

# Legacy Recommendations FAQ

## **When I create a merchandiser set, how is region defined in Geo Targeting?**

When creating a merchandiser set, region is defined as a US state. This applies the algorithm to data based on the visitor's location.

## **How do I get product recommendations on my site?**

Product recommendations typically come in the form of endcaps. The process of adding endcaps to your site can be broken down into six steps:

1. Upload a product feed describing your products.
2. Decide on page placement and the dimensions of the endcap.
3. Pick the algorithm to be used to populate the endcap with products.
4. Choose options to style the endcap.
5. Choose options to style the individual product display.
6. Measure, test, and refine.

## **How is Enhanced Search result relevance determined?**

Monetate uses Lucene's Apache SOLR relevancy algorithm. In addition, clients can choose to influence search results by prioritizing overall newest, bestsellers (purchase count), most viewed, or oldest in the catalog within the matching terms.

## **How does the Has Purchased target work?**

When you add the Has Purchased target to the WHO part of an experience, only the customers who have purchased the designated item or category of items during the course of that experience will be tracked. As a result, you will only see those users who have purchased the designated item or category of items during the course of the experience in the Experience Performance Report.

## **What is a fallback set and what are the requirements for creating one?**

A fallback set is a merchandiser set that fills in for the primary merchandiser set if there are no products to display. For example, if you have selected the Recently Viewed Products algorithm for an endcap and a site visitor does not have any previous data for your site, a fallback set populates the endcap with with guaranteed content. All fallback sets must utilize a previously created merchandiser set with an algorithm that always produces product matches. Sets that can return a null value (such as Recently Purchased or Recently Viewed) cannot be used as a fallback set. Only merchandiser Sets built with the following algorithms support fallback sets: Bestsellers, Dynamic, Newest, Recent, Top-Revenue, and Most Viewed.

## **Why does my selective merchandiser set show results outside of the included product IDs and categories?**

Selective merchandiser sets use the most recent products that you added to your product feed file to fully populate the Max Number of Products set within the merchandiser set.

You can reduce the Max Number of Products to match the number of products included in your merchandiser set to constrain the results or you can reduce the number of products displayed within your endcap so only selected products display.

### **What happens when I run an endcap on a secure (https) page?**

Monetate automatically uses the image set as `product_image_url` in the feed file and calls that image using `https://`.

### **When are merchandiser set results randomized when I enable Randomize Product Order?**

Randomize Product Order isn't designed for each page load. The platform shows the same random set a day at a time.