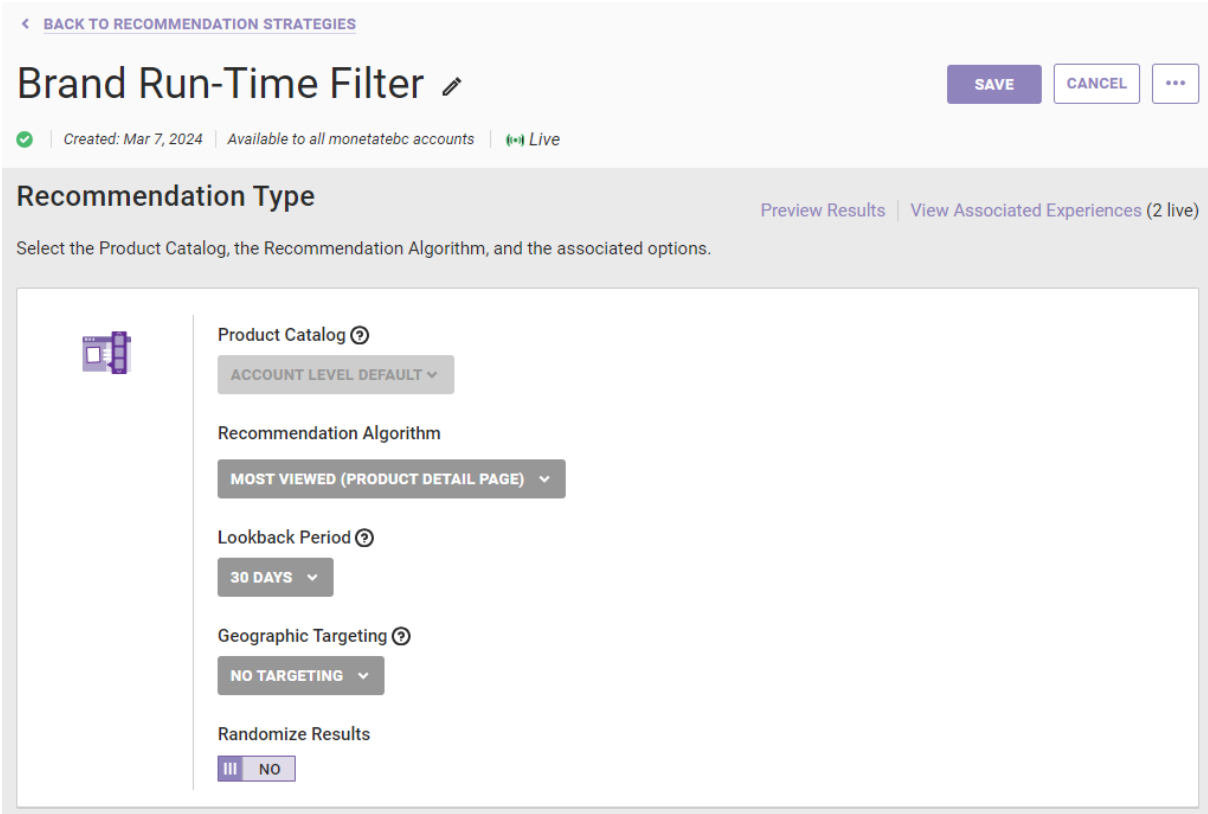# Run-Time Context for Recommendations Email Experiences

You can build a Product Recommendations for Email experience that dynamically sends the filters within a recommendation strategy used in the action. This filtering performed at run time is accomplished with a pass-through parameter in the email's HTML code.

For example, you want to recommend popular products to customers via email. For the first week of the campaign, you want those recommendations filtered for brand A. For the second week you want them filtered for brand B. You can accomplish this change with a simple edit you generate for the email experience.

Adding a Run-Time Filter to a Recommendation Strategy

Follow these steps to add a run-time filter to a recommendation strategy.

