Content Recommendations in Personyze

AI-based content recommendations for websites, emails, and apps.

PERSONYZE

Why use Personyze recommendations?

Read more details on how to execute content recommendations here.

PROVEN POWER OF AI

The power of AI-based recommendations is proven by market research. Instantly leverage your existing site data, to provide a highly personalized and engaging online experience, for a guaranteed lift in performance.

SAVE ON DEVELOPMENT

Could you theoretically produce recommendations comparable to what Personyze provides, in-house? Yes, at many times the cost of simply using Personyze. It's a no-brainer, don't reinvent the wheel.

OPTIMIZE ACROSS CHANNELS

Personyze recommendations are for websites, emails, and apps.

Recommendations setup process

Note: Personyze must first be activated on your site. Installing Personyze involves a 5-minute or less copy/paste of our tag to your tag manager, and requires no dev work. Read how to do so here.

STEP 1

Preliminaries: required feeds and setup

STEP 2

Recommendation algorithm and design

STEP 3

Display setup and QA

PRODUCT/CONTENT FEED

For any recommendations to work, you'll need to have your feed uploaded/synced. This will usually be a part of your onboarding.
Read more here

INTERACTIONS TRACKING

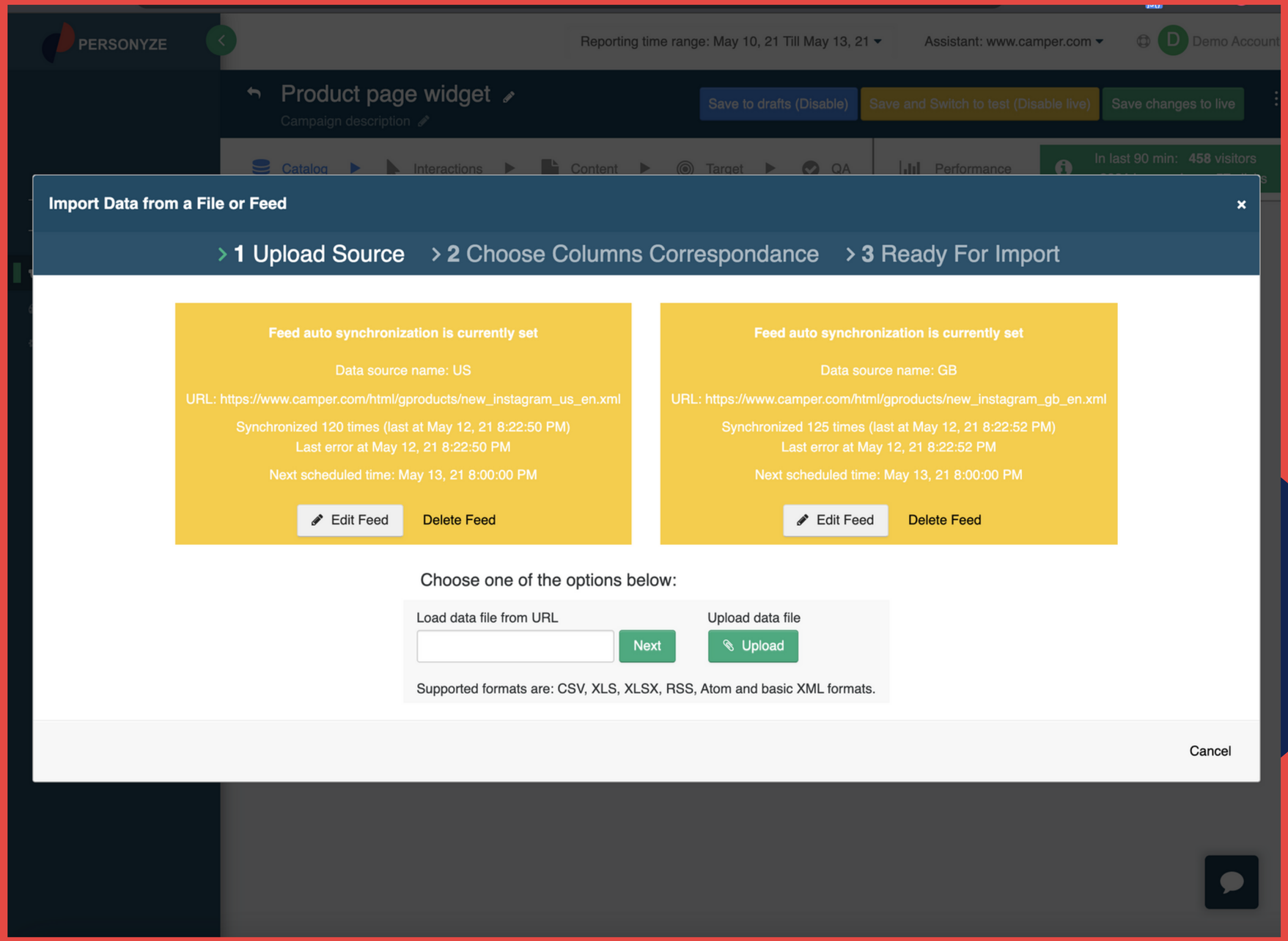
Personyze needs to be tracking the interactions that users are having with your products/content. This is standard onboarding setup.
Read more here

