

Configure a Recommendation Strategy-Based Social Proof Action



If you want to add Monetate's Social Proof feature to your account, contact your dedicated Customer Success Manager (CSM). Your contract must include the Premium Recommendations package to use recommendation strategy-based Social Proof actions.

In addition to displaying social influence messages to shoppers based on either [aggregated customer behavior](#) or [inventory levels](#), you can display messages based on a recommendation strategy. This type of Social Proof action allows you to deploy messaging influenced by the customer's viewing and purchasing history on products they're more likely to buy.

You can use a recommendation strategy-based Social Proof action on product detail pages and on pages that display multiple product IDs. Furthermore, you can select a [local or a global recommendation strategy](#) for the action.



You cannot use a [slotted recommendation](#) in a recommendation strategy-based Social Proof action.

The **Trending** type typically works well when the recommendation strategy that you want to use for the Social Proof action includes a [noncollaborative recommendation algorithm](#), such as Most Viewed (Product Detail Page) or Top Selling by Purchase Count. If the recommendation strategy that you want to use includes a [collaborative recommendation algorithm](#), such as Purchased and Also Purchased or Viewed and Later Purchased, then consider using the **Recommended for you** type.



If you plan for the Social Proof action to appear on product detail pages, then you cannot use a recommendation strategy configured with the Recently Viewed recommendation algorithm. Because this algorithm deduplicates the product ID of the page being viewed, the Social Proof message doesn't appear.

Follow these steps to build a Web experience with a Social Proof action that displays messages based on a recommendation strategy.

1. Create a new Web experience, and then configure the [WHY](#) and [WHO](#) settings.
2. Click **WHAT** and then click **ADD ACTION**.

[BACK TO WEB EXPERIENCES](#) VIEW ANALYTICS

Recommended for You Social Proof

ACTIVATE PREVIEW DUPLICATE

DRAFT | Created: Feb 20 2025, 1:45 PM


+ ADD TAGS

WHY Select your experience type and goal...


WHO For all visitors

WHAT **A** Add action...

WHEN from Feb 20 2025, 1:45 PM ongoing

WHAT  ADD ACTION

- Click **Social Proof** on the Action Type panel, and then click an action template.

 Template names may vary, and templates in your account may not include configuration specifics shown.

WHAT ACTION TYPE SOCIAL PROOF RETURN TO ACTION TYPE

Social Proof

Cart PDP PLP

Social Proof Cart Page Social Proof Product Details Page Social Proof Product Listing Page

- Select an option from the RECOMMENDATION STRATEGY category in **Social Proof Type**.

WHEN from Feb 20 2025, 1:45 PM


WHAT ACTION TYPE SOCIAL PROOF RETURN TO SELECT ACTION

Social Proof Product Details Page

Adds a Social Proof message to a product details page displaying a single product ID.

This action contains no built-in targeting.

Required Inputs

Social Proof Type **VIEWED** 


Lookback period **DAYS (1-6)** 1

Period of historical data used for this strategy. Select from the last hour(s), day(s), week(s) or last 30 days.

CUSTOMER BEHAVIOR

- Viewed
- Carted
- Purchased
- RECOMMENDATION STRATEGY
- Trending
- Recommended for you
- PRODUCT INVENTORY
- Inventory


- Select from **Recommendation Strategy** an option that's configured in a way that best supports the message type that you selected in the previous step. You can use the search field to find and select a strategy by name, or scroll through the options to select one.

 If you select a recommendation strategy that Monetate hasn't processed for any reason or

hasn't finished processing it yet, then an error message appears below **Recommendation Strategy** alerting you. You cannot save the action until you select a recommendation strategy that's been processed.


The screenshot shows the 'Social Proof Product Details Page' interface. At the top, there are navigation tabs: 'WHAT', 'ACTION TYPE', 'SOCIAL PROOF', and 'SOCIAL PROOF PRODUCT DETAILS PAGE'. A 'RETURN TO SELECT ACTION' button is in the top right. The main heading is 'Social Proof Product Details Page' with an edit icon. Below it, a search bar is highlighted with a red box. A dropdown menu is open, listing several recommendation strategies: 'Broad Purchased Also Purchased', 'Broad Top Selling', 'Broad Viewed Also Viewed', 'Broad Viewed Later Purchased', 'CK_Strategy', and 'BROAD BEST BRANDS'. A red arrow points to the 'BROAD BEST BRANDS' option. Below the dropdown, the 'Recommendation Strategy' field is shown with 'BROAD BEST BRANDS' selected.

6. Type into **Maximum Products Returned** the total number of recommended products on which the Social Proof message should appear.

 The minimum is 1 product, and the maximum is 50 products.

The screenshot shows the 'Required Inputs' section of the form. It contains three input fields: 'Social Proof Type' with a dropdown menu set to 'RECOMMENDED FOR YOU', 'Recommendation Strategy' with a dropdown menu set to 'CK_STRATEGY', and 'Maximum Products Returned' with a text input field containing the number '10'. A red arrow points to the '10' value. Below the 'Maximum Products Returned' field, there is a small text label: 'Set the maximum number of products you would like returned by the recommendation strategy.'

7. If you selected an action template configured for use on pages that show multiple product IDs or configured for use on the cart page in step 3, then optionally type into **Maximum Messages per Page** the total number of messages that can appear on one page. The default setting is **No limit**.

 If the number of products that are eligible for the Social Proof message exceeds the per-page limit that you set in **Maximum Messages per Page**, then the Social Proof message appears on the products on the page that most closely meet the recommendation strategy criteria.

9. Input the element selector in **Relative Element Selector**. See [Element Selectors](#) for more information about how to use this field.

Relative Element Selector

Define the CSS selector to find the relative element.

10. Select from **Insert Method** where the message should appear in relation to the selector you input in the previous step.

Insert Method **FIRST CHILD** ▾

In relation to the Relative Element Selector, select how you want to insert your Social Proof action.

11. Optionally, add any of the following settings to the action:
- In the appropriate editor, input, upload, or select JavaScript code that already exists in the account for any JavaScript creative you want to appear as part of the social proof message.
 - In the appropriate editor, input, upload, or select CSS code that already exists in the account that you want appended to the DOM in a `<style>` or `<link>` element.
 - Toggle **Select multiple elements, if matched?** to **YES** if you want the social proof message to appear in multiple places if multiple elements match the specified relative element selector.
 - Toggle **Re-check for Elements** toggle to **YES** if you want the platform to recheck every 50 milliseconds for up to 3 seconds if the specified element is not immediately found.
 - Toggle **Only run once?** to **YES** if you want the platform to insert the JavaScript only on the first track.



If you're using an action template configured for use on pages that show multiple product IDs, then you must toggle **Select multiple elements, if matched?** to **YES** if you want the message to appear for all SKUs of a product ID if each SKU is listed separately on the page.

Optional Inputs

1

Please enter valid JavaScript. Note that changes you make to existing JavaScript creatives will not be saved for use in other actions.

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CSS appended to the DOM in a <style> or <link> element. Use selector "#MONETATE-ID" to target the inserted element.

Select multiple elements, if YES NO
matched? If multiple elements match the specified CSS3 selector, should the change be applied to all of them or just the first one?

Re-check for Elements YES NO
If elements are not found, keep checking every 50 ms for up to 3 seconds. Useful for content loaded asynchronously (AJAX).

Only run once? YES NO
If true, JavaScript will only be inserted on first track and not on subsequent retracks.

12. If you want to specify additional criteria that must be met for the action to fire, select one of the options from **ADD CONDITION**, and then type into the respective input field the necessary information to complete the [action condition](#).
13. Click **CREATE**.