Configure a Recommendations Action with Slotting

A recommendations slider with slotting action allows you to use up to four recommendation strategies in a single action to yield more diversified results.

When you’re configuring this type of action, keep in mind that each recommendation strategy that you select has its own combination of recommendation algorithm and filters. For example, you could use two recommendation strategies configured with the Viewed and Also Viewed recommendation algorithm, and one is configured to show items within the same category but the other is configured to show complementary items.

Follow these steps to configure a recommendations slider with slotting action.

1. Create a new Web experience, or navigate to the Web Experiences list page and identify an existing draft experience to which you want to add the recommendations action.
2. Configure or modify the WHY and WHO settings.
3. Click WHAT and then click ADD ACTION.
4. Click Recommendation on the Action Type panel.
5. Click an action template for a recommendations slider with slotting.

The recommendations action template options shown here may not reflect the options that appear in your account.

6. Determine where on the page of your site you want the recommendations action to appear.
   a. Input the element selector in the **Insert Selector** field to define where on the page the recommendations action should appear. See **Element Selectors** for more information about how to use this field.

   b. Select an option from **Insert Method** to determine where the action should be inserted relative to the selected node you input in the previous step.

   c. Select **RecheckForElement** if you want the Personalization platform to recheck for the selected node for up to 3 seconds if it doesn’t find it immediately. Select **SelectMultipleElements** if you want the
platform to display the recommendations at every occurrence of the selected node on the page if it finds multiple occurrences.

7. Configure the required recommendations-related inputs for the action.
   a. Select up to four recommendation strategies.
      ■ When selecting multiple recommendation strategies, ensure that they all use the same product catalog. Using strategies that are configured with different catalogs can produce unexpected results.
      ■ Scroll through the list of recommendation strategies in a selector, or use the search bar to find one by name.
      ■ After you select a strategy from one selector, it still appears in the list for each of the other selectors.
      ■ Select **None** to remove a previously selected strategy before saving the configuration.
b. Type into **Recommendation Strategy Sequence** how many recommended products should come from each strategy that you selected in the previous step. See [Setting the Recommendation Strategy Sequence](#) for more information.

c. Enter the minimum number of products the recommendation strategies must display before the action triggers a fallback recommendation strategy.
Setting the minimum to zero prevents the fallback recommendation strategy from rendering and thus causes the action to fire in all scenarios, even if no products are recommended. This situation can also result in customers being counted in the experience without seeing recommendations.

<table>
<thead>
<tr>
<th>Rec Strategy</th>
<th>Recommendation Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>RECENTLY VIEWED</td>
</tr>
<tr>
<td>B</td>
<td>VIEWED ALSO VIEWED - WOMEN &lt;$100</td>
</tr>
<tr>
<td>C</td>
<td>PURCHASED ALSO PURCHASED</td>
</tr>
<tr>
<td>D</td>
<td>GLOBAL TOP SELLING PRODUCTS</td>
</tr>
</tbody>
</table>

**Recommendation Strategy Sequence**
For example, a Recommendation using sets A, B, and C with a set sequence of 2 would pull from your sets as follows: A, A, B, B, C, C, A, A, ...

**Minimum Items**
The minimum number of items needed before a fallback recommendation fires.

d. Enter the maximum number of products to include in the recommendations results.
e. Optionally, enter into **Pinned Products** the value from the **id** attribute for each product that you want to always appear at the beginning of the recommendations results.

If you select a recommendation strategy that uses a collaborative recommendation algorithm with recommended items based on **Item group ID(s) in custom variable** and **Pin products in custom variable to front of recommendation results** enabled, then those products appear after any pinned products configured in the recommendations action.

f. Optionally, select a product catalog attribute on which duplicate recommended products are removed from the results.
Ensure that the attribute that you select is present in the product catalog configured within each recommendation strategy that you selected in step 7a. This requirement doesn’t apply to any fallback recommendation strategy that you select because the **Remove duplicate products based on** setting doesn’t apply to fallback recommendation strategies.

8. Select backup recommendation strategies from **Fallback Strategy 1** and **Fallback Strategy 2** that you want used to supplement the strategies that you selected in step 7a if they can’t display enough recommended products to meet the minimum that you set in step 7c.

