

AUTOMATIC CATEGORY RECOMMENDATION

*Automatic category recommendation at **Agroinform.com** Improved ad posting process
by automatic category selection.*

Case Study

Summary

Agroinform.com is leading agriculture classifieds in Hungary. They used to have a „regular“ ad posting process, where users had to choose from a category list. Agroinform needed to change the process to automatic category recommendation during the post ads process.

They desired to change the process of ad posting to improve user experience through reducing the number of fields and place the ad in a right category. Slamby helped Agroinform to automatically categorize the incoming ads. During the ad posting process, when users fill the ad's title and description field, Slamby automatically shows the top three best categories among the ~440 categories, where the ad can perfectly fit.

The Problem

Agroinform is an agriculture specialized classified and it had a lot of complex categories. In most of the cases users can't choose the right category during the posting ads. Agroinform had ~440 categories, hard to choose the right categories and the process is complex for the user.

Because of this complex structure, users frequently misplacing their ads in the wrong category and had difficulties finding the perfectly fitting one. Typically, users needed to list all categories and select the best one coming closest to their needs. It was usually a time-consuming process and requiring its own logic. On other hand, its giving more work more work to the moderators to check the ads' categories.

Manual category selection is generally having two major effects:

- Slower the ad posting process resulting in low user satisfaction.
- High chance of misplace the ad in wrong categories, which gave plenty of work to the moderators.

Slamby as a Solution

Slamby has an innovative solution build for classifieds. There are four main USP: **Category Recommendation, Automated moderation, Search filtering and Re-Categorization.**

Agroinform preferred Slamby to provide better experiences for their users during the ad posting process and to decrease the moderation workforce as well. The category recommendation, is able to categorize all incoming ads, when the user types in the title and the description of the ad. It reads these pieces of textual information (or even only one of them), and it is able to decide, into which category the ad fits best. Slamby shows recommended categories to the user, and also user has chance to change the category as well.

How Did Slamby Solve the problem?

Slamby service an intelligent and language-independent automatic categorization solution. For integration, Slamby provided the API based dedicated server for hosting and imported the database from Agroinform server. Server is located close to close to Agroinform server to improve the response time.

Then Slamby started the training process (took couple of hours) to learn the category tree and ads belonging to the categories. Based on this knowledge, just like a human, Slamby is read and understand all the ads and learned which ads should into which category through reading the ad's title and description. Secured API is used for the interface.

Results

In few days Agroinform was integrated with Slamby service. After our service the ad posting process became faster and accurate. Since 2015 till now Agroinform using the Slamby service. Now the ad posting process is faster, user placing the ad into right category and it influence the high user satisfaction.