USER DATA

This is only relevant if you plan to filter your algorithms with CRM data. For instance, "Show most popular among users with CRM variable X."
Read more here

Step 1: Preliminaries

All these preliminary elements are standard onboarding, one-time setups usually handled by your account manager.



Step 1: Feed

Although this one-time setup can be handled by your account manager, if you want to upload or synchronize and map the feed yourself, it's fairly easy to do so in Personyze.

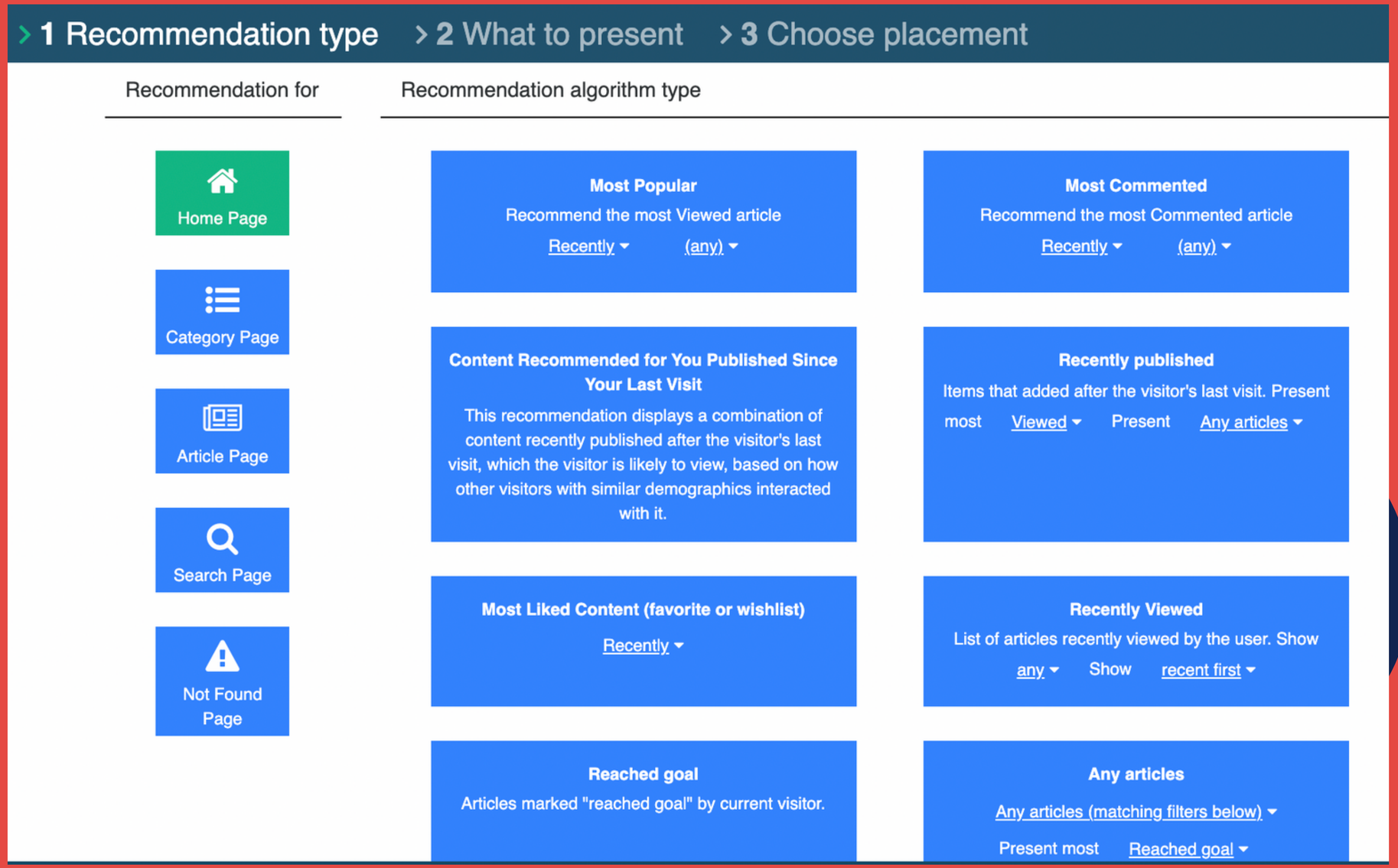
Simply add a feed, ideally a live feed that will update when content is added, and then tell Personyze how to know which columns are which, in the data.

