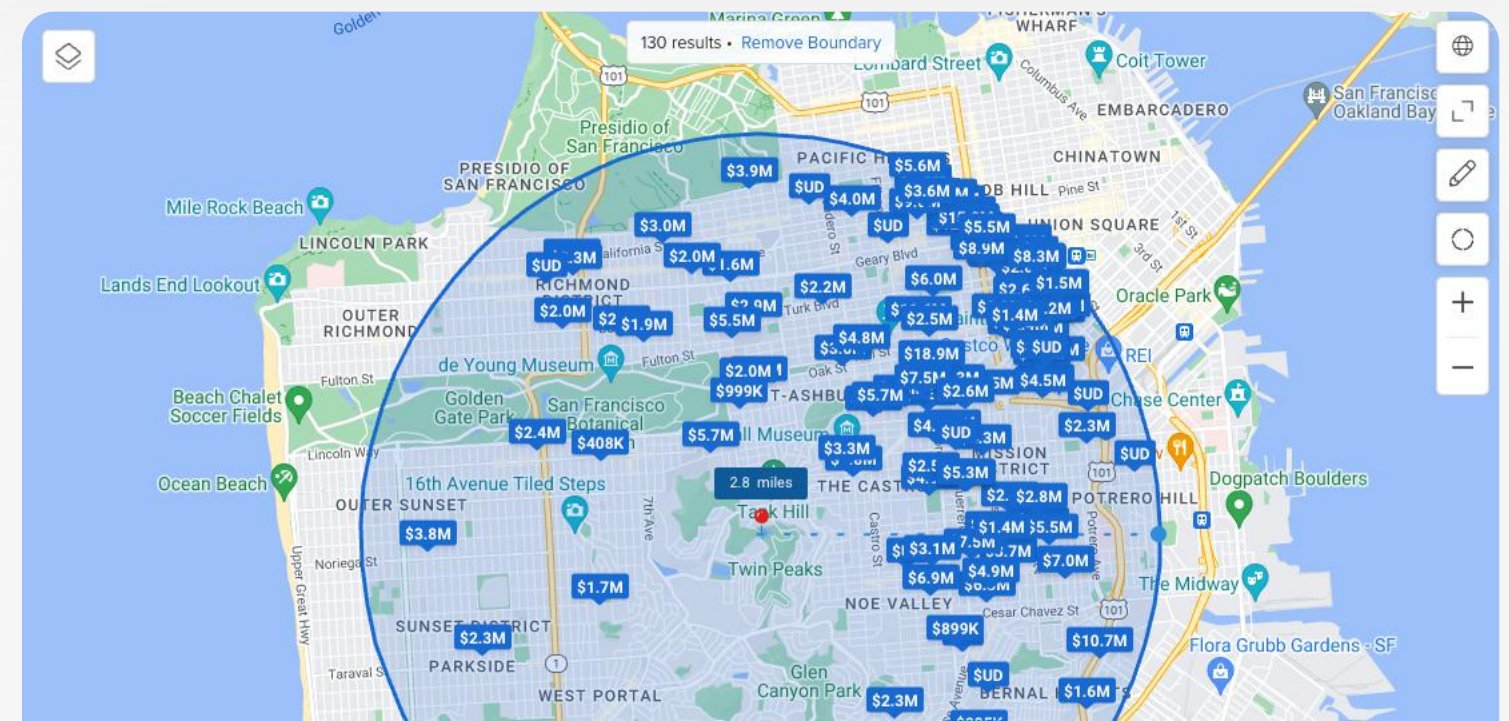
