

Product Recommendations in Personyze

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





Why use Personyze recommendations?

Read more details on how to [execute product recommendations](#) here.

EASY AI PERSONALIZATION

Swiftly deploy AI-powered recommendations with an extensive dashboard and numerous algorithms with multiple variables utilizing crowd data and individual product interactions in any custom display.

NO-HASSLE IMPLEMENTATION

Personyze recommendations can be added to the site and informed by product interactions all without any coding or development work.

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](#)

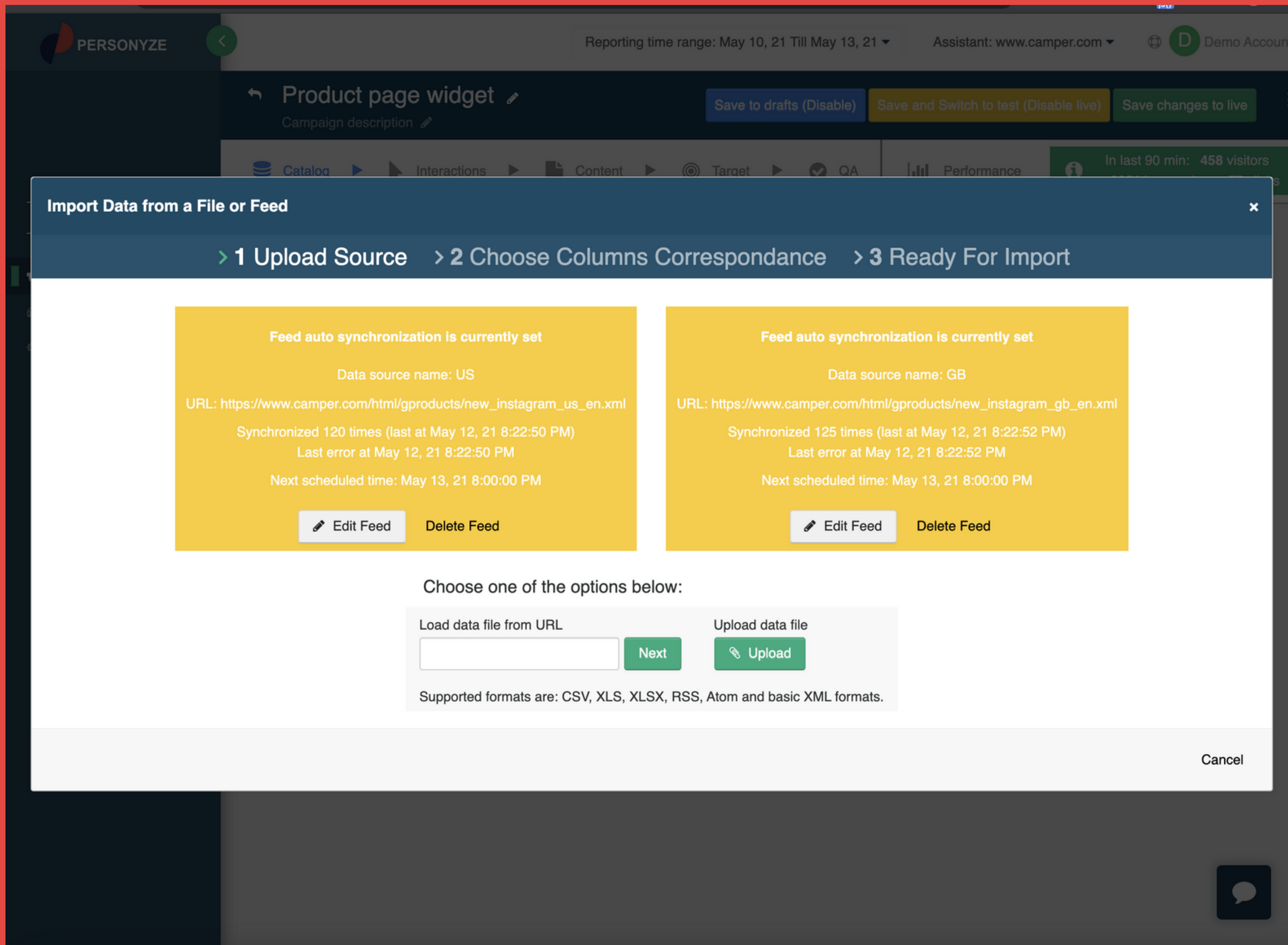


USER DATA

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

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 products are 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 [product algorithms here](#).