9. Enter into **Maximum Number of Items** how many products you want to appear per panel of the slider.
10. Select from **Orientation** the movement of each panel of product images in the slider.

11. If necessary, modify the code in **Slider Container Template** that builds the slider structure.
   - Optionally, add slide navigation buttons by adding the attributes `data-prev-button` and `data-next-button`. If you include optional arrow images, you must include elements with the attribute `data-prev-button` and `data-next-button` for them to appear.
   - Optionally, add location-related **dynamic text** by selecting an option from **SELECT DYNAMIC TEXT** and then pasting the code snippet into the code editor.
12. If necessary, modify the code in **Slide Template** that builds the product slides. See **Modifying the Slide Template** in **Build an Intelligent Recommendation Slider with Slotting Action** for more information.

13. Optionally, modify the slider CSS. Either click **CHOOSE SAVED CSS** or **UPLOAD CSS** to insert CSS that is appended to the DOM in a `<style>` or `<link>` element. Use the placeholder #MONETATE-ID as the selector for action's wrapper ID.

14. If necessary, modify the code in **Settings Object** to change the slide visibility options. See **Modifying the Slide Visibility Template** in **Build an Intelligent Recommendation Slider with Slotting Action** for more information.
15. Optionally, add image files to be used for the slider navigation buttons by clicking **CHOOSE EXISTING**, **GENERATE IMAGE**, or **UPLOAD** for **Previous Button Creative** and **Next Button Creative**, respectively.
16. Optionally, add one or more action conditions. Click **ADD CONDITION** and then navigate the categories and options to set any conditions that must be met for the action to fire. See [Action Conditions](#) for more information.
17. Click **CREATE**.

Finish building the experience by configuring the WHEN settings. Ensure that you preview the experience before activating it. See Activate an Experience for Preview and Testing for more information.

### Setting the Recommendation Strategy Sequence

The number that you enter into Recommendation Strategy Sequence determines how many products are identified using the strategy you selected for **Rec Strategy A** before the same number are next identified using the strategy you selected for **Rec Strategy B** and so forth. The default value for this field is 1, which means the recommendations slider displays one product from each strategy and then begins the cycle again until the display is complete. A value of 2 means that two recommended products come from strategy A, and then two from strategy B, and so forth.

For example, if you configure a recommendations action with two recommendation strategies and set the strategy sequence to 1, its configuration and output would be as follows:

```
Strategy A  Strategy B  Strategy A  Strategy B
```

Perhaps you configure the recommendations action with two strategies and set the strategy sequence to 2. The output would be as shown here.

```
Strategy A  Strategy A  Strategy B  Strategy B
```

### Use Cases

There are many combinations and ways to leverage slotted recommendations. Here are some approaches you can use.

**Encourage Cross-Selling with Similar Products**

Use a recommendation strategy configured with the Viewed and Also Viewed recommendation algorithm and with a filter to show products from the same category as the one the customer is viewing. You can encourage
cross-selling by also using a recommendation strategy configured with the Viewed and Later Purchased recommendation algorithm and with a filter to exclude products within the category the user is viewing.

**Leverage Machine Learning and Marketer Expertise Simultaneously**

With a recommendations action with slotting, you can combine algorithmically generated recommendations with manually onboarded recommendations datasets.

For example, a retailer sells winter coats. For recommendations that appear on coats pages, a recommendation strategy configured with the Viewed and Also Viewed recommendation algorithm likely recommends a variety of other coats. After the marketing team determines that scarves are a great product to cross-sell, it uploads a Recommendations dataset that contains only scarves and configures a recommendation strategy with that dataset. The retailer then creates a recommendations action with slotting that uses both of these recommendation strategies, effectively augmenting the machine’s results with additional products.

**Mix Algorithms**

By configuring a recommendations action with slotting, you no longer need to decide, for example, between using a recommendation strategy with the Viewed and Also Viewed recommendation algorithm or one with the Purchased and Also Purchased recommendation algorithm because you can slot each of them into a single recommendations action to get the best of both worlds.