Step 2: Algorithm

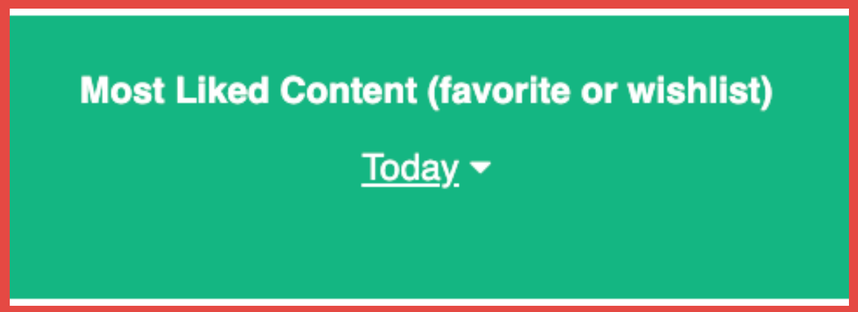
In the recommendation campaign wizard, after preliminary setup (skip if already done), you'll be directed to select the algorithm.

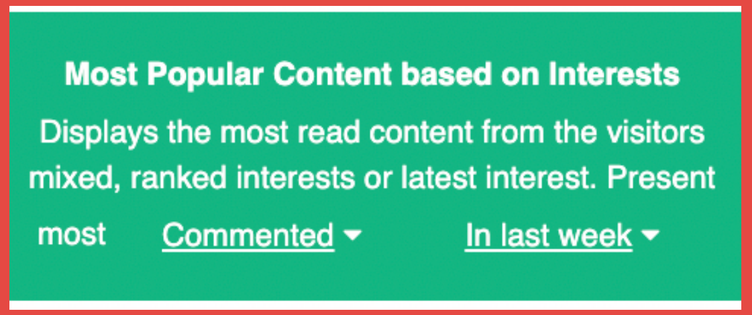
Read more about content algorithms here.

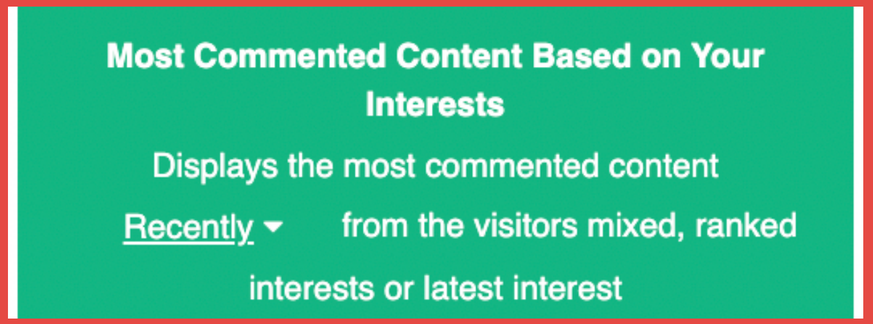
Personyze algorithms are categorized by the areas on the site they usually make sense for, on the left.

