Scenario Setup Guide

Product Recommendations
Product recommendations

We are providing you with a detailed guide to the most commonly used scenarios for different parts of your website. Each scenario section includes an informative description and instructions on how it can be set up to get the most out of smart personalization with Recombee.

The mentioned scenarios can be used for all sorts of product recommendations, e.g. e-commerce, apartments, cars, dishes, events, places, hotels, or restaurants.
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How Recombee Works

Data Input

Our advanced recommendation engine solution analyzes two main types of data: Attributes (product catalog information, user attributes) and Interactions (your user’s behavior and interaction history) producing real-time one-on-one recommendations applicable to each part of your customer journey.

Scenario Setup

The particular place across your customer journey where you show recommendations (e.g. recommendation box) is called Scenario.

Recommendations Type, Recommendation Logic, and also optionally Business Rules (filters & boosters) are used to specify the behavior of the models for each Scenario.

Where to Use

Aligning personalization to your user experience road map, you can apply recommendations across an array of touchpoints. These include Homepage, Product Detail Page, or Full-text Search.

Fully set recommendations help your visitors find what they are looking for, saving time and increasing customer satisfaction, while improving your conversion rates.

How to Start

1. Integrate your catalog and start sending us your live interactions using the guidance provided in our documentation.
2. Choose which scenarios you want to utilize. For the fastest results, we recommend starting with one of the following basic scenarios:
   a. Product Detail Page - Similar Products
   b. Homepage - Just for You
   c. Full-Text Search Personalization
3. Use this handbook or documentation for information on how to set up chosen scenarios.

Enjoy your personalization journey!
Product Catalog
User Attributes

Live Interactions
Interactions History

Attributes

Interactions

REAL-TIME

Scenario
A chosen point of user experience where recommendations are shown

Recommendation Type
Method of recommending

Recommendation Logic
Desired behavior of the models

Business Rules (filters & boosters)
Option to influence the final behavior of models using Recombee Query Language (ReQL)

Where to Use the Recommendations
Home page
Product Detail Page
Shopping Cart
Full-text Search

Recombee
Scenario Set-up

Please note: All given scenario names are designed to better express their model behavior. The actual scenario names can be altered based on your preferences.

Homepage

Just For You

The “Just For You” scenario recommends products that the user is most likely to be interested in based on the user’s previous interactions on the site.

Extra Tip: We recommend starting with this scenario when applying recommendations on the homepage. Having a high number of interactions would definitely help the performance.

Two-Step Setup in Admin User Interface

1. Create scenario: Name your recommendation scenario. You can name it like us “Just For You” or choose your own label. Then select Items to User in the recommendation type.
2. **Set logic to define the behavior of the scenario**: select *ecommerce:homepage* Logic from the E-commerce Models.
Recently Viewed

The “Recently Viewed” scenario recommends products that the user already viewed, but hasn’t purchased yet.

Two-Step Setup in Admin User Interface

1. **Create scenario**: Name your recommendation scenario and select **Items to User** in the recommendation type.
2. **Set logic to define the behavior of the scenario**: select `recombee:recently-viewed` Logic from the Universal Models.
Popular & Trending

The “Popular & Trending” scenario recommends products that are globally popular amongst other visitors or highly interacted with but are still personalized for the particular user.

Two-Step Setup in Admin User Interface

1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.

   ![Create Scenario](image)
2. **Set logic to define the behavior of the scenario:** select `recombee:popular` Logic from the Universal Models.

![Universal Models](image)

**Extra Tip:** If you want to recommend recently popular products, we recommend setting the `timePeriod` parameter to one month. This shows the popular products from the given month.
Bestsellers

The “Bestsellers” scenario recommends products that are globally most purchased.

Bestsellers (Recombee)

Two-Step Setup in Admin User Interface

1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.

   ![Create Scenario]

   - Not sure which type of recommendation to pick? See the Integration Tiny section for more information about typical scenarios and their settings.

   Create Scenario

   - **Name**
     - Bestsellers
   
   - **Scenario ID:** Bestsellers
   
   - **Recommendation type**
     - **Items to Item**
       - Recommends set of items that are related to one given item.
     - **Items to User**
       - Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

2. **Set logic to define the behavior of the scenario:** select `ecommerce:bestseller` Logic from the E-commerce Models.
Product Detail Page

Similar Products

The “Similar Products” scenario uses a unique ensemble of models (including image and text processing models) to recommend similar products to the currently viewed one.

Two-Step Setup in Admin User Interface

1. **Create scenario:** Name your recommendation scenario and select **Items to Item** in the recommendation type.
2. **Set logic to define the behavior of the scenario:** select `ecommerce:similar-products`
   Logic from the E-commerce Models.

   ![E-commerce Models](image)

   **Extra Tip:** Apply predefined Upsell Booster Rule. Setting up the boosting coefficient shows the desired products X times more likely than the non-boosted products.

   ![Upsell Booster](image)
Bought Together

The “Bought Together” scenario recommends products that are often purchased together. Cross-sell recommendations are based on purchases, so in order to use this scenario, there should be a sufficient number of them. Initial upload of historical purchases would be helpful.

Two-Step Setup in Admin User Interface

1. **Create scenario:** Name your recommendation scenario and select Items to Item in the recommendation type.
2. **Set logic to define the behavior of the scenario:** select `ecommerce:cross-sell` Logic from the E-commerce Models.
Cart

You May Also Like

The “You May Also Like” scenario is commonly used for Cross-selling and utilizes an automatically AI optimized ensemble of both content-based and collaborative filtering models to offer products that might increase the shopping cart value.

My cart

You may also like (Recombee)

Two-Step Setup in Admin User Interface

1. **Create scenario**: Name your recommendation scenario and select **Items to Item** in the recommendation type.
2. **Set logic to define the behavior of the scenario:** select `ecommerce:cross-sell` Logic from the E-commerce Models.
Search

Search Results

The search can be personalized, so besides the search query, also the user’s interaction history on the site is taken into consideration in order to provide the best search matches.

Two-Step Setup in Admin User Interface

1. **Create scenario**: Name your recommendation scenario and select **Search** in the recommendation type.
2. **Set logic to define the behavior of the scenario**: select `search:personalized` Logic from the Universal Models.