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

The screenshot displays the 'Recommendation' step of a campaign wizard. The top navigation bar includes 'Catalog', 'Interactions', 'Recommendation' (active), 'Look', 'Code', 'QA', and 'Performance'. Below this, a sidebar on the left lists site areas: Home page, Category, Product page, Cart page, Thank you page, Search Page, and Not Found Page. The main area, titled 'Recommendation algorithm type', shows a grid of algorithm options:

- Personalized Recommendations**: Products that the visitor is likely to buy or view, based on behavior of other visitors with similar demographics.
- Others Who Viewed Also Viewed**: Recommend products that other visitors that viewed the same products, also viewed. Prefer most recommended.
- What others Bought, who Viewed this**: Recommend products that other visitors, that viewed the same products, bought. Prefer most recommended.
- Best Seller**: Recommend the most Purchased product. Recently (any).
- Most Added to Wishlist**: Recommend the most Added to favorites product. Recently (any).
- Buy It Again**: List of products the visitor Purchased in the past. Show recent first.
- Items In Your Cart**: List of products in your cart.
- Cross-Sells for Items in Cart**: Recommend related or complementary items based on items bought by other visitors. Prefer most recommended.
- 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.
- Past Orders Recommendations**: Recommend products related to the user's past purchases.
- 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.
- 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.

Step 2: Algorithm

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

Some popular algorithms are:

- Those who viewed also viewed
- Those who bought also bought
- Popular from this category
- Those who viewed this ultimately bought
- Recommended for you (machine learning based)
- Those who bought items in your cart also bought

Others Who Viewed Also Viewed

Recommend products that other visitors that viewed current product, also viewed. Prefer most transactions ▼

Don't require at least transactions ▼

Recommend where price difference is ± ▼

20 %

New in Stock

Items that added recently, or after the visitor's last visit. Present most Purchased ▼ Present From current product's associated interests ▼

Added in last ▼ 2 days ▼ Recommend products more expensive than current ▼

▼ Final touches

You can add additional filters to exclude unwanted products.

☒ Exclude showing on current page

☐ Exclude all Viewed

☒ Exclude Added to cart

☒ Exclude Purchased

☐ Visitor's gender matches

☐ Visitor's age matches

☐ Only (not) discounted products ⓘ

+ Add filter

☐ Number of cells

Maximum recommendations to show: 10

☐ Fallback

Fallback recommendation if no results: Personalized Recommendations +

☒ Fill empty cells with default selection

Step 2: Design

Editing action [View it again /product / AR \(copy 07/03/19\) \(copy 10/29/19\) \(Product recommendation\)](#)

Version 3 (testing+production)

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

Frame

With slider

Title

Close button

Image

Text

Link target URL

Price

Button

HTML Source (advanced)

```
1 <div class="$responsive" data-style="display:inline-t
2 text-align: left;
3 min-width: 100%;
4 width: 100%;
5 font-family: Droid Arabic Kufi, sans-serif;
6 direction: rtl;'" onupdate="      for (var s=0, a,
7     var
8     r=ns.joyquery('ancestor::table:limit(1)',
```

Preview as on: Phone Tablet

View it again



Philips Essential 1400W 4.1L
Airfryer - (HD9200/91)



Apple iTunes Gift Card \$50
(U.S. Account)



Apple iTunes Gift Card \$10
(U.S. Account)

Enable content variations (conditional variables).