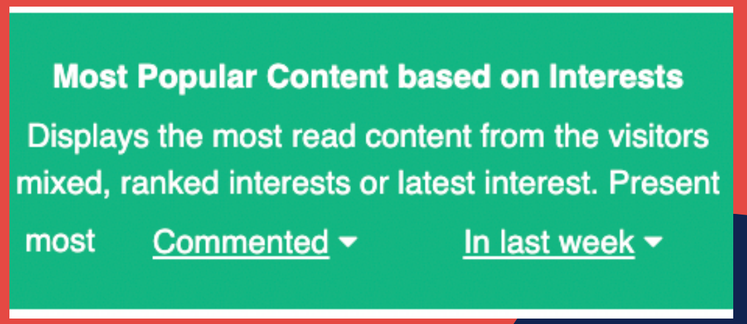


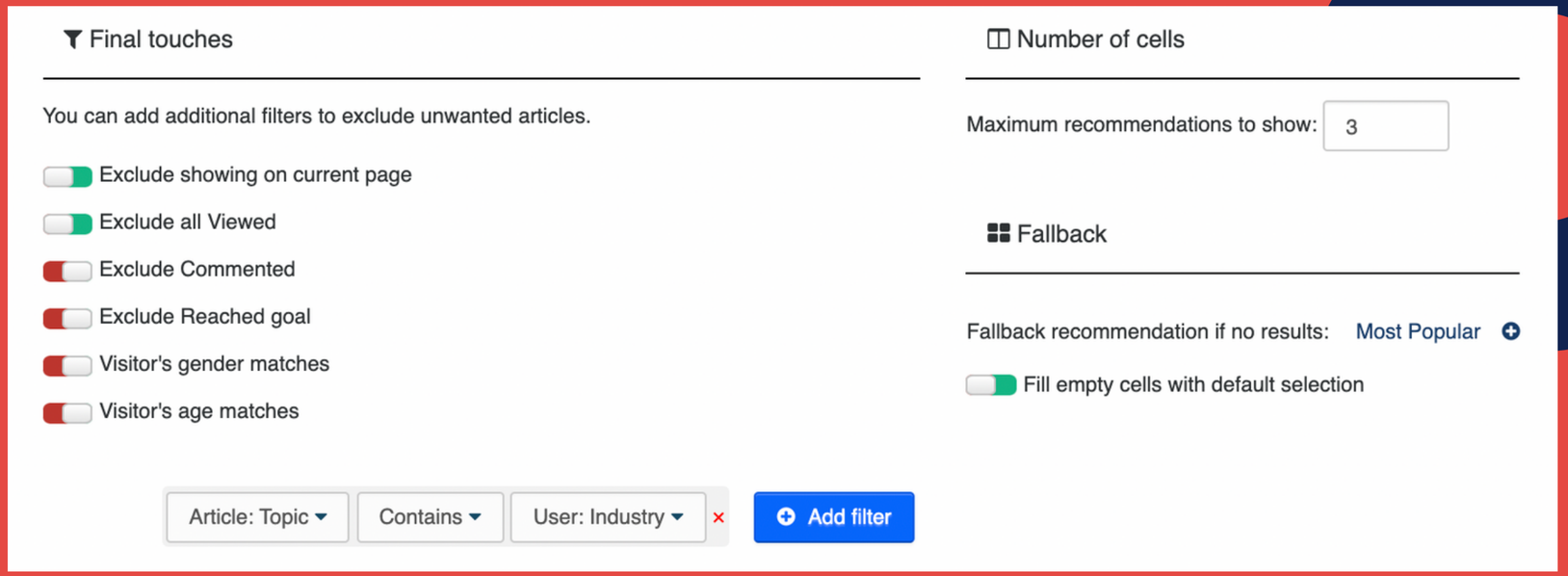
Step 2: Algorithm









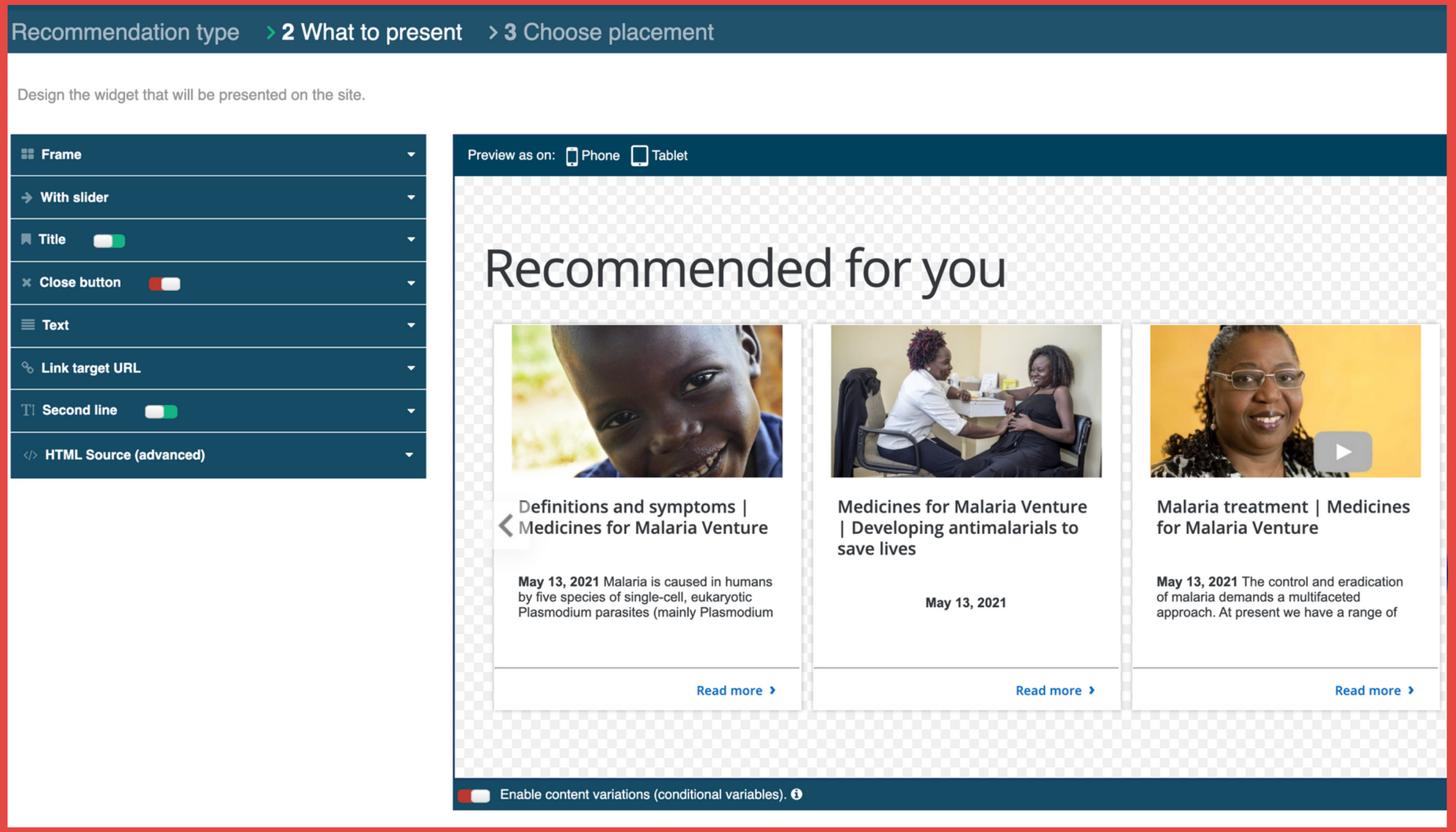


Some algorithms can be very complex, and some are incredibly simple and don't even require data, such as "Recently commented," and various filters which can be applied.

