

Open-Time Email Recommendations in Personyze

Embed recommendations
into your existing emails.



Why use get-code open-time recommendations?

Read more details on [how to execute a get-code campaign here](#)

ADD TO EXISTING EMAILS

Using our get-code for third-party email allows you to add recommendations to your existing emails, so you can use your current email platform, instead of (or in addition to) broadcasting from Personyze

SIMPLE COPY/PASTE HTML

It's easy to add recommendations via get-code, just create the design in Personyze, and then copy/paste the code into your email HTML.

REAL-TIME RECOMMENDATIONS

Each visitor sees the recommendation that's most relevant for them the moment they open the email, because the code calls or "gets" them on open, hence "get-code."

Get-code 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

Add code to your email HTML and test it



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 2: Algorithm and Design

After choosing the get-code campaign wizard, you'll be directed to select the algorithm.

Read more about [content algorithms here](#), or [product algorithms here](#)

Which algorithm you choose will be determined by your goals, Personyze has many options.

Catalog ▶ Interactions ▶ Recommendation ▶ Look ▶ Code ▶ QA ▶ Performance

Recommendation for

Recommendation algorithm type

Home page

Category

Product page

Cart page

Thank you page

Search Page

Not Found Page

Personalized Recommendations
Products that the visitor is likely to buy or view, based on behavior of other visitors with similar demographics.

Best Seller
Recommend the most Purchased product
Recently ▾ (any) ▾

Items in Your Cart
List of products in your cart.

Past Orders Recommendations
Recommend products related to the user's past purchases.

Others Who Viewed Also Viewed
Recommend products that other visitors that viewed the same products, also viewed. Prefer most recommended ▾

Most Added to Wishlist
Recommend the most Added to favorites product
Recently ▾ (any) ▾

Cross-Sells for Items in Cart
Recommend related or complementary items based on items bought by other visitors. Prefer most recommended ▾

Price discounted
Items that their price changed since last visit.
Present the most Viewed ▾ product
Recently ▾ Where price discounted
Since last visit ▾ Present
Any products ▾

What others Bought, who Viewed this
Recommend products that other visitors, that viewed the same products, bought. Prefer most recommended ▾

Buy It Again
List of products the visitor Purchased in the past.
Show recent first ▾

Managed Cross-Sells for items in cart
Related or complementary items according to what is set in products catalog. You need to set "Cross-Sale category" in the catalog to "Category" of another product. Present most Purchased ▾
Recently ▾

New in Stock
Items that added recently, or after the visitor's last visit. Present most Purchased ▾ Present
Any products ▾ Added in last ▾
12 hours ▾

Catalog

Interactions

Recommendation

Look

Code

QA

Performance

Generate image type: PNG (transparent)

Image

Item image

Item image URL

Split to alternatives

Picture Maximum Width

272

px

Image cell style

Padding

0

0

0

0

0

TopRightBottomLeft

Background color

Text

Box

Other

Source

Second line

Button

HTML Source (advanced)

Add to templates

Image

1.6 BlueHDi Feel 5dr Diesel Estate

Step 2: Design

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

Whatever you create, it will ultimately be used to generate images that are embedded by the code in the email, so don't worry about the HTML here actually going into your email; it won't.

Step 3: Code

Once you've got the algorithm and design as you want them, you'll be given the get-code. This is the code that will pull recommendation images into your email, for that individual user, the moment they open the email.

You can use either their email address or their CRM ID, but either way, your email system needs to be set to auto-populate this variable in the code, for each user.