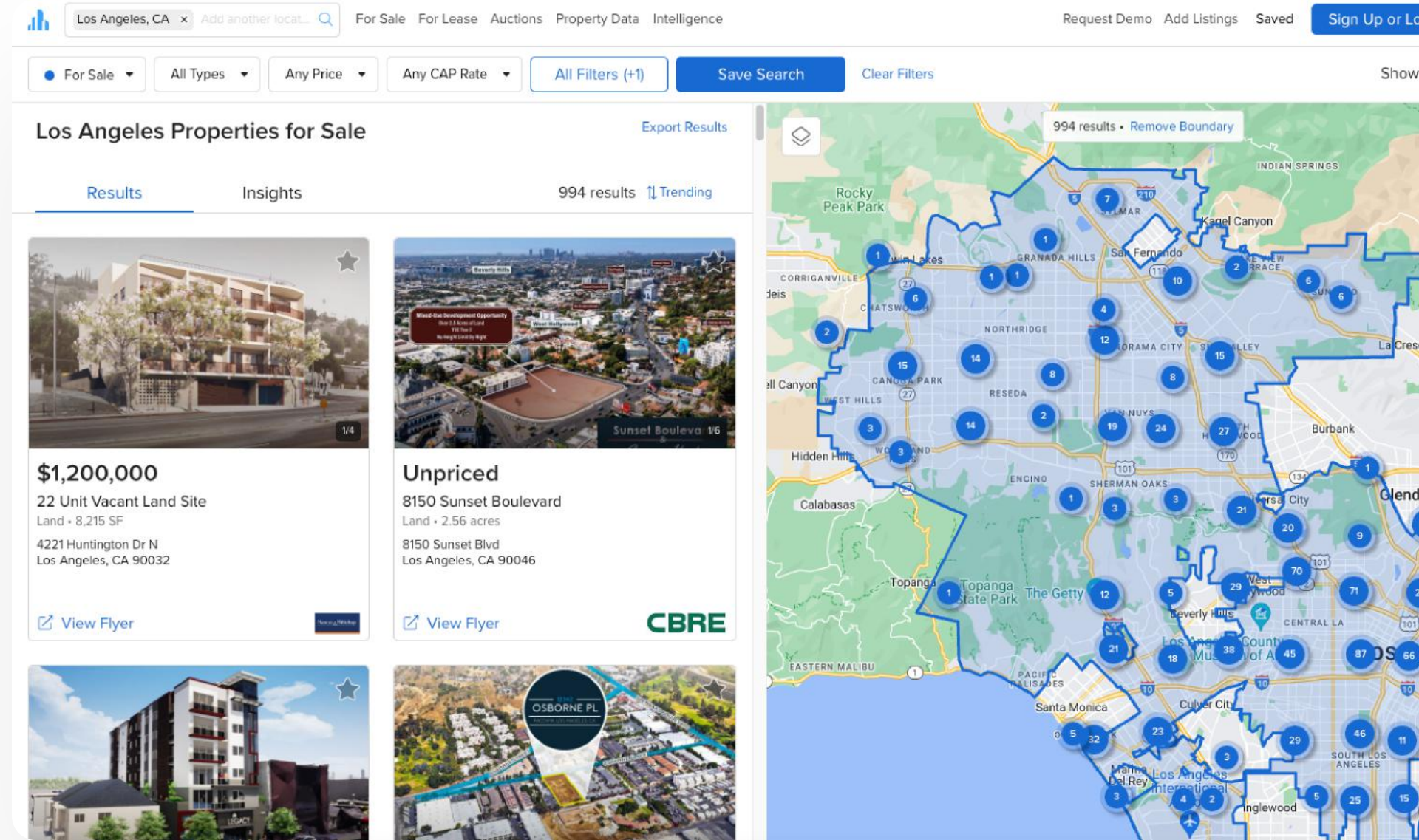