Some popular algorithms are:

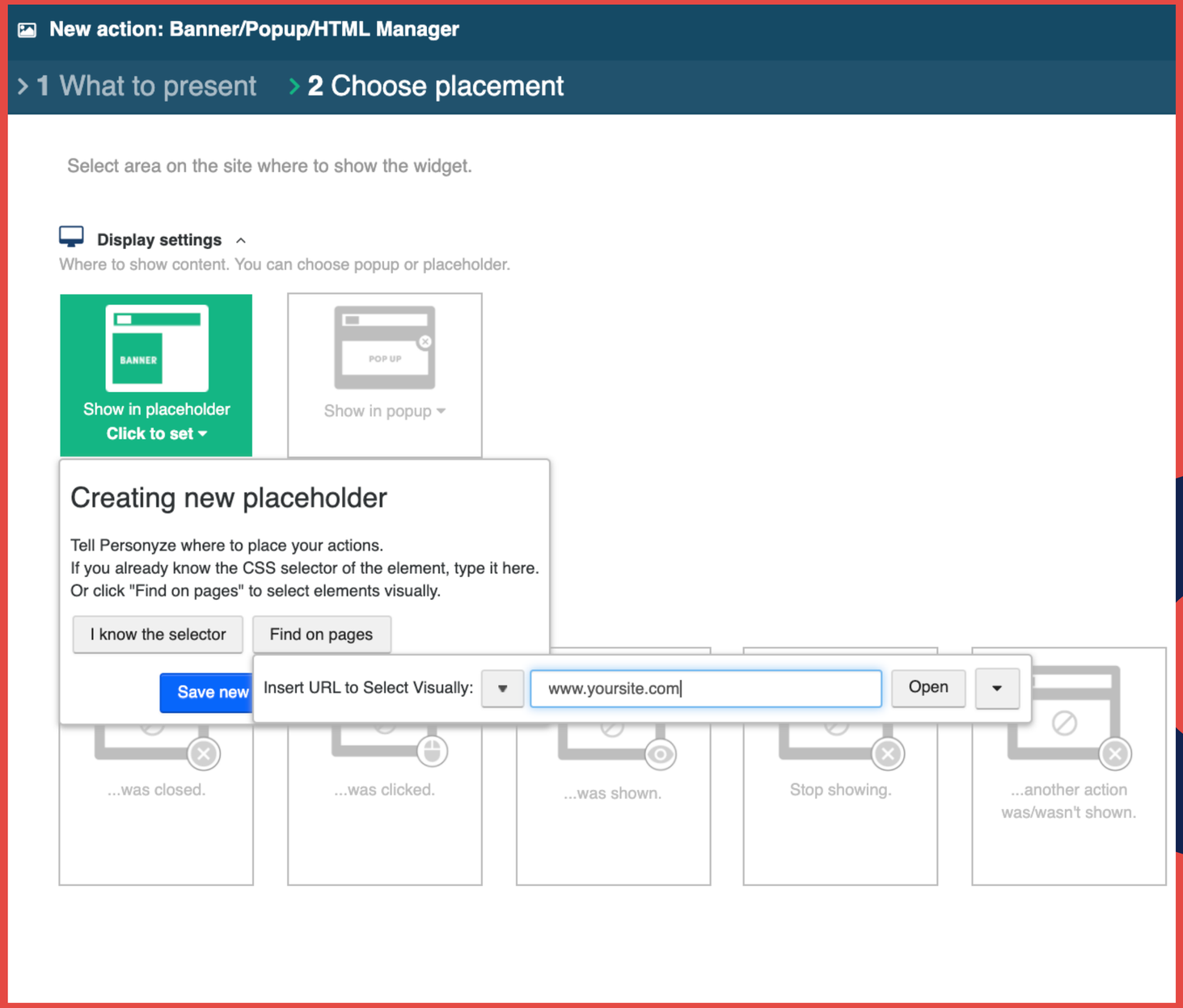
- Those who read this also read
- More from this category/author
- Contextual recommendations
- New content from your favorite author(s)
- Most popular content today/this week/all time
- Continue reading