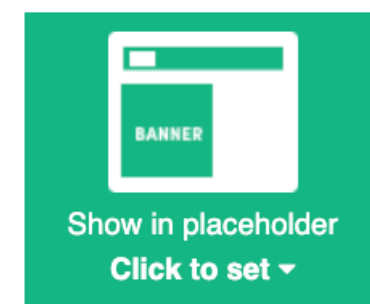
Next, you'll be directed to select a Personyze design template or insert your own HTML, and then customize it.

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.

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, product 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 

View the final result on your site

Best Seller

FREE

2 HOURS EXPRESS DELIVERY

Play Video

Samsung Note 20 Ultra 5G 256GB Phone – Black

Brand: SAMSUNG Sku: 530191

★★★★☆

4.2

(1061 reviews)

In stock

319.900 KD

EASYCREDIT Installments starting from 15.000 KD monthly

Let us help you protect this item

1. Select an X-CARE warranty plan: [Learn more about each plan](#)

None

Basic

Plus

Platinum

Processor: Exynos 990

Memory: 12GB Ram (5G), Internal: 256GB

Display: Size 6.9", Dynamic AMOLED 2x, Resolution: 3088x1440 WQHD+ (496 ppi)

Rear Camera: Triple Camera & Dual OIS (Wide & Tele), Ultra Wide: 12MP F2.2, Wide: 108MP F1.8 OIS, Tele: 12MP 5x Optical Zoom F3.0

Front Camera: 10MP (2PD) AF F2.2

Battery: 4500mAh - Super Fast Charging

Security: Ultrasonic Fingerprint, Face Recognition (2D)

How do I get it?

Free Delivery*

Order Before 4PM & Get It The Next Day.

*Orders below 20 KD are subject to a 2 KD delivery charge.

4-Hour Express Delivery Available (+2.500 KD)

Order before 2PM and get it delivered in 4 hours. Order after 2PM & get it the next day before 12PM. 2.500 KD delivery charge applies.

Click & Collect

From One Of Our Stores.

Select Store

See How It Works

Make sure you've got everything you need

Samsung Galaxy Buds Live - Black

45.9 KD

ADD TO CART

EQ Grip Galaxy Note 20+ Back Case - Black

1.5 KD

ADD TO CART

EQ 10000mAh Power Bank - PW1000DM

4.75 KD

ADD TO CART

EQ 36W QC3 Dual Car Charger (DCQ338K) - Black

2 KD

ADD TO CART

You May Also Like

FREE

2 HOURS EXPRESS DELIVERY

Samsung Note 20 5G 256GB Phone – Bronze

249.9 KD

FREE

2 HOURS EXPRESS DELIVERY

Samsung Note 20 5G 256GB Phone – Grey

249.9 KD

FREE

2 HOURS EXPRESS DELIVERY

Samsung Galaxy S21 Ultra 5G 256GB Phone - Black

389.9 KD

Samsung S20 Fan Edition 5G 128GB Phone – White

149.9 KD

Samsung S20 Fan Edition 5G 128GB Phone – Navy

149.9 KD

Huawei Mate 40 Pro 256GB Phone - Silver

279.9 KD

FREE

2 HOURS EXPRESS DELIVERY

Samsung Note 20 Ultra 5G 256GB Phone – White

319.9 KD

Samsung Galaxy A31 6.4 Inch 128 GB Phone - Black

59.9 KD

FREE

2 HOURS EXPRESS DELIVERY

Samsung Galaxy S21 Ultra 5G 512GB Phone - Silver

419.9 KD

Product Specifications

Product Description

Reviews

Q&A

Our Services

Information on Samsung Note 20 Ultra 5G 256GB Phone – Black :

Model Number	SM-N986BZKWXSG
Article Number	530191

General

Brand	SAMSUNG
Colour	Black
Device Type	Galaxy Note 20 Ultra
Processor	Exynos 990
Operating System	Android 10 pie
Sensors	Face ID, Fingerprint
Phone Memory (RAM)	12GB