Crexi Success Story with Recombee

Personalized Listings for the Fastest-Growing Commercial Real Estate Marketplace

Real Estate Product Recommendations



Recombee & Crexi Partnership

Crexi is a **leading technology platform** streamlining the commercial real estate transaction process by connecting buyers, sellers, brokers, and tenants.

It offers a **centralized marketplace** for property listings, deal management, data analysis, and marketing, **improving efficiency** and facilitating data-driven **decision-making in the industry**.

Recombee **improved** Crexi's platform **on multiple touchpoints** through personalized property suggestions, emailing campaigns, and sophisticated search results **improving** overall **user experience and customer satisfaction**.

+40%

In buy actions from the recommended properties

+10%

In buy actions from the search results

+178%

In CTOR from the personalized emails

About Crexi

Commercial Real Estate Exchange, Inc. (Crexi) is revolutionizing how commercial real estate professionals transact by **accelerating deal velocity** and **democratizing access to properties** and industry data.

The marketplace has been **transforming the industry since 2015**, creating a hub for stakeholders to market, analyze, and trade commercial property.

With **millions of users** and **over 400,000 active commercial listings**, Crexi is the **fastest-growing** commercial real estate marketplace in the world.

CREXI 

Situation

The growing user base of buyers, brokers, and tenants

- 20,000,000+ active users

The growing inventory of commercial properties

- 316,000+ spaces for **lease**
- 165,000+ properties for **sale**

Increasing competition & need for differentiation

Requirements

The capability of handling a large volume of attributes, users, and interactions, ensuring a seamless experience as the platform grows.

Adaptability to users' changing preferences and behaviors in real-time.

Matching users to the most relevant properties/spaces using their site activity.

Ability to integrate and process diverse data sources.

A complex and diverse ensemble of incrementally-trained recommendation models to **satisfy both the buyers and sellers.**

Collaborative Filtering

Content-Based models

Utilizing the latest deep-learning approaches

Reinforcement Learning (Contextual Bandits)

Development of multiple **ReQL geographical functions** to exactly match Crexi's product vision and expectations for search behavior.

Geographical Points, Polygons, and Radii

Geographical Containment

Optimization for multiple diverse “buy actions” including

“Contact Broker”

“Submit an Offer”

“Download OM*”

“Request Due Diligence”

and others.

*Offering memorandum is a key legal document used in the private placement of commercial real estate.

“Similar Properties/Spaces”

Product recommendations

An **automatically curated list of similar listings** that closely match the currently shown property and user’s requirements.

By leveraging **advanced machine learning algorithms**, the system analyzes various data points, such as location, property type, price range, etc. to provide precise recommendations.

Similar Properties

[See More](#)



\$2,545,000

43,532 SF Development Site l...
29 Units By-Right or Up to 45 Units w...
12342 Osborne Pl
Los Angeles, CA 91331

[View OM](#)



Unpriced

164 Unit RTI 100% Afford. Proj...
Ready-to-Issue. 164 Units + 12 Possibl...
12534 San Fernando Rd
Los Angeles, CA 91342

[View OM](#)



Unpriced

DEVELOPMENT NEAR DOWN...
8 Units Development RTI
1326 S Mariposa Ave
Los Angeles, CA 90006

[View OM](#)



\$3,500,000

An 89-unit deve...
Land • 23,434 SF
8212 S Western Av...
Los Angeles, CA 90...

[View OM](#)

Similar Spaces



\$2.38/SF/MO

Prime Bar, Cafe Location
Prime Bar, Cafe Location
491 Potrero Ave
SF, CA 94110

[Request Info](#)

AVENUE 8

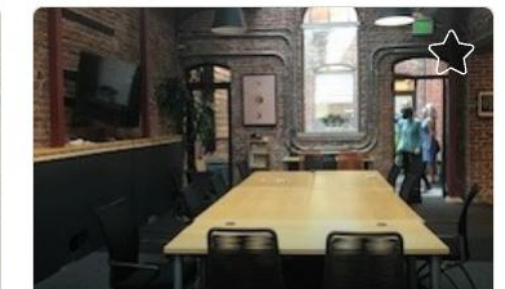


Undisclosed Rate

425 Mission Street
Retail
425 Mission St
San Francisco, CA 94105

[Request Info](#)

AVISON YOUNG



\$3/SF/MO

165 10th Street
Retail • 3 spaces available • 520 sq. ft...
165 10th St
SF, CA 94103

[Request Info](#)