Step 2: Design



Next, you'll be directed to select a Personyze design template or insert your own HTML, and then customize it.

Personyze's content editor allows you to customize every aspect of a recommendation display, and even inherit CSS properties from your site, or directly edit the HTML code.

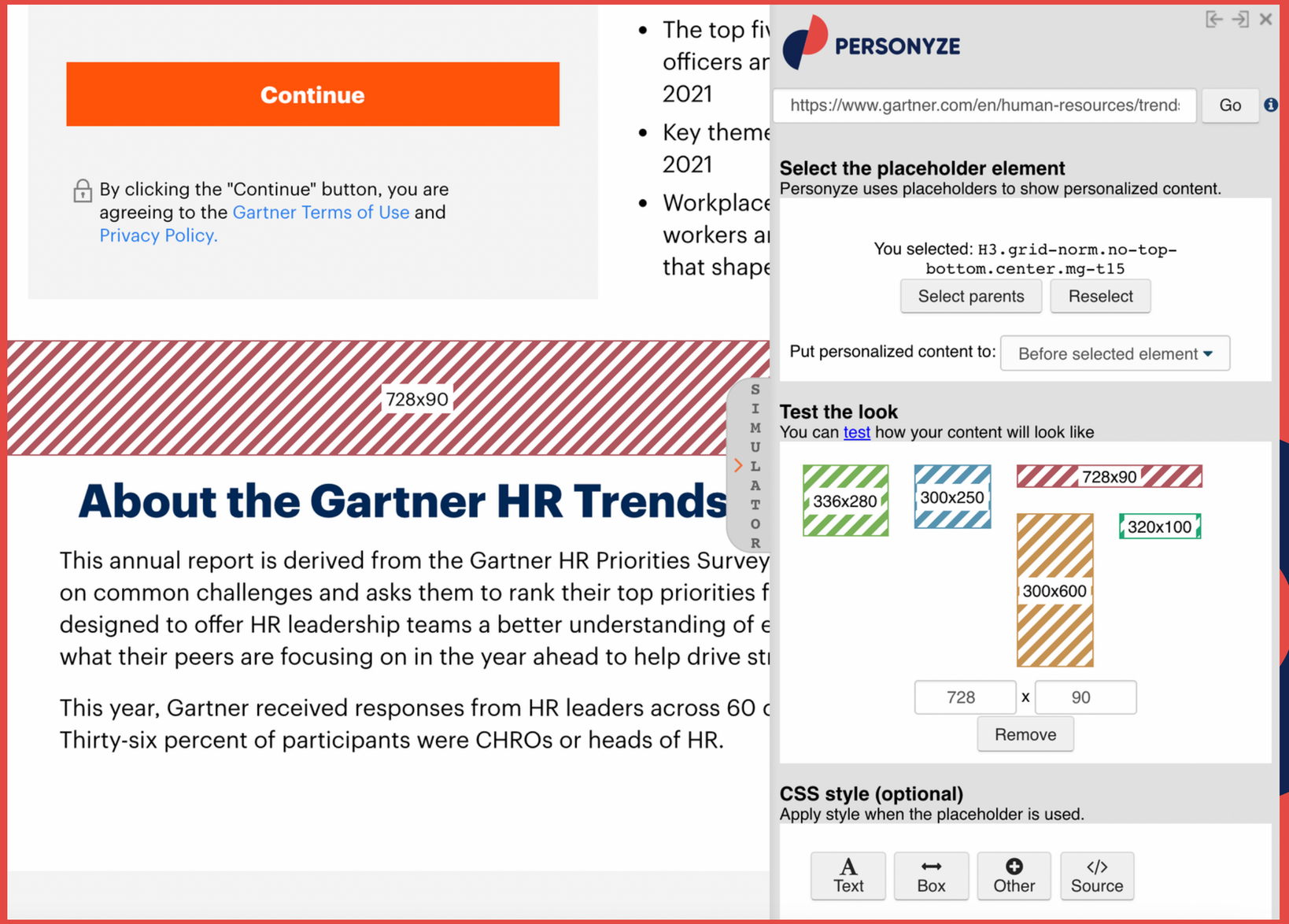


Step 3: Display

After algorithm and design have been set, it's time to set up the display. In the majority of cases, content recommendations will be set in a placeholder, or in other words embedded as part of the page, using Personyze's point-and-click placeholder selector.

