45 000 Ft
- Fekvenyomó pad(kombinált): Ár: 130 000 Ft
- BMX kerékpár, nagyon jó állapotban eladó: Ár: 38 000 Ft

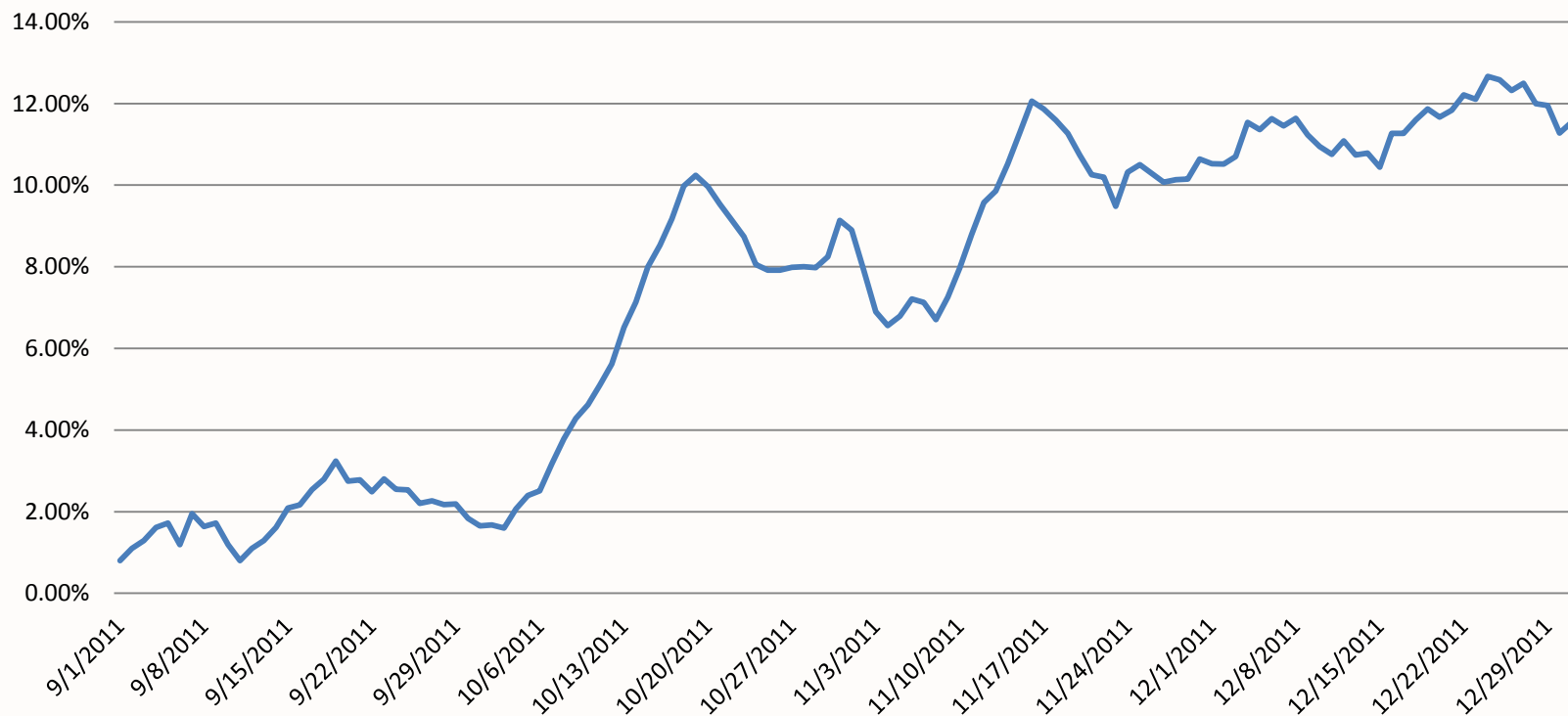
Item2Item recommendation logic: the ad's profile will be matched to the profile model of available ads