Items to Item

Recommendation Type



crexi:similar

Recommendation Logic



40% uplift in buy actions

Result

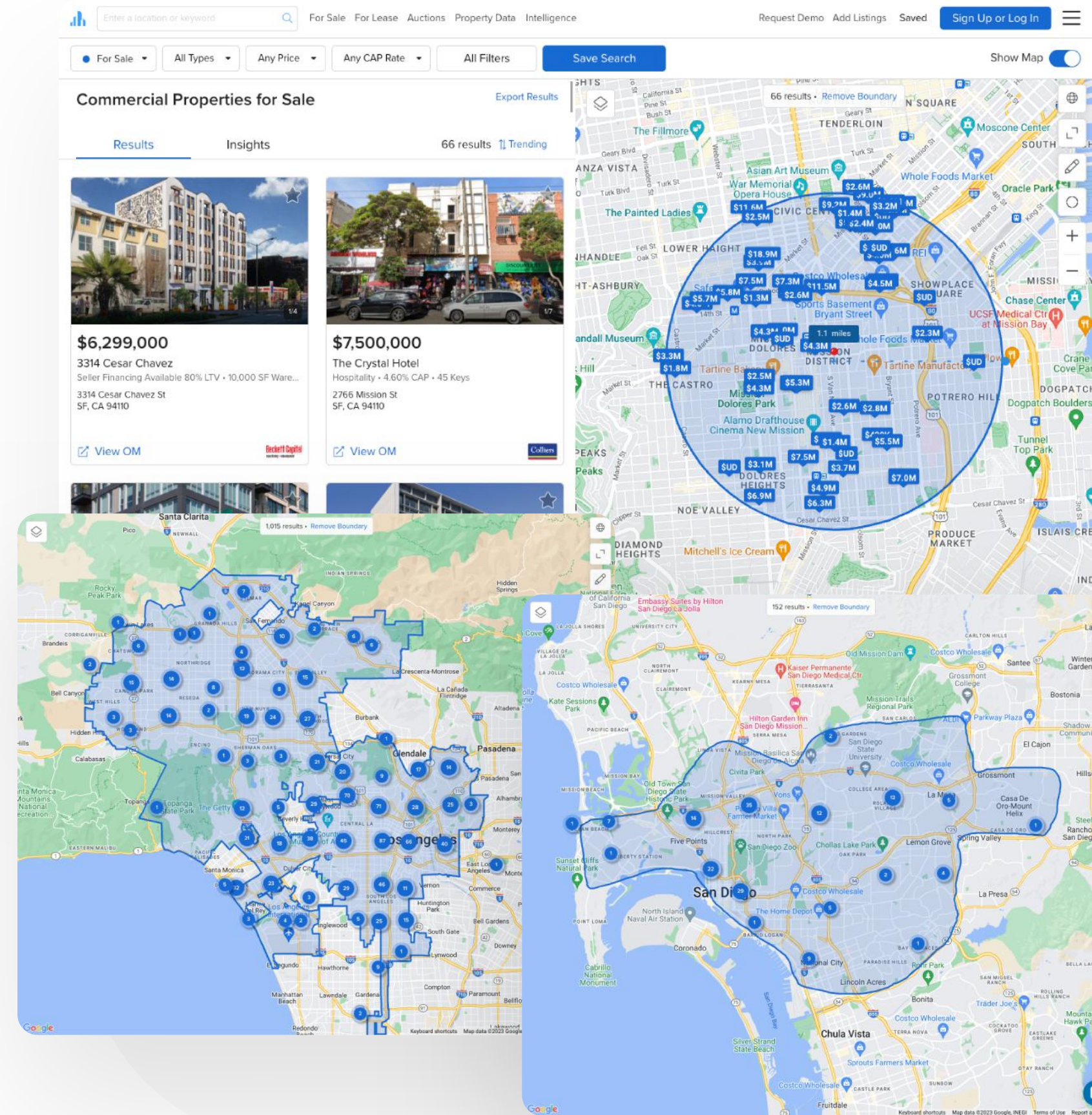
“Search Personalization”

Product recommendations

Recombee, when integrated with real-time filtering based on **arbitrarily created spherical polygons** represented by geographical coordinates, can provide personalized recommendations tailored to client’s preferences and requirements.

Every single movement of the map, zooming in or adjusting the filter, leads to a **completely new personalized list** of commercial properties.

This results in an enhanced user experience that combines precise search areas with dynamically generated, **relevant property suggestions**.