Recommended for you

Samsung S20 Fan Edition 5G 128GB Phone – White

149.9 KD

Many types of recommendation are available

The screenshot displays a product recommendation modal for a Toshiba TV 40 inch Full HD LED - 40S2800EE, priced at 54.900 KD. The modal includes a 'View Cart' and 'Checkout' button. Below the product details, there is a section titled 'Let us help you protect this item' with a '1. Select an X-CARE warranty plan:' dropdown menu. The selected plan is 'Basic', and the period is '1 YR (6.050 KD)'. The modal also lists benefits such as 'Extend your manufacturing warranty hassle-free for up to 5 years' and 'Free TECHFORCE service coupon'. A '2. Select the plan's period:' dropdown menu is also visible, with options for '1 YR (6.050 KD)' and '2 YR (8.250 KD)'. Below the warranty section, there is a 'Make sure you've got everything you need' section with three recommended items: 'EQ 4K HDMI Cable 1.5M - Black' (7.9 KD), 'Wansa Fixed Wall Bracket for 26 to 50-inch TVs - (PSW698SF) - Black' (9.9 KD), and 'Wansa Fixed Wall Bracket For 14 to 42-inch TVs (PSW598SF) - Black' (5.9 KD). The background shows a grid of product cards for various electronics, including iPhones, Samsung tablets, and a Toshiba TV. A 'Flash Deals' banner is also visible at the bottom of the grid.

Item has been added to your cart!

Toshiba TV 40 inch Full HD LED - 40S2800EE

54.900 KD

View Cart Checkout

Let us help you protect this item

1. Select an X-CARE warranty plan: [Learn more about each plan](#)

None Basic Plus Platinum

2. Select the plan's period:

☐ XCARE BASIC AI 1 YR (6.050 KD)

☐ XCARE BASIC AI 2 YR (8.250 KD)

[Show more](#)

XCARE

✓ Extend your manufacturing warranty hassle-free for up to 5 years. ✗ Free TECHFORCE service coupon.

✓ Free repair charges under extended warranty. ✗ Fire protection Covered only in Kuwait & under Extended warranty Not covered under

[Show more](#)

Make sure you've got everything you need

EQ 4K HDMI Cable 1.5M - Black 7.9 KD

Wansa Fixed Wall Bracket for 26 to 50-inch TVs - (PSW698SF) - Black 9.9 KD

Wansa Fixed Wall Bracket For 14 to 42-inch TVs (PSW598SF) - Black 5.9 KD

Give a gift that keeps on giving

Amazing Prices

SHOP NOW

Prices to stay fit

Amazing Prices

SHOP NOW

Flash Deals

Best Seller

iPhone 12 128GB 5G Phone - Blue

★★★★★ (411)

263.500 KD

Starting 12.000 KD Monthly

Best Seller

Samsung S20 Fan Edition 5G 128GB Phone - Navy

★★★★★ (1398)

149.900 KD

Starting 7.000 KD Monthly

Online Only

Samsung Galaxy TAB S6 Lite 10.4-inch Wifi Tablet - Grey

★★★★★ (943)

94.900 KD

Starting 4.000 KD Monthly

Dyson Supersonic Hair Dryer (HD01) - Pink + Dyson Corrale Hair...

★★★★★ (5762)

245.000 KD

Starting 11.000 KD Monthly

Toshiba TV 40 inch Full HD LED - 40S2800EE

★★★★★ (3)

54.900 KD

Starting 3.000 KD Monthly

HP Omen 15, AMD Ryzen 7, Nvidia Geforce GTX 1660Ti 6GB, RAM 16GB,...

★★★★★ (109)

409.900 KD

Starting 19.000 KD Monthly

Best Seller

Beko 9 kg Front Loading Freestanding Condensation Dryer (DCY9316W) - ...

