

# Content Recommendations in Personyze

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



# 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](#)

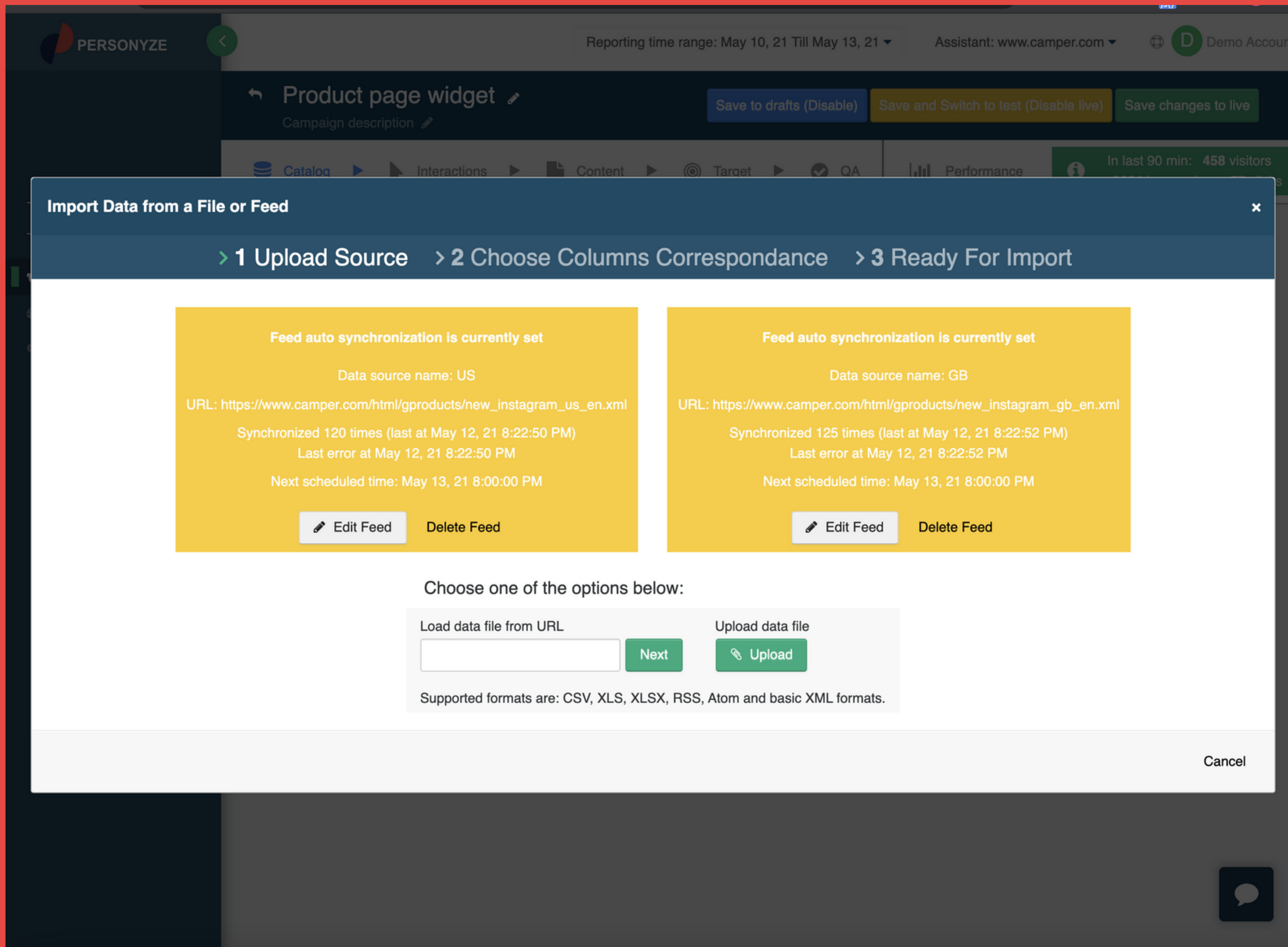


## USER DATA

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.