Personalized recommendation logic: the visitor's profile will be matched to the profile model of available ads

www.jofogas.hu/budapest
www.gravityrd.com

Higher User Engagement

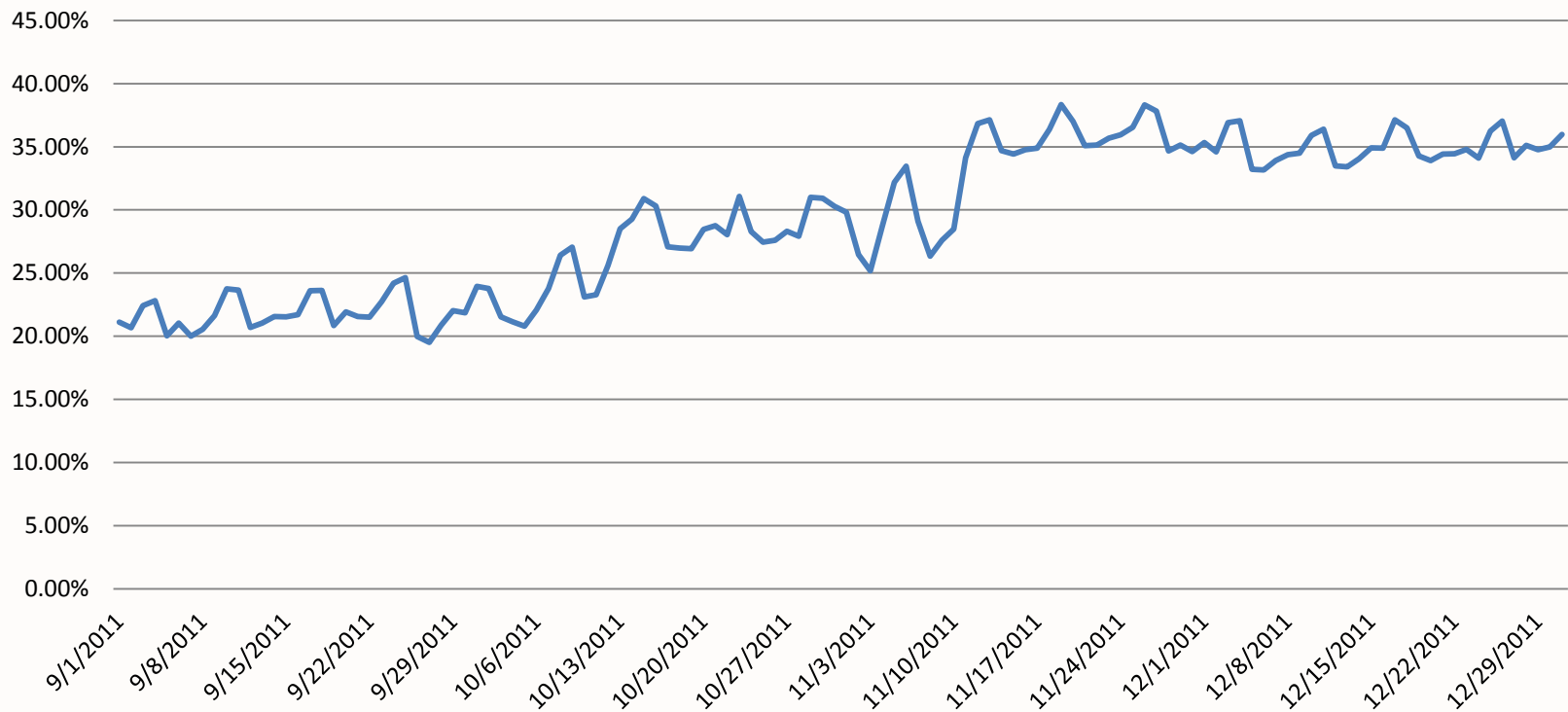
Ad Detail Views Improvement (weekly moving average)



Figures show weekly moving average of Ad Detail views per user among those exposed to personalized recommendations, in comparison to visitors who weren't, in an A/B test

