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Adding Pass-through Parameters to Your Email Experience

This allows the filters of an existing recommendation strategy to be dynamically sent when chosen for an email experience without recreating the strategy parameters/filters.

Use Case: Marketers want to recommend popular products to customers via email, filtering for Brand A one week and Brand B the next week. The brand choice is determined by a change in Marketing Strategy and pulled through to an email experience.

Why we're excited: This allows recommendation filter parameters to pass through to your email HTML and create a placeholder. The value of the parameter(s) can be changed and a new email generated without going back and editing or adjusting the Recommendation Strategy each time.

Updated documentation:

- Use Pass-Through Parameters in an Email Experience