> 1 Recommendation type > 2 What to present > 3 Choose placement

Recommendation for	Recommendation algorithm type	
 Home Page	<b>Most Popular</b> Recommend the most Viewed article <u>Recently</u> ▾ <u>(any)</u> ▾	<b>Most Commented</b> Recommend the most Commented article <u>Recently</u> ▾ <u>(any)</u> ▾
 Category Page	<b>Content Recommended for You Published Since Your Last Visit</b> This recommendation displays a combination of content recently published after the visitor's last visit, which the visitor is likely to view, based on how other visitors with similar demographics interacted with it.	<b>Recently published</b> Items that added after the visitor's last visit. Present most <u>Viewed</u> ▾ Present <u>Any articles</u> ▾
 Article Page		
 Search Page	<b>Most Liked Content (favorite or wishlist)</b> <u>Recently</u> ▾	<b>Recently Viewed</b> List of articles recently viewed by the user. Show <u>any</u> ▾ Show <u>recent first</u> ▾
 Not Found Page	<b>Reached goal</b> Articles marked "reached goal" by current visitor.	<b>Any articles</b> <u>Any articles (matching filters below)</u> ▾ Present most <u>Reached goal</u> ▾

## 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

### Most Liked Content (favorite or wishlist)

Today ▼

### Most Popular Content based on Interests

Displays the most read content from the visitors mixed, ranked interests or latest interest. Present most Commented ▼ In last week ▼

### Most Commented Content Based on Your Interests

Displays the most commented content Recently ▼ from the visitors mixed, ranked interests or latest interest

### Most Popular Content based on Interests

Displays the most read content from the visitors mixed, ranked interests or latest interest. Present most Commented ▼ In last week ▼

#### Final touches

You can add additional filters to exclude unwanted articles.

- ☒ Exclude showing on current page
- ☒ Exclude all Viewed
- ☐ Exclude Commented
- ☐ Exclude Reached goal
- ☐ Visitor's gender matches
- ☐ Visitor's age matches

#### Number of cells

Maximum recommendations to show:

#### Fallback

Fallback recommendation if no results: Most Popular +

☒ Fill empty cells with default selection

Article: Topic ▼

Contains ▼

User: Industry ▼



+ Add filter



## 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.

Recommendation type > 2 What to present > 3 Choose placement

Design the widget that will be presented on the site.

Frame

With slider

Title

Close button

Text


Link target URL

Second line

HTML Source (advanced)

Preview as on: Phone Tablet


Recommended for you



Definitions and symptoms |  
Medicines for Malaria Venture

May 13, 2021 Malaria is caused in humans by five species of single-cell, eukaryotic Plasmodium parasites (mainly Plasmodium


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Medicines for Malaria Venture |  
Developing antimalarials to save lives

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Malaria treatment | Medicines for Malaria Venture

May 13, 2021 The control and eradication of malaria demands a multifaceted approach. At present we have a range of

Read more >

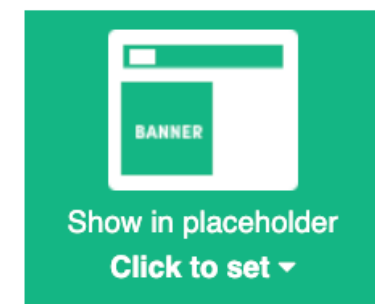
Enable content variations (conditional variables). i



Select area on the site where to show the widget.

Display settings ^

Where to show content. You can choose popup or placeholder.



### Creating new placeholder

Tell Personyze where to place your actions.  
If you already know the CSS selector of the element, type it here.  
Or click "Find on pages" to select elements visually.

I know the selector

Find on pages

Save new

Insert URL to Select Visually:

www.yoursite.com|

Open

...was closed.

...was clicked.

...was shown.

Stop showing.

...another action  
was/wasn't shown.

## 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: 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.

Target

Content

QA

Performance

## Review and QA Campaign

Before publishing your campaign, you can QA by saving in testing mode so that only your IP address will see it live on the site.

### Campaign Summary

**Your campaign is targeting**  
New visitors and Include: United States and

**Presenting**  
1 actions

### Campaign preview options

**Open site in preview mode using simulator**

The Simulator allows you to replace any given parameter within the platform and simulate as if rules and conditions were met, therefore, triggering the execution of Actions. For example, you could simulate visits from different countries or at a different time, and see how the tested page would look under these circumstances.