★★★★★ (9)

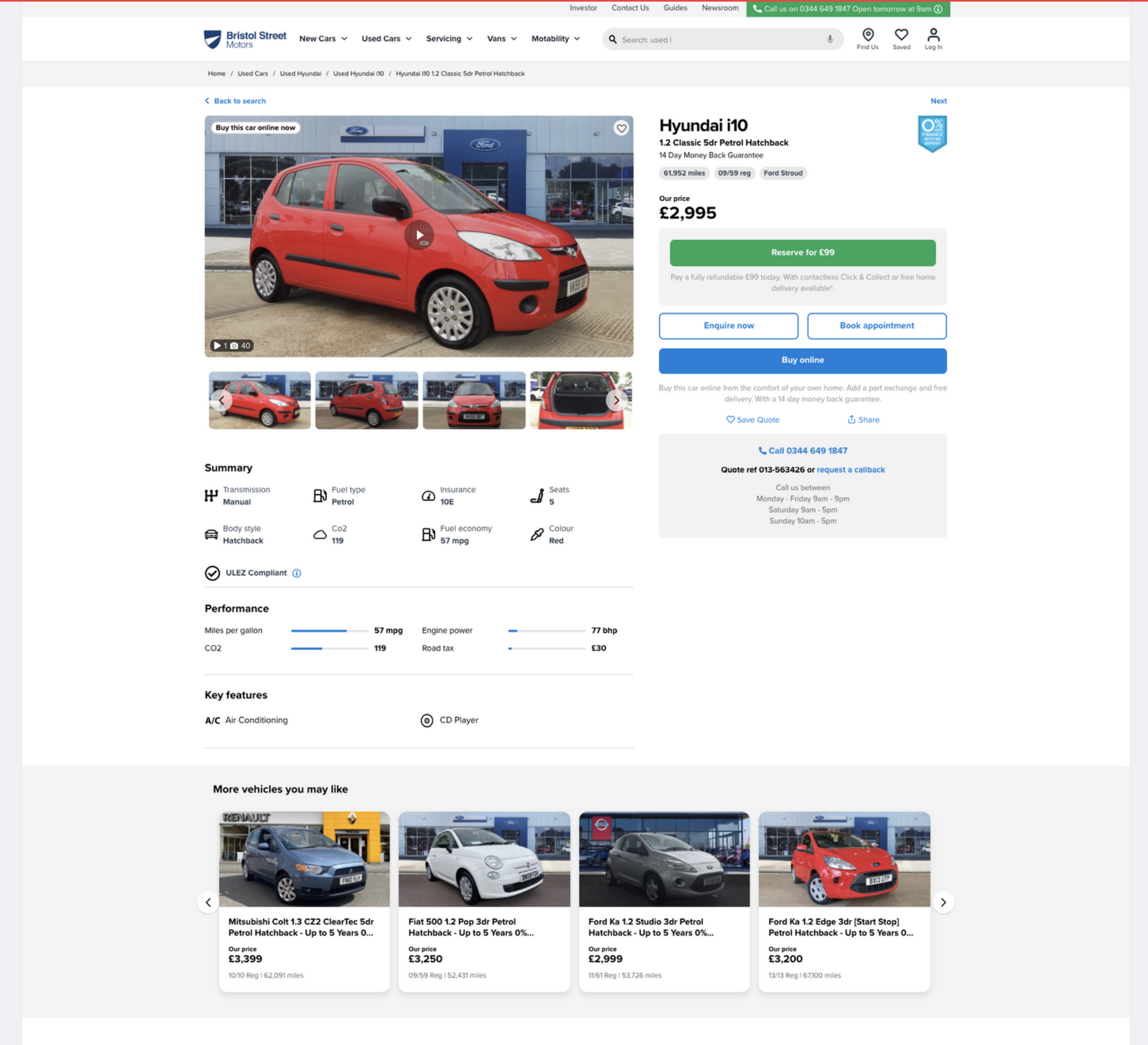
119.900 KD

Starting 6.000 