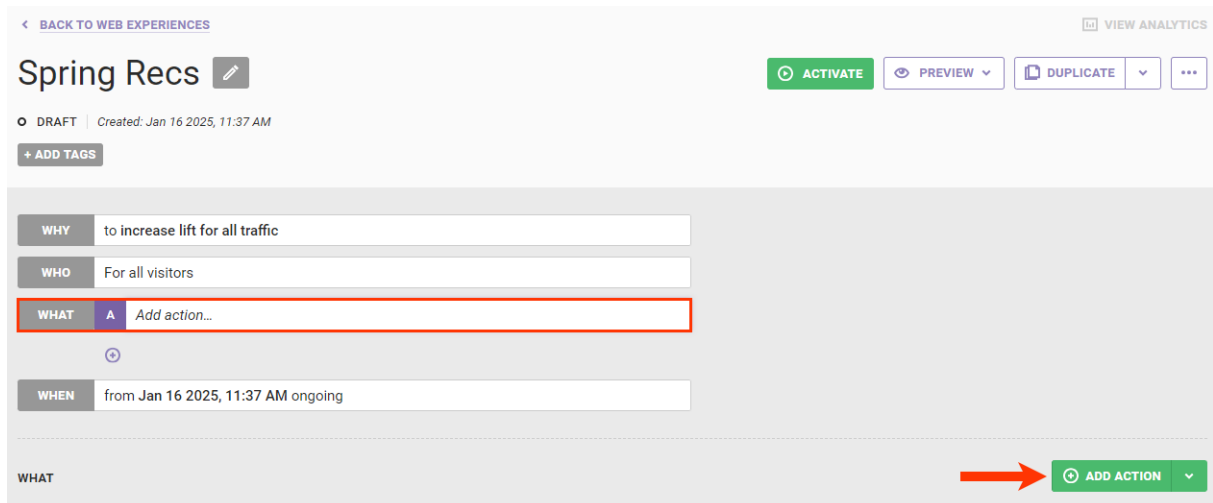# Configure a Recommendations Action with Slotting

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 **Product Recommendations** on the Action Type panel.
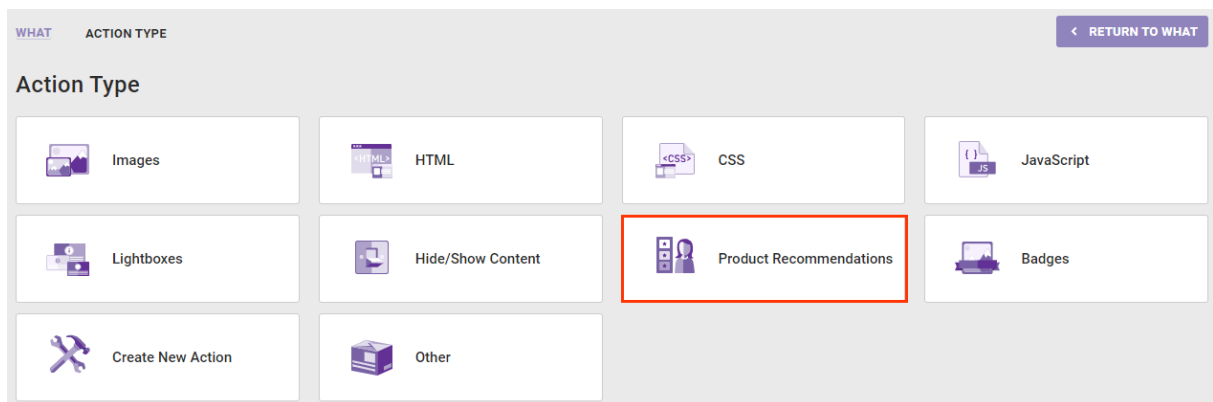
5. Click an action template for a recommendations slider with slotting.

WHAT   ACTION TYPE   PRODUCT RECOMMENDATIONS   **< RETURN TO ACTION TYPE**

Product Recommendations

Recommendations   **Cart**   **Home Page**

Recommendation   Cart Recommendations - Template   Home Page Recommendations - Template

Recommendation (with slotting)   **PLP**   **PDP**

Intelligent Recommendation Slider (with Slotting)   PLP Recommendations - Template   PDP Recommendations - Template

6. Determine where on the page of your site you want the recommendations action to appear.
   a. Input the element selector into **Element Selector** to define where on the page the recommendations action should appear. See Element Selectors for more information.

