

Plan an Endcap

There are several things to consider when you start creating endcaps with the Product Recommendations add-on. The following worksheet is designed to help you keep track of what you need to consider and what Monetate needs to know, to build a solid endcap.

Endcap Design Worksheet

Endcap name

On what page(s) should the endcap appear?

Type the page on which the endcap will display

Where on the page will the endcap appear?

The location of your endcap is important. Here, you can choose a single location for the endcap or choose several to test against each other.

- Header
- Footer
- Product Display Area
- Navigation Area
- Other

What should it look like?

Describe the appearance and style of the endcap.

Orientation

Choose either horizontal or vertical.

- Horizontal
- Vertical

Dimensions

Determine the size of the endcap (including the header, footer, and scrolling) in pixels.

Pixels Wide

Pixels High

Creatives

Define or create graphical elements to represent the header, footer, and scroll options in the endcap. All these elements are optional.

If you've designed a creative for the element location, check the corresponding boxes below.

- Header (top)
- Footer (bottom)
- Right Scroller
- Left Scroller

Products in the Endcap

Define the maximum number of items contained in the endcap (maximum of 99) as well as the maximum number of items visible at one time. The maximum number of items visible is limited by the physical dimensions of the endcap.

Total number of items in the endcap

Total number of visible products in the endcap

Visible Product Attributes

Which product attributes would you like to be visible in your endcap?

- Thumbnail Image
- Short Description
- Price
- Alternate Price (or Sale Price)

Add to Cart Button (requires a platform services controller, or PSC)

Endcap Styling

Endcap styles should typically match the page on which they are deployed. For example, if your page is blue and white, your endcap should also be blue and white. Use this section to define all stylesheet information including fonts, colors, or any other included CSS.

Endcap Behavior

Describe the desired scrolling behavior for the endcap. This is only necessary when the total number of items in the endcap exceeds the total number of visible items.

Scrolling

By items

By how many items?

By Page

Auto-Scroll

Animated Scroll

Endcap Fill

First, you need to decide if you're populating the endcap manually (by picking the products yourself) or if you're relying on algorithms to pick the products for you. For algorithmic endcaps choose the algorithm by which the endcap is populated.

Manually

Algorithmically

Top selling by purchase count

Newest Products

Recently viewed products

Purchased also purchased

Selective

Top selling by gross revenue

Most Viewed (product detail page)

- Viewed and also viewed
- Viewed and later purchased
- Item Similarity - Attributes

Geo-Targeting

By default best seller algorithms are global, but you can restrict them to a specific geographic region through geo-targeting. This can be useful to show endcaps to a specific target audience.

- None
- By Country
- By Region (state/province)

Restriction

By default recommendation algorithms are applied to all products in your catalog, but you can also choose to have the algorithm recommend only products from specific categories or a list of products that you supply.

- No, consider all categories
- Yes, restrict to the following categories:

- Yes, restrict to the following products:

Exclusions

By default recommendation algorithms are applied to all products in your catalog, but you can choose to have certain categories or products omitted from your product recommendations.

- No, consider all eligible categories and products
- Yes, exclude these categories:

- Yes, exclude these products:

Insufficient Products to Fill an Endcap

An endcap populated by an algorithm, especially one that is geo-targeted, may not produce a fully populated endcap in all cases. When this happens you can choose not to display the endcap, or you can choose one of the alternate options below.

- Do not show the endcap
- Show the endcap anyway (it may be empty or have "black" space)
- Use a Fallback Algorithm
 - Top selling by purchase count
 - Newest Products
 - Recently viewed products
 - Purchased also purchased
 - Selective
 - Top selling by gross revenue
 - Most Viewed (product detail page)
 - Viewed also viewed
 - Viewed and later purchased
 - Item Similarity - Attributes