Publication
Release

Proprietary Recommendation Tech enabling increased engagement

Enabling increased connections and conversations with proprietary recommendation tech

Proprietary recommendation tech

Major shift in how individuals are looking for meaningful and indepth connections and conversations are primarily dependent on pillars like expression and exploration.

Connections and Experiences go hand in hand.
While recommending appropriate profiles is one of the core quotients of wins for Relationship tech platforms,
determining core variables and their use-cases is very important for building outcome oriented recommendation tech platform

Increasing connections and conversations

With 5x improved engagement alongwith prolific spike in connection requests, this paper brings forth two major innovations that showcased how interest and hobby based model is primary lever for indepth and meaningful connections.