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
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

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

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.
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
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, 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: Display

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.
Many types of recommendation are available.
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

Reading more about A/B testing here
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