Create a Product Recommendations for Email Experience

Follow these steps to create a Product Recommendations for Email experience.

1. Click EXPERIENCES in the top navigation bar, and then select Web.

2. Click the drop-down arrow to the right of CREATE EXPERIENCE, and then select Product Recommendations for Email.

3. Click the pencil icon, enter a name for the experience, and then click the green checkmark icon to save the name.

4. Click WHAT and then click ADD ACTION.
5. Click **Product Recommendations for Email** on the Action Type panel.

6. Click the action template that you want to use.

7. Configure the required recommendations-related inputs for the action.
   a. Select up to four recommendation strategies to populate the recommendations.
   b. Set the number of times the action displays recommendations from one strategy before displaying recommendations from the next strategy. For example, an action using recommendation strategies A, B, and C with a set sequence of 2 would pull from result in recommendations pulled in the following order: A, A, B, B, C, C, A, A....
Set the minimum number of products the action must display before a fallback recommendation fires.

**Setting Minimum Items** to zero prevents the fallback strategy or strategies from firing and email recipients from seeing any recommendations.

d. Set the maximum number of products the action can recommend.
e. Optionally, input into **Pinned Products** the product IDs for any items that you want to always appear at the beginning of the recommendations.

> Any products that you pin using this field appear *before* any products that might be pinned as a result of one or more recommendation strategies that you may have selected that are configured with **Item group ID(s) in run-time parameter (for email)** with **Pin products in run-time parameter to front of recommendation results** enabled.
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. Optionally, select one or two fallback recommendation strategies.

If the action has not met the minimum number of products after depleting its ability to draw recommendations from the strategies you selected in step 6a and then still failed to meet the required minimum number of items using the first fallback strategy, then it uses the second fallback strategy to fill out what remains, if possible. If the action cannot meet the minimum products threshold using the primary or fallback strategies, then the action doesn’t fire.
9. As necessary, modify the HTML code for the recommendation item template.

   Fallback Strategy 1: NONE
   Fallback strategy to populate your recommendation action
   Fallback Strategy 2: NONE
   Fallback strategy to populate your recommendation action if Fallback Strategy 1 doesn’t have enough items

```
Recommendation Item template

```

10. Optionally, add **dynamic text** to the HTML by selecting an option from the selector and then pasting the snippet into the HTML code editor.

```
Recommendation Item template

  SELECT DYNAMIC TEXT
  Weather
  State
  City
  Media Market
  Country
  Closest Location Name
  Closest Location Address1
  Closest Location Address2
  Closest Location City
  Closest Location State/Region
```

11. As necessary, adjust the size of the image container.

12. Click **SAVE**.

13. Click **GENERATE EMAIL HTML**.

14. Click **COPY TO CLIPBOARD** and then paste the HTML into your ESP email template.
Replace the $customer_id placeholder and, as necessary, the placeholders for any run-time parameters in the generated HTML, with their respective values. See Preparing the Generated HTML in Run-Time Context for Recommendations Email Experiences for more information.

Unlike Web experiences, a Product Recommendations for Email experience requires no activation because you send it to customers using your ESP.

**Previewing the Email Experience**

Follow these steps to preview a Product Recommendations for Email experience complete with the context of a customer ID.

1. Click **PREVIEW** on the Experience Editor page.
2. Enter a customer ID value in the Preview modal.

This identifier is equivalent to the one used by your ESP to identify users. If you enter a valid customer ID, then the preview represents the experience seen by that customer. If you enter an invalid or imaginary customer ID, then the preview appears as if it would for an email recipient with no history.

If the preview appears blank, a likely culprit is a syntax error in the template. Another possibility is a lack of returned recommended items due to either an empty catalog or the configurations of the recommendation strategies selected in the WHAT action.