

Recommendations Datasets Overview

In addition to the recommendation algorithms and filters that you use to build [recommendation strategies](#) and [bundles](#) for Monetate Dynamic Bundles, you can upload your own product recommendations as a Recommendations dataset. See [Create a Recommendations Dataset](#) to learn how to accomplish that task.

Dataset Specifications

This table contains the attributes, also called columns or fields, you must include in a Recommendations dataset.

Attribute	Data Type	Example	Description
<code>lookup_key</code>	String	<code>abc</code>	Value used to find related recommendations. These values should associate to <code>item_group_id</code> parent identifier values in the linked product catalog.
<code>id</code>	String	<code>xyz-123</code>	A product's unique identifier. Use the SKU collected in your web integration where possible. These values should associate to the <code>id</code> values in the linked product catalog.
<code>rank</code>	Number	<code>10</code>	The ranking of importance or the position in which this record is returned in the list of records from the specified <code>lookup_key</code> .

Only the attributes in the specifications table can appear in a Recommendations dataset. If you include additional ones when creating the dataset schema, Monetate discards them without alerting you. If you include them when updating a Recommendations dataset, the update then fails, with the File Upload Error modal noting the presence of the unknown field(s).

Submit a support ticket using the Monetate Technical Support portal (support.monetate.com) if you need additional assistance customizing recommendations.

Using a Dataset in a Recommendation Strategy

To leverage a Recommendations dataset in a [recommendation strategy](#), ensure that the product catalog that you select when creating the strategy contains the same values defined in the dataset for `item_group_id` and `id`, respectively.

Furthermore, to optimize the resulting products recommended to the customer, ensure that you enable [Randomize Results](#) in the recommendation strategy. When you enable this setting, Monetate creates a pool of top products after removing all duplicate products and applying any [Boost and Bury](#) filters. From that pool it randomly selects the number of products needed to meet the [Product Recommendations experience](#) configuration.

Here are three examples of how you can use a Recommendations dataset.

Display Customized Recommendations

Purpose: To create your own product recommendations for any products

Implementation: Input an `item_group_id` (product ID) in the `lookup_key` column, and list in the `id` column a product that you want to recommend for the corresponding `item_group_id`.

Examples

- Leverage the expertise of merchandisers to offer curated recommendations for specific products.
- Leverage the output of a new algorithm internally developed by a data science team.

Sample file: [RecDataset.csv](#)

Recommend a Specific List of Products

Purpose: To display a manually curated list of products

Implementation: Ensure the `lookup_key` column is populated with a value of `none` for all line items.

Examples

- Display a curated list of products on a homepage or landing page.
- Display products that you want to highlight as "New Arrivals."

Sample file: [RecDataset_none_lookupkey.csv](#)

Recommend Products to Specific Customers

Purpose: To display internally developed recommendations for individual users

Implementation: Ensure that the `lookup_key` column is populated with customer IDs and that the `id` column is populated with the products that you want to recommend for the corresponding customer IDs.

Example

Leverage the output from a data science team to present individually curated recommendations to high-value shoppers on a landing page.

Sample file: [RecDataset_custid_lookupkey.csv](#)