KD Monthly

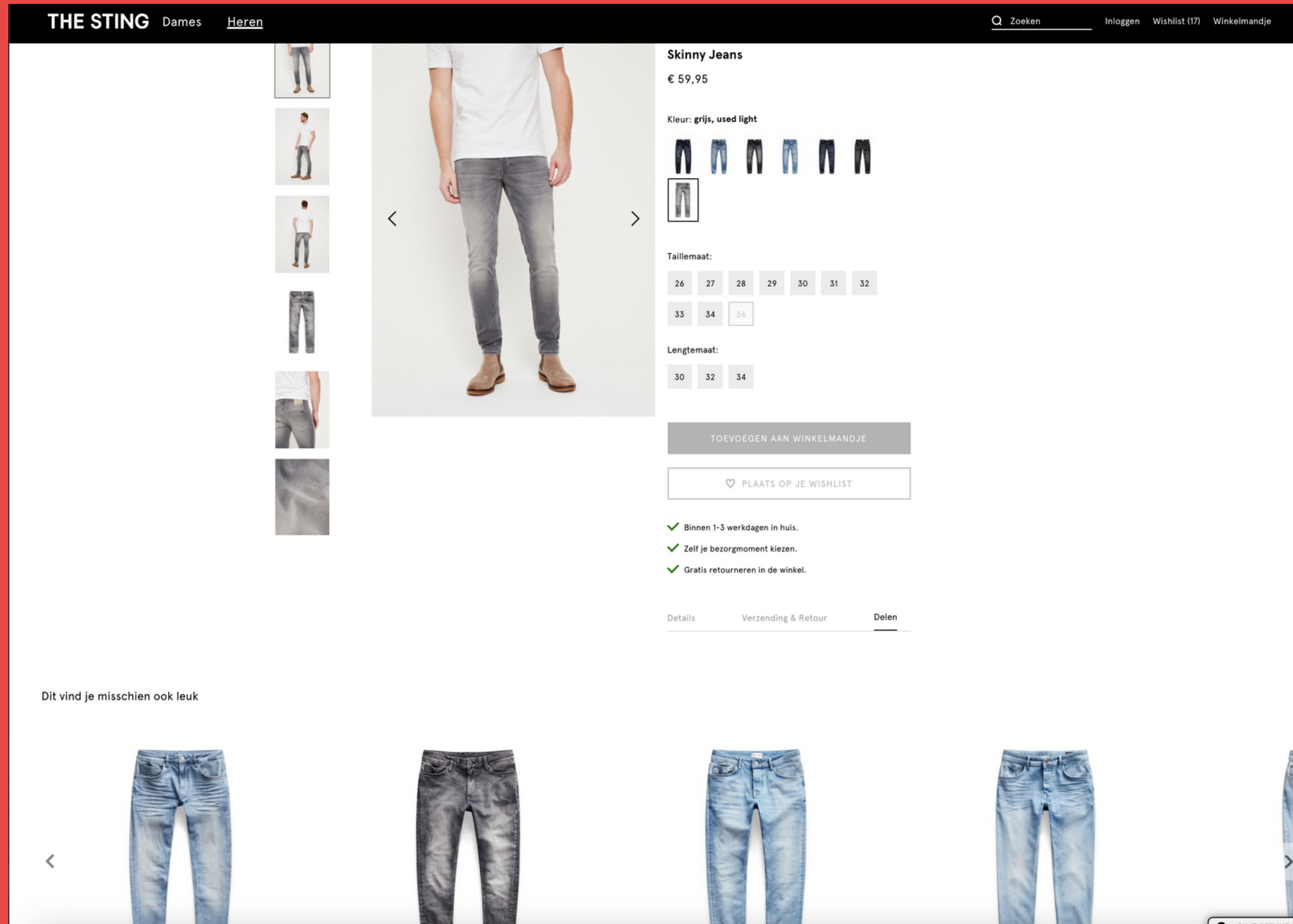
PHONES

[VIEW ALL](#)

