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.
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.
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.
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.
Why is it showing what it's showing?
Add the get-code to the email HTML

<table>
<thead>
<tr>
<th>class=&quot;t-tl&quot; style=&quot;text-align:center; width:174px&quot;</th>
</tr>
</thead>
</table>
| <td class="t-tl" style="text-align:center; width:174px">
  | <img alt="Remember Me!" src="https://pic.personyo.com/png/k13vbVhObdU8/email((contact.email))!" max-width:184px; width:auto; height:auto>
  | </td>
| </tr>
| <tr>
  | <td class="t-tl" style="text-align:center; width:174px">
  | <a data-app-url="_588171f14c4e31142b142c6c16b3i9138k7847za" href="https://pic.personyo.com/href/k13vbVhObdU8/email((contact.email))!" data-content="28f315c0c" data_source="Marapost.com" data_medium="email"><br>
  | </a>
  | </td>
| </tr>
| <tr>
  | <td class="t-tl" style="text-align:center; width:174px">
  | <a data-app-url="_53312b1772c58111e3b8d15424574f7c8681d982" href="https://pic.personyo.com/href/k13vbVhObdU8/email((contact.email))!" data-content="28f315c0c" data_source="Marapost.com" data_medium="email"><br>
  | </a>
  | </td>
| </tr>
| </table>

Replace dynamically the Email
View the final result in email form:
Review Performance

Once your get code is sent in some emails

Read more about Personyze analytics here
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.