URL of a page on your site:

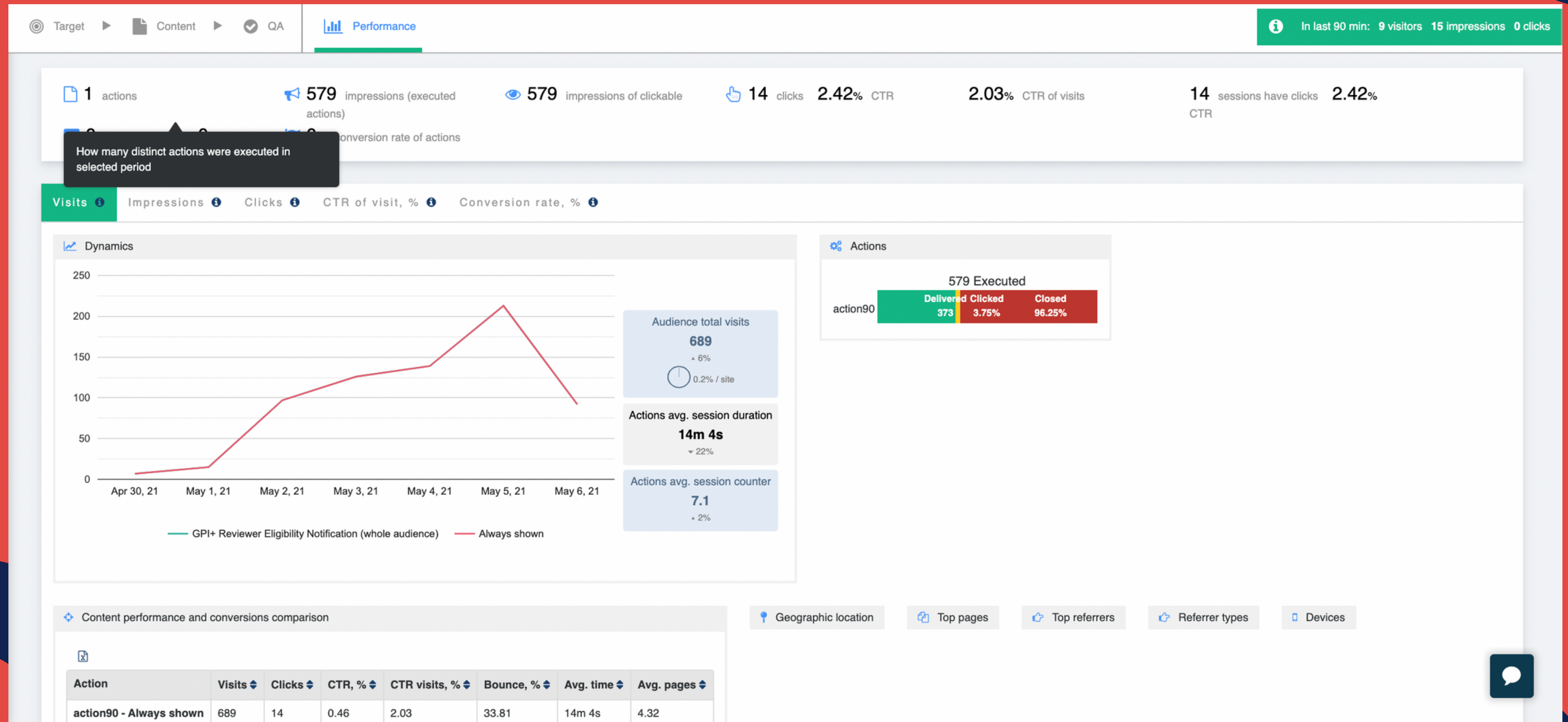
www.yoursite.com

Open

☒ Auto ☐ Proxy mode ☐ Seamless mode

# 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](mailto:SUPPORT@PERSONYZE.COM)

**THANKS FOR VIEWING  
OUR PRESENTATION**