In cases where you want to show recommendations as a popup, you simply select the popup option from the same screen.

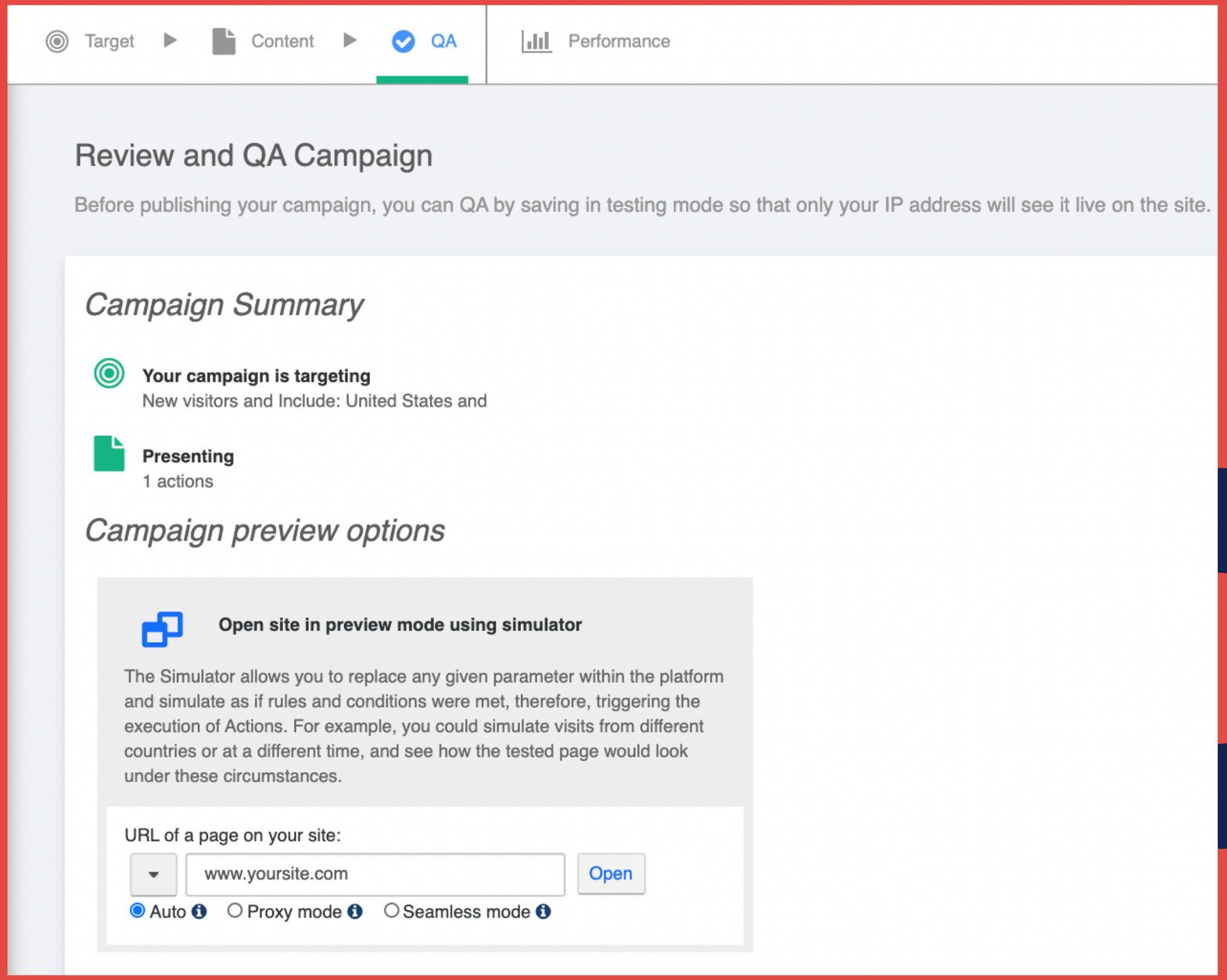
Step 3: Placeholder



The placeholder interface is simple to use, just choose the element of the site, select above, below, or replace, and then view a preview of roughly where the content will be embedded.