Email Internal User ID

```
<table>
  <tr>
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      <a href="https://pic.personyze.com/href/k=dbv8jtj0l0uu/email={INSERT EMAIL HERE}">
        
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</table>
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Step 3: QA

Personyze provides you with a QA tool to test what recommendations will be presented for any given user.

Simply copy/paste the user's email or ID into the field, and Personyze will show you what the recommendation for them will look like.

Of course, you can also simply add the code, and send an email to yourself.

Review and QA Campaign

You can put user email or "Internal Id" (there is such field in user profile that you can use to store user identifier, as appears in your system), and see what will be recommended to such user.

Find user

Kobarah



Camaleon

See Details

Why is it showing what it's showing?

Catalog ▶ Interactions ▶ Recommendation ▶ Look ▶ </> Code ▶ QA Performance

Review and QA Campaign

You can put user email or "Intenal Id" (there is such field in user profile that you can use to store user identifier, as appears in your system), and see what will be recommended to such user.

Find user

Preview user recommendations

Posterity

Heritage

Succession

Trustee

↻ Show columns

User ID		Session counter	Last session time	Data last modified	Current city	Current state	Current country	CRM ID		
-1250785723	View Profile	3	Apr 26, 21 10:50 PM	Apr 26, 21 9:02 PM	Sydney		Australia	C21D6D47C4		
	User lists									
	Interests									
	Product Interactions									
	<table><thead><tr><th>Product ID</th><th>Product title</th><th>Quantity</th><th>Status</th><th>When</th></tr></thead><tbody><tr><td>XS06086G007X</td><td>Divinity</td><td>1</td><td>Purchased</td><td>Apr 26, 21 6:44:06 PM</td></tr></tbody></table>								Product ID	Product title
Product ID	Product title	Quantity	Status	When						
XS06086G007X	Divinity	1	Purchased	Apr 26, 21 6:44:06 PM						

The user last transactions


Add the get-code to the email HTML

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580 <td class="i-td" style="text-align:center; width:170px">
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583 <a data-mp-url-id="_5f880f9424d6fb3626556e6d77cf11b3568a7aec" href="https://pic.personyze.com/href/k=l3v0v0no8u8y/email={{contact.email}}?hdlk=395795&utm_content=20FS25&utm_source=Maropost.com&utm_medium=email&
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```

Replace dynamically the Email

View the final result in email form:

5 of many



Wist je dat...

we gemiddeld 90% van onze tijd binnen spenderen?


Hierdoor is het erg belangrijk dat de lucht die je thuis inademt schoon is. Toch is dit vaak niet het geval. **De luchtkwaliteit binnen is tot wel 5x slechter dan buiten.** Bacteriën, pollen, gassen en fijnstof kunnen de lucht binnen flink vervuilen. Een luchtreiniger is een goede manier om dit op te lossen, zeker nu de hooikoortsperiode weer is aangebroken.

Meer weten? Bekijk ons advies over luchtreinigers.

Advies luchtreinigers >

Shop nu >

Speciaal voor jou geselecteerd




Krups Nescafé
Dolce Gusto MiniMe
KP123B (Grijs)

54,99

49,99

Shop nu >




Samsung
Amerikaanse
koelkast
RS68A8821S9

1.499,-

1.274,15

Shop nu >



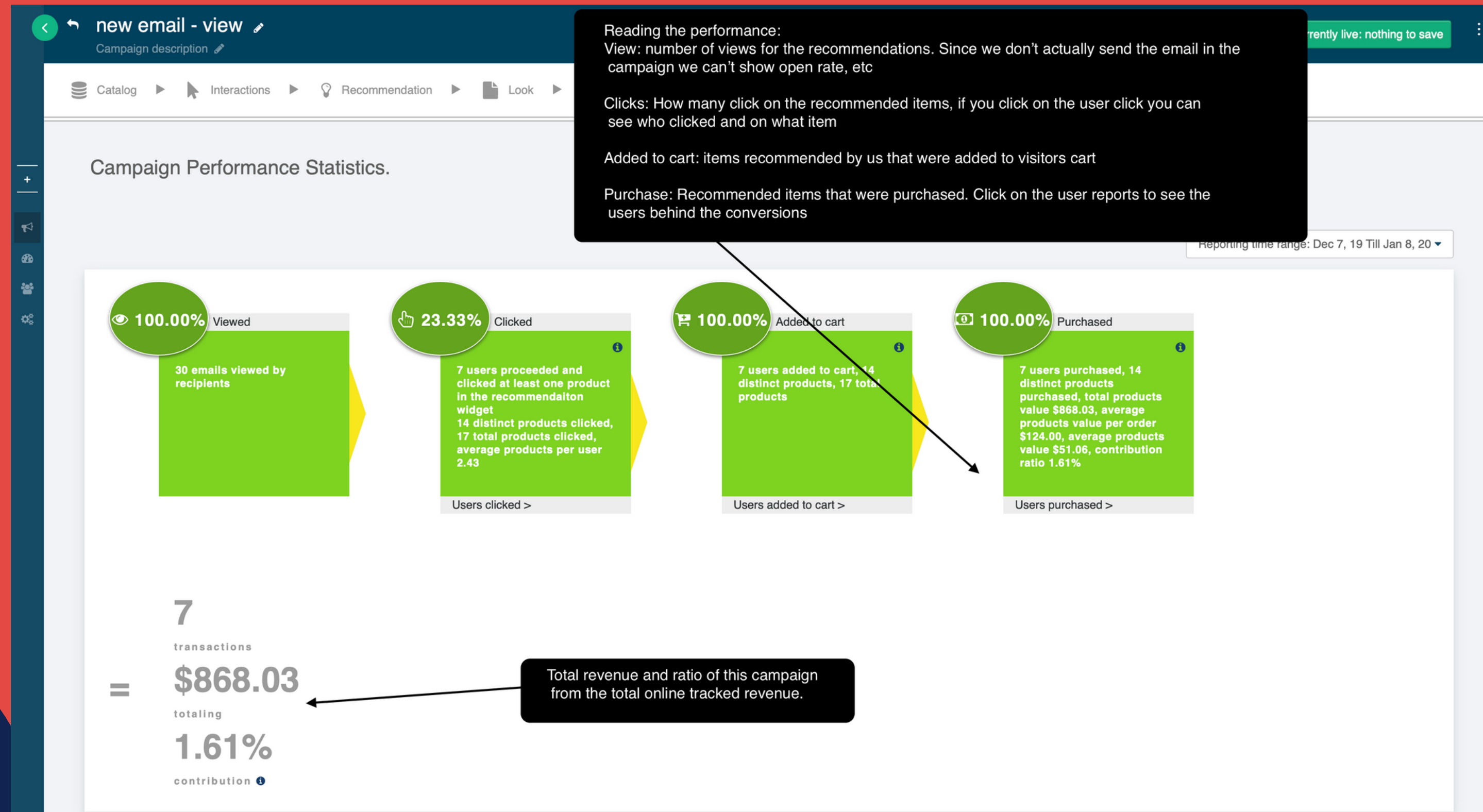
Bosch inductie
kookplaat
PVS775FB5E

578,-

Shop nu >

Review Performance

Once your get code is sent in some emails



[Read more about Personyze analytics here](#)



PERSONYZE

**It's as simple
as that!**

**IF YOU'D LIKE HELP WITH
YOUR GET-CODE
RECOMMENDATIONS, LET
YOUR ACCOUNT MANAGER
KNOW.**

**OR SIMPLY EMAIL:
SUPPORT@PERSONYZE.COM**

**THANKS FOR VIEWING
OUR PRESENTATION**