Accuracy improved by 75%

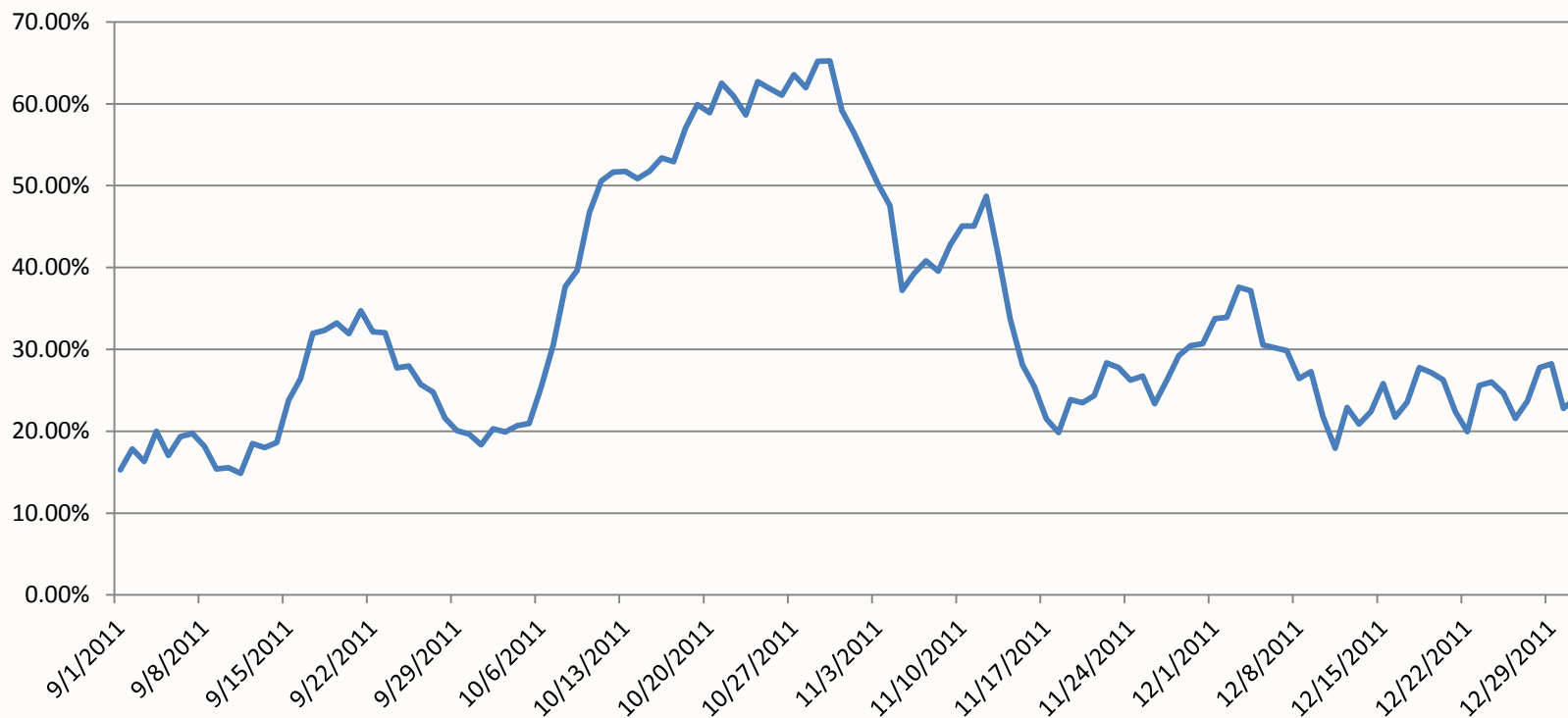
Percentage of site visitors clicking on recommendations



Self learning system - figures show the percentage of all website visitors who clicked on a personally recommended ad on any page of the site

33.7% Increase of Contacts

Increase in the Visitor-to-Advertiser contact requests



Figures showing increase of contact requests among visitors exposed to personalized recommendations in comparison to users who weren't, in an A/B test