Design can be customized to match any site

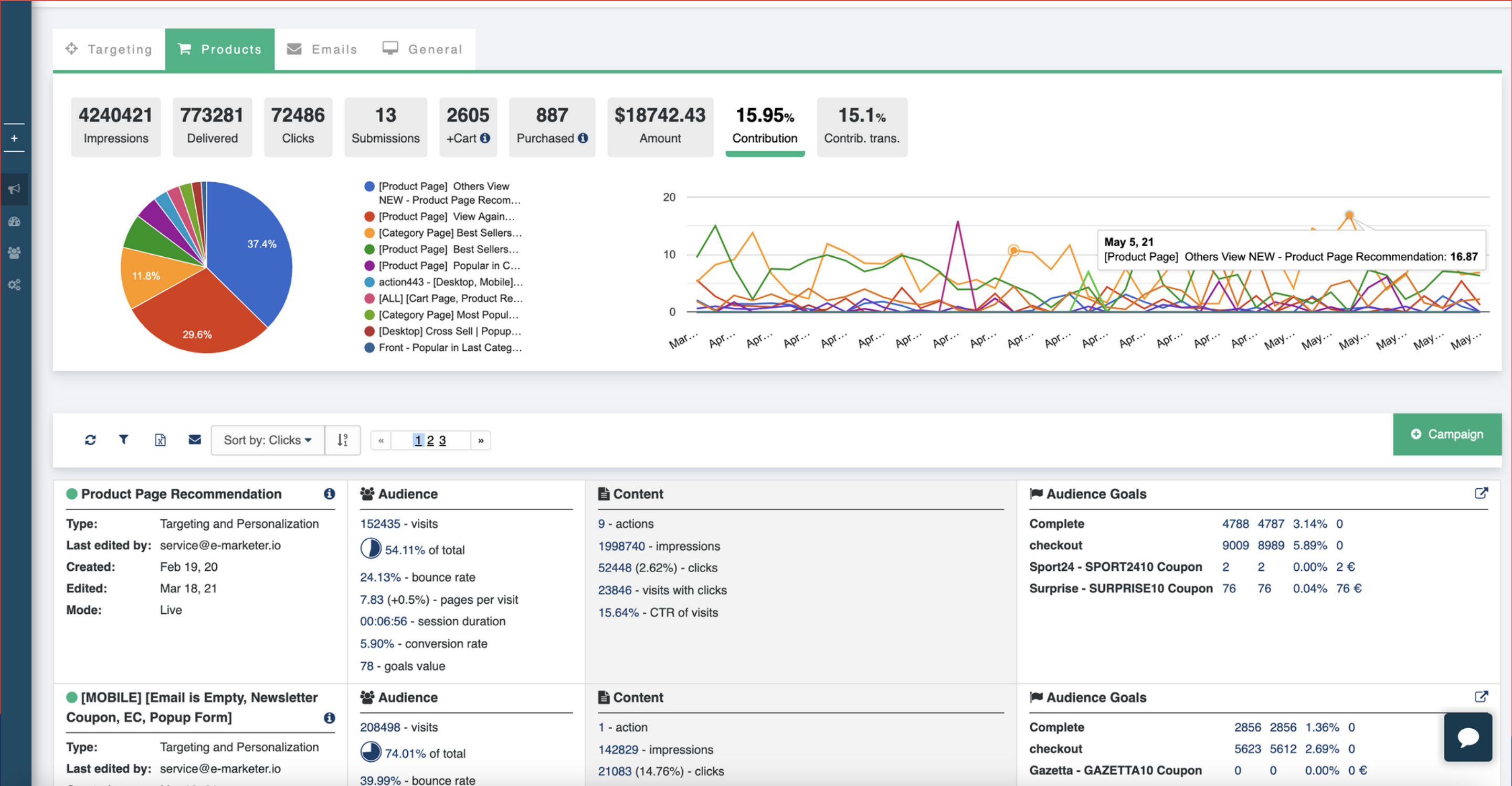


Design can be customized to match any site



Review Performance

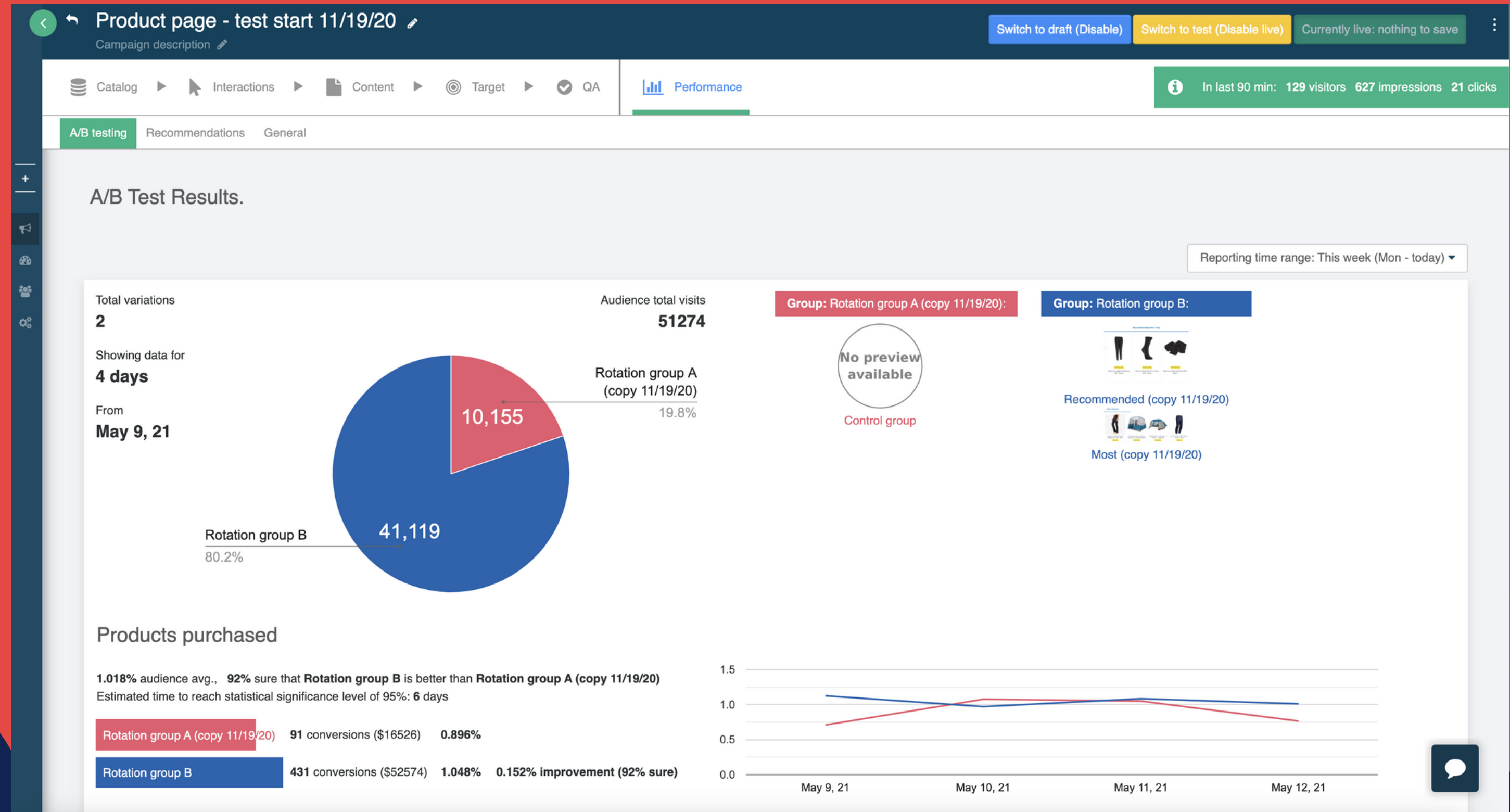
Track conversion and even revenue contribution



[Read more about Personyze analytics here](#)

A/B Test Recommendations

And review the results in campaign statistics



[Read more about A/B testing here](#)



PERSONYZE

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

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

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

**THANKS FOR VIEWING
OUR PRESENTATION**