You can make further adjustments to the exact positioning using padding in the main content editor.

Step 3: QA



There are 3 ways to QA:

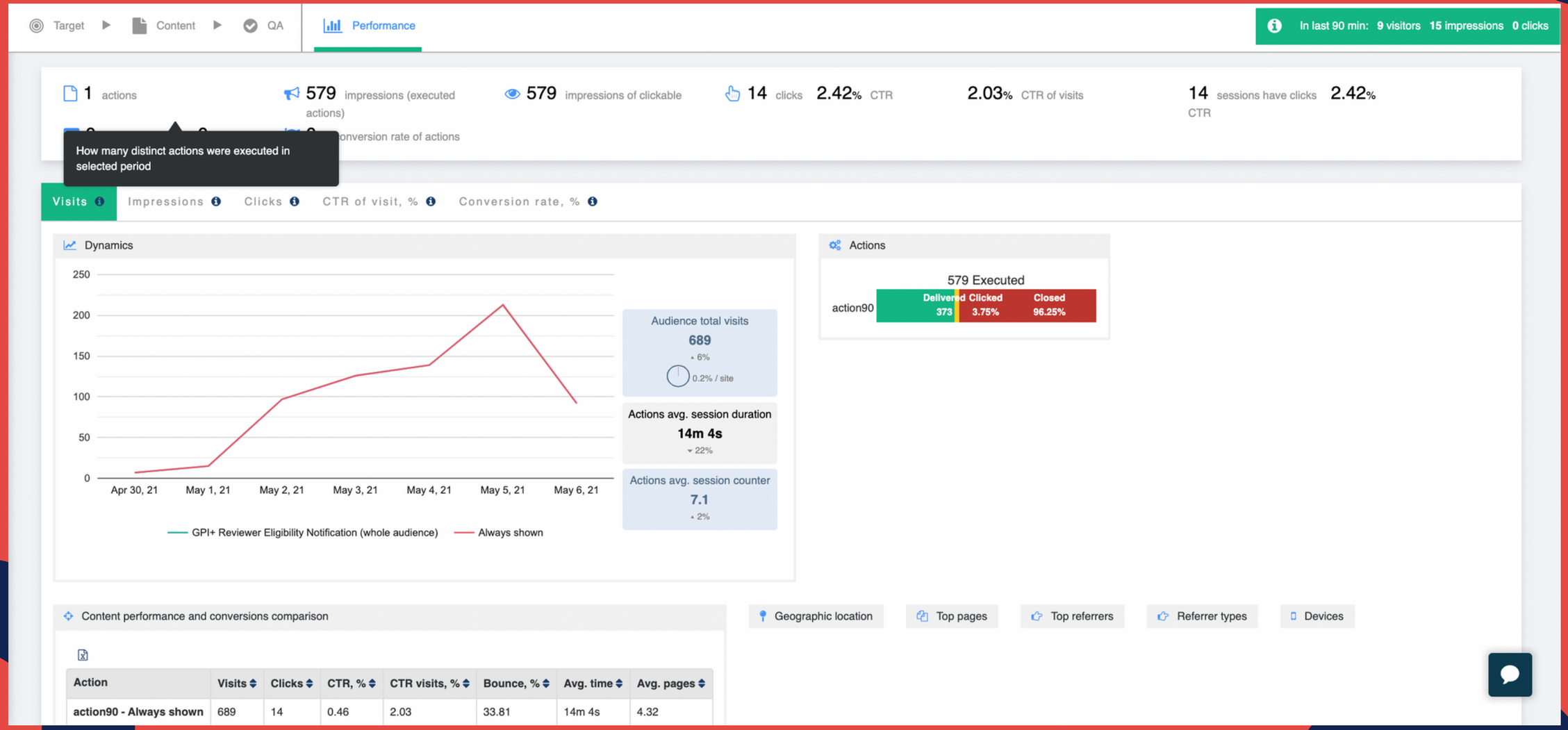
1: Save in testing mode, it will be live on the site only for your IP address.

2. Testing link: once saved in testing mode, you'll also have a link to send to colleagues, it will be live for anyone with the link.

3. Simulator: Open in simulator mode, and Personyze will show you what's going on under the hood.

Review Performance

Track engagement and any custom KPI



Read more about Personyze analytics here

PERSONYZE

It's as simple as that!

IF YOU'D LIKE HELP WITH YOUR CONTENT RECOMMENDATIONS, LET YOUR ACCOUNT MANAGER KNOW.

OR SIMPLY EMAIL:
SUPPORT@PERSONYZE.COM

THANKS FOR VIEWING OUR PRESENTATION