Items to User
Recommendation Type

crexi:search
Recommendation Logic

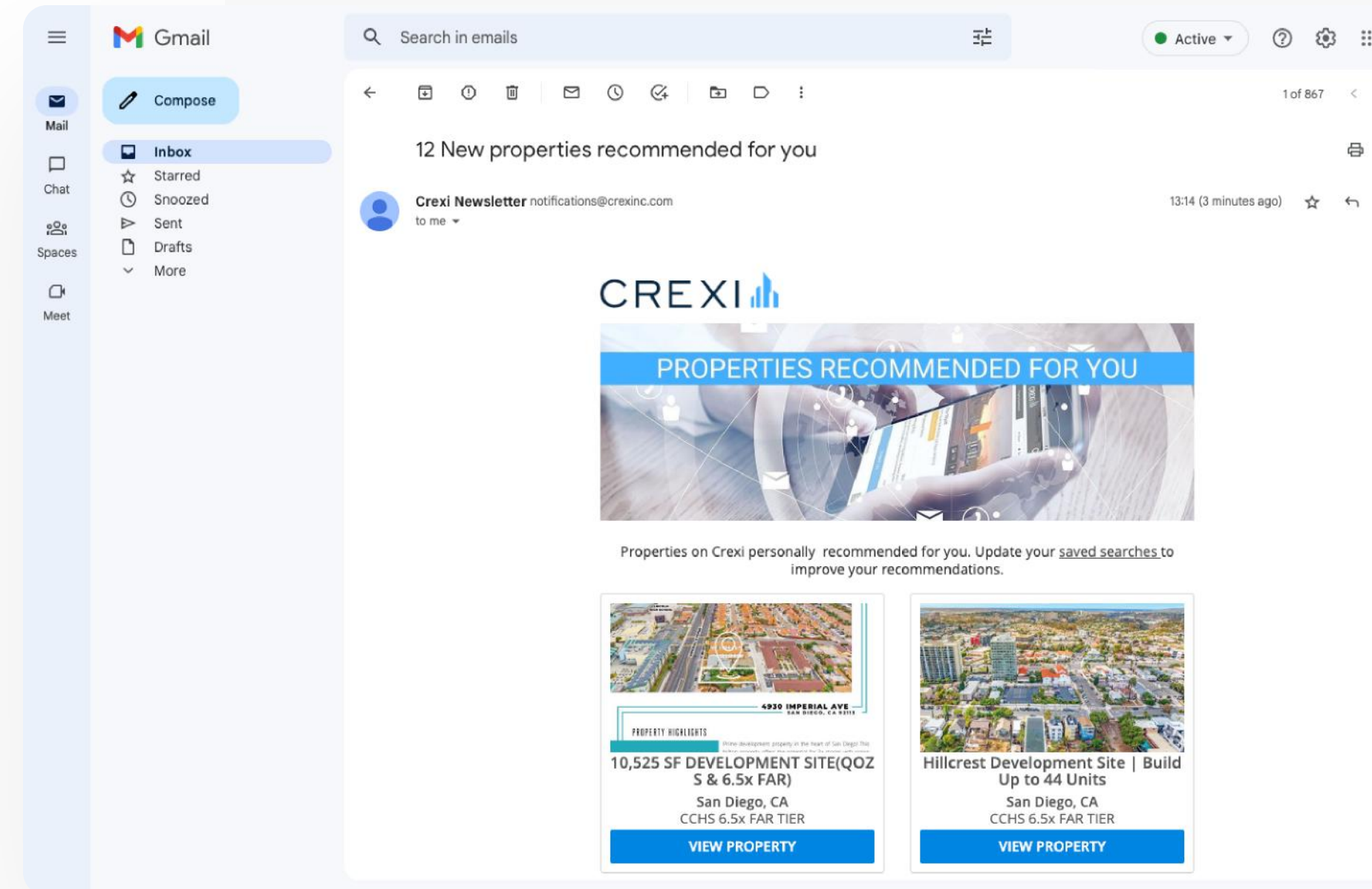
10% uplift in buy actions
Result

“Recommended Properties”

Content recommendations

Email marketing campaigns are an essential tool to reach out to prospective clients and maintain connections with existing ones.

Delivering a personalized, targeted list of properties and spaces that resonate with the recipient's needs by **utilizing customer data from the website**, such as preferences and search behavior.



Items to User
Recommendation Type

crexi:emailing
Recommendation Logic

178% increase in CTOR & 14% uplift in lease actions
Results

Results



Similar Properties Personalization

40% increase in buy actions from the recommended properties



Search Personalization

10% increase in buy actions from the search results



Emailing

178% increase in click-to-open rate (CTOR) from the personalized emails

14% increase in lease actions from users who received the personalized emails



“Our collaboration with Recombee has supported our platform's capabilities through its intelligent personalization algorithms and sophisticated search results. Our customers now receive highly relevant property recommendations that cater to their specific needs, with one notable email campaign seeing a 178% uplift in CTOR.

Their commitment to excellence is evident in the 40% increase in listing engagements on our platform, contributing to our growth in the competitive real estate market. The team at Recombee is responsive, professional, and puts in the effort to ensure that our unique business model is supported”

Larkin Magner, Director of Product Management at Crexi



"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Excellent **scalability, big data infrastructure**

Universal SaaS solution verified on **multiple verticals**

Real time machine learning

Simple and intuitive API + SDKs for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs



For more info contact
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