1. Create or navigate to the recommendation strategy you want to use in the Product Recommendations for Email experience. See Create a Recommendation Strategy for the task steps.

2. Click **ADD FILTER**, and then select the attribute on which you want to filter the recommendations.

Recommendation Filters

Would you like to filter what's recommended in this strategy?

⊕ ADD FILTER ←

3. Select the operator for the filter equation.

Recommendation Filters

Would you like to filter what's recommended in this strategy?

| Brand | = EQUALS ⌄ | Start typing to filter list | ⊖ |

= equals
≠ does not equal
contains
does not contain

USE DYNAMIC VALUE

⊕ ADD FILTER

4. Click **USE DYNAMIC VALUE**.

Recommendation Filters

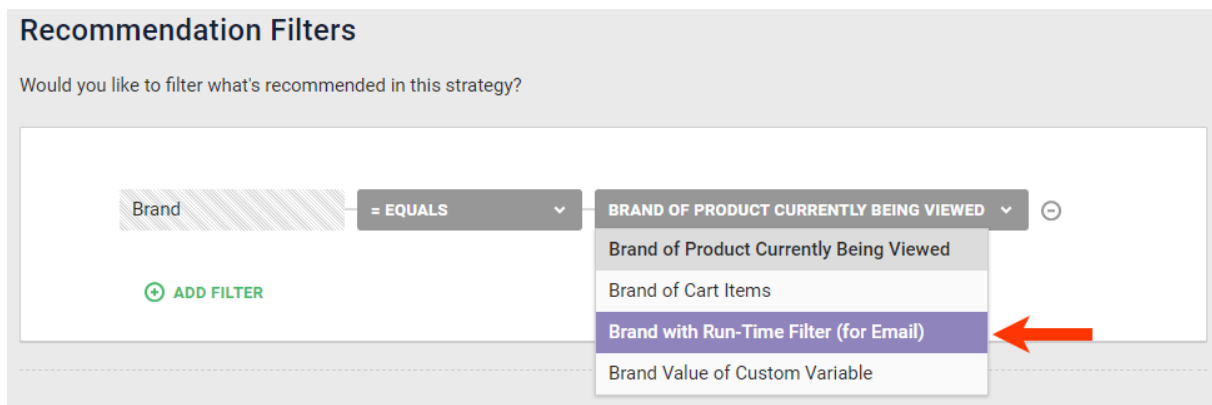Would you like to filter what's recommended in this strategy?

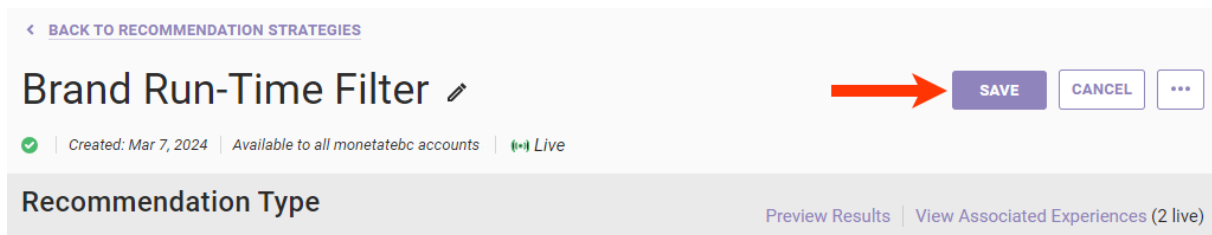| Brand | = EQUALS ⌄ | Start typing to filter list | ⊖ |

USE DYNAMIC VALUE

⊕ ADD FILTER

5. Select the dynamic value option that contains **with Run-Time Filter (for Email)**.

6. Click **SAVE**.

The recommendation strategy is ready to add to a Product Recommendations for Email experience.

Preparing the Generated HTML

You must make a few modifications to the HTML code that appears in the Generate Email HTML modal before you can use it.

Customer ID

You must replace each `$customer_id` placeholder, found in both image URLs and link URLs within the generated HTML, with your ESP's customer identifier. Often you can replace `$customer_id` with a subscriber merge token that dynamically resolves to the ESP identifier.

> ℹ️ The ESP's customer identifier must be sent to the Monetate platform as part of the Web Track process or some equivalent means.

```
  1  ons-->
  2  etate.net/trk/1/cl/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id=1617
  3  f.monetate.net/trk/1/im/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id
  4
  5  etate.net/trk/1/cl/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id=1617
  6  f.monetate.net/trk/1/im/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id
  7
  8  etate.net/trk/1/cl/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id=1617
  9  f.monetate.net/trk/1/im/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id
 10
 11  etate.net/trk/1/cl/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id=1617
 12  f.monetate.net/trk/1/im/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id
 13
 14  etate.net/trk/1/cl/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id=1617
 15  f.monetate.net/trk/1/im/a-3e41bf76/p/monetate.mybigcommerce.com/?customer_id=$customer_id&experience_id
 16
 17
```

Depending on the configuration of the recommendation strategies that you selected when creating the experience's action, the generated HTML may contain one or more pass-through parameter-and-placeholder pairs. You must also replace the placeholder with its respective attribute value(s) that you want to use in the experience.

Item Group ID

If one of the recommendation strategies is configured with **Item group ID(s) in run-time parameter (for email)** selected for **Base Recommendation on**, then pt_based_on_item_group_id=$runTimeFilter appears in the generated HTML code for the email.

Copy and paste the email HTML into your email template.

HTML for Spring Email Recs

```
 1
 2  perience_id=1724246&action_id=4745010&slot_index=0&pt_based_on_item_group_id=$runTimeFilter">
 3  id&experience_id=1724246&action_id=4745010&slot_index=0&pt_based_on_item_group_id=$runTimeFilter" alt="
 4
 5  perience_id=1724246&action_id=4745010&slot_index=1&pt_product_type=$runTimeFilter">
 6  id&experience_id=1724246&action_id=4745010&slot_index=1&pt_product_type=$runTimeFilter" alt=""/>
 7
 8  perience_id=1724246&action_id=4745010&slot_index=2&pt_based_on_item_group_id=$runTimeFilter">
 9  id&experience_id=1724246&action_id=4745010&slot_index=2&pt_based_on_item_group_id=$runTimeFilter" alt="
10
11  perience_id=1724246&action_id=4745010&slot_index=3&pt_product_type=$runTimeFilter">
12  id&experience_id=1724246&action_id=4745010&slot_index=3&pt_product_type=$runTimeFilter" alt=""/>
13
14  perience_id=1724246&action_id=4745010&slot_index=4&pt_based_on_item_group_id=$runTimeFilter">
15  id&experience_id=1724246&action_id=4745010&slot_index=4&pt_based_on_item_group_id=$runTimeFilter" alt="
16
17
```

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 ⌄

Note: We've included the placeholder '$runTimeFilter' that you will replace.

HTML can be modified by adding query strings at the end of href attributes for each link prior to copying to clipboard. Query strings will be added to the product link on redirection (for example, "example.com/product_123?monetate=true"). The alt text in the images will be displayed when a user has email images turned off or for any other error. Note that browsers add underlined, linked whitespace upon error if there is any whitespace between HTML nodes. Make sure to minify or otherwise remove whitespace (spaces, newline, etc) between nodes if you don't want this to show.

COPY TO CLIPBOARD   **CLOSE**

You must replace the $runTimeFilter placeholder with at least one and no more than five item_group_id values that you pass to Monetate.

> ℹ️ The item_group_id value(s) that you use must be in the product catalog associated with each recommendation strategy that is configured with the **Item group ID(s) in run-time parameter (for email)** setting that you selected when configuring the experience's action. This requirement applies to the recommendation strategies you selected for recommendation strategies A through D in the action template as well as for the optional fallback recommendation strategies. Otherwise, no results