WHAT   ACTION TYPE   PRODUCT RECOMMENDATIONS   RECOMMENDATION (WITH SLOTTING)   **< RETURN TO SELECT ACTION**

Recommendation (with slotting) ✎
Configure where and how your recommendation will be displayed. This action allows selecting and slotting up to 4 recommendation strategies.
This action contains no built-in targeting.

Required Inputs

Element Selector   [   ] ⬅
                     Selector to find the node where the slider will be inserted.

   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.

WHAT   ACTION TYPE   PRODUCT RECOMMENDATIONS   RECOMMENDATION (WITH SLOTTING)   **< RETURN TO SELECT ACTION**

Recommendation (with slotting) ✎
Configure where and how your recommendation will be displayed. This action allows selecting and slotting up to 4 recommendation strategies.
This action contains no built-in targeting.

Required Inputs

Element Selector   [body > div.body > div.container > div.main.full]
                     Selector to find the node where the slider will be inserted.

Insert Method   [FIRST ⌄] ⬅
                     Method to use when inserting the slider relative to the selected node.

   c. Toggle **RecheckForElement** to **NO** if you *do not* want Monetate to recheck for the selected node for up to 3 seconds if it doesn't find it immediately. Toggle **SelectMultipleElements** to **YES** if you want the platform to display the recommendations at every occurrence of the selected node on the page if it finds multiple occurrences.

Recommendation (with slotting) ✎

Configure where and how your recommendation will be displayed. This action allows selecting and slotting up to 4 recommendation strategies.
This action contains no built-in targeting.

Required Inputs

Element Selector	body > div.body > div.container > div.main.full Selector to find the node where the slider will be inserted.
Insert Method	FIRST ⌄ Method to use when inserting the slider relative to the selected node.
Insert Options	RecheckForElement: If the selector is not found, wait up to 3 seconds for it to show up. SelectMultipleElements: If the selector matches multiple places, do you want to insert at each of them? YES ▐▐▐ RecheckForElement ▐▐▐ NO SelectMultipleElements

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.

Recommendation (with slotting) ✎

Configure where and how your recommendation will be displayed. This action allows selecting and slotting up to 4 recommendation strategies.

This action contains no built-in targeting.

Required Inputs

Element Selector	body > div.body > div.container > div.main.full Selector to find the node where the slider will be inserted.
Insert Method	FIRST ⌄ Method to use when inserting the slider relative to the selected node.
Insert Options	RecheckForElement: If the selector is not found, wait up to 3 seconds for it to show up. SelectMultipleElements: If the selector matches multiple places, do you want to insert at each of them? YES ▥ RecheckForElement ▥ NO SelectMultipleElements

Recommended Items

Which items would you like to include in your Recommendation Slider?
Choose up to four (4) strategies to populate the Recommendation Slider.

Rec Strategy A	SPRING RECS ⌄ Recommendation Strategy for Slot A
Rec Strategy B	--SELECT RECOMMENDATION STRATEGY-- ⌄
	broad 🔍
	Broad Most Popular
Rec Strategy C	**Broad** Most Viewed RATEGY-- ⌄
	Broad Top-Selling
Rec Strategy D	**Broad** Viewed and Also Viewed RATEGY-- ⌄

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.

Recommendation (with slotting) ✎

Configure where and how your recommendation will be displayed. This action allows selecting and slotting up to 4 recommendation strategies.

This action contains no built-in targeting.

Required Inputs

Element Selector	body > div.body > div.container > div.main.full Selector to find the node where the slider will be inserted.
Insert Method	FIRST ⌄ Method to use when inserting the slider relative to the selected node.
Insert Options	RecheckForElement: If the selector is not found, wait up to 3 seconds for it to show up. SelectMultipleElements: If the selector matches multiple places, do you want to insert at each of them? YES ▥ RecheckForElement ▥ NO SelectMultipleElements

Recommended Items

Which items would you like to include in your Recommendation Slider?
Choose up to four (4) strategies to populate the Recommendation Slider.

Rec Strategy A	SPRING RECS ⌄ Recommendation Strategy for Slot A
Rec Strategy B	BROAD TOP SELLING ⌄ Recommendation Strategy for Slot B
Rec Strategy C	BROAD MOST VIEWED ⌄ Recommendation Strategy for Slot C
Rec Strategy D	BROAD VIEWED ALSO VIEWED ⌄ Recommendation Strategy for Slot D
Recommendation strategy sequence	1 ⟵ 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...

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.

> ℹ If in step 7a you selected any recommendation strategy with **Prepend context item in recommendation** enabled, then the context item counts toward meeting the threshold you set in **Minimum products returned**.

Recommended Items

Which items would you like to include in your Recommendation Slider?
Choose up to four (4) strategies to populate the Recommendation Slider.

Rec Strategy **A**   [SPRING RECS ∨]
Recommendation Strategy for Slot A

Rec Strategy **B**   [BROAD TOP SELLING ∨]
Recommendation Strategy for Slot B

Rec Strategy **C**   [BROAD MOST VIEWED ∨]
Recommendation Strategy for Slot C

Rec Strategy **D**   [BROAD VIEWED ALSO VIEWED ∨]
Recommendation Strategy for Slot D

Recommendation strategy sequence   [1]
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 products returned   [2] ⬅
Set the minimum number of products that must be available for the action to show. Setting a value of 0 will force the action to fire even if no products are recommended.

d. Enter the maximum number of products to include in the recommendations results.

> ⓘ If in step 7a you selected any recommendation strategy with **Prepend context item in recommendation** enabled, then the context item counts toward meeting the threshold you set in **Maximum products returned**.

Recommended Items

Which items would you like to include in your Recommendation Slider?
Choose up to four (4) strategies to populate the Recommendation Slider.

Rec Strategy **A**   [SPRING RECS ∨]
Recommendation Strategy for Slot A

Rec Strategy **B**   [BROAD TOP SELLING ∨]
Recommendation Strategy for Slot B

Rec Strategy **C**   [BROAD MOST VIEWED ∨]
Recommendation Strategy for Slot C

Rec Strategy **D**   [BROAD VIEWED ALSO VIEWED ∨]
Recommendation Strategy for Slot D

Recommendation strategy sequence   [1]
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 products returned   [2]
Set the minimum number of products that must be available for the action to show. Setting a value of 0 will force the action to fire even if no products are recommended.

Maximum products returned   [10] ⬅
Set the maximum number of products you would like returned for this action.

e. Optionally, enter into **Pinned products** the value of the `id` attribute for each product that you want to

always appear at the beginning of the recommendations results.

> **ⓘ** Pinned products are not subject to any recommendation filters configured in the selected recommendation strategies or to the recommendation filters configured on the **Global Settings** tab of the Product Recommendations page.
>
> If you enter product IDs into **Pinned products** and if in step 7a you selected one or more recommendation strategies with **Prepend context item in recommendation** enabled, then the products identified at the action level appear *before* the context product in the recommendations results.

Recommended Items

Which items would you like to include in your Recommendation Slider?
Choose up to four (4) strategies to populate the Recommendation Slider.

Rec Strategy A	SPRING RECS ∨ Recommendation Strategy for Slot A
Rec Strategy B	BROAD TOP SELLING ∨ Recommendation Strategy for Slot B
Rec Strategy C	BROAD MOST VIEWED ∨ Recommendation Strategy for Slot C
Rec Strategy D	BROAD VIEWED ALSO VIEWED ∨ Recommendation Strategy for Slot D
Recommendation strategy sequence	1 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 products returned	2 Set the minimum number of products that must be available for the action to show. Setting a value of 0 will force the action to fire even if no products are recommended.
Maximum products returned	40 Set the maximum number of products you would like returned for this action.
Pinned products	⬅ Enter the product SKUs from your catalog that you want 'pinned' to the beginning of the recommendation.

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. Select from **Orientation** the movement of each panel of product images in the slider.

10. 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.

Slider Container Template

Include an HTML template to build the slider structure. Placeholder example: '{{slider}}'. Possible placeholders: slider, pagination. Optionally, add the attributes 'data-prev-button' and 'data-next-button' to add previous and next slide buttons. If optional arrow images are included, elements with the attribute 'data-prev-button' and 'data-next-button' are required for them to display.

```
1    <div>Merch Slider</div>
2    <button data-prev-button>&#9664;</button>
3    {{SLIDER}}
4    {{PAGINATION}}
5    <button data-next-button>&#9654;</button>
```

To add **Dynamic Text**, select the desired dynamic text from the drop-down menu, and then paste (Control-V) the snippet into the HTML string above.

SELECT DYNAMIC TEXT ∨

11. 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.

Slide Template

Placeholder example: '{{price}}'. Possible placeholders include all product catalog fields. Examples: title, id, itemGroupId, price, salePrice, link, imageLink

```
1    <a href="{{link}}" data-pid="{{id}}">
2        <div>
3            <img src="{{imageLink}}" alt="{{id}} - {{title}}">
4        </div>
5        <div>
6            <div>{{title|truncate: 20}}</div>
7                <div>
8                    <span>{{price|priceFormat: $1,000.00}}</span>
9                    <span>{{salePrice|priceFormat: $1,000.00}}</span>
10               </div>
11           </div>
12    </a>
```

12. 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 the action's wrapper ID.

CSS

CSS appended to the DOM in a <style> or <link> element. Use the placeholder '#MONETATE-ID' as the selector for action's wrapper ID.

CHOOSE SAVED CSS   UPLOAD CSS

```css
/**
 * DEFAULT SLIDER STYLES
 * Edit at your own risk!
 */
#MONETATE-ID {
  position: relative;
}

#MONETATE-ID [data-slider-mask] {
  overflow: hidden!important;
  position: relative!important;
  padding: 0!important;
  margin: 0!important;
}

#MONETATE-ID li {
  list-style: none;
}

#MONETATE-ID [data-slider] {
  padding: 0!important;
  margin: 0!important;
  display: block;
}

#MONETATE-ID [data-slide] {
  float: none;
}

#MONETATE-ID[data-slider-wrapper="horizontal"] [data-slider] {
  white-space: nowrap!important;
}

#MONETATE-ID[data-slider-wrapper="horizontal"] [data-slide] {
  display: inline-block!important;
  white-space: normal;
  vertical-align: top;
}

#MONETATE-ID[data-slider-wrapper="vertical"] [data-slide] {
  display: block!important;
}

#MONETATE-ID[data-slider-wrapper="fade"] [data-slide] {
  position: absolute;
  top: 0;
  opacity: 0;
}
```

13. If necessary, modify the code in **Slides Visible** to change the slide visibility options. See Modifying the Slide Visibility Template in Build an Intelligent Recommendation Slider with Slotting Action for more information.

Slides Visible

Settings object.

```
1   {
2     "autoRotateDuration": 0,
3     "breakpoints": {
4       "Infinity": {
5         "visible": 5
6       },
7       "768": {
8         "visible": 3
9       },
10      "414": {
11        "peekRight": 0.5,
12        "visible": 1,
13        "peekLeft": 0.5
14      }
15    },
16    "gridSize": 1,
17    "infiniteSlide": false,
18    "pagination": "none",
19    "pauseOnHover": false,
20    "slideIncrement": "page",
21    "stopOnInteraction": false,
22    "transitionAnimation": "push",
23    "transitionDuration": 250
24  }
```

14. 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.

Optional Inputs

Previous Button Creative
Previous button creative. Must include element with the attribute [data-prev-button] Slider Container Template.

[CHOOSE EXISTING] [GENERATE IMAGE] [UPLOAD]

Next Button Creative
Next button creative. Must include element with the attribute [data-next-button] Slider Container Template.

[CHOOSE EXISTING] [GENERATE IMAGE] [UPLOAD]

15. Optionally, configure the action with JavaScript.

> ℹ️ You must contact your dedicated Customer Success Manager (CSM) and request that the action template that includes the JavaScript editor be added to your account.

[CHOOSE SAVED JAVASCRIPT] [UPLOAD JAVASCRIPT]   [PREVIEW]

1

Please enter valid JavaScript.

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.
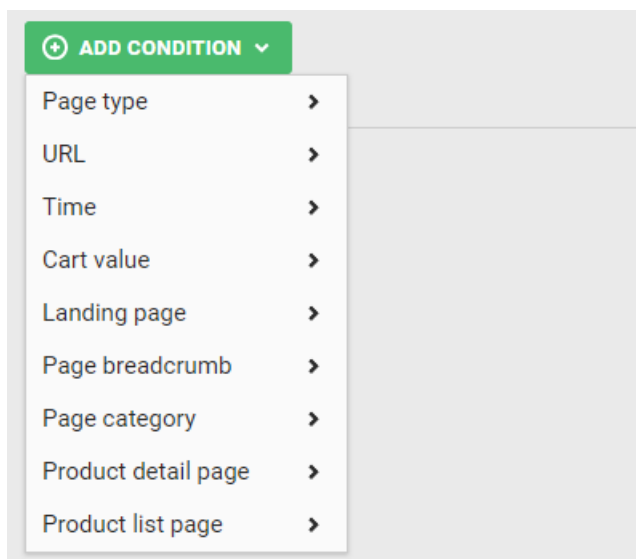
17. Click **CREATE**.

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 a recommendations with slotting action. 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 with slotting action, 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 with slotting action that uses both of these recommendation strategies, effectively augmenting the machine's results with additional products.

Mix Algorithms

By configuring a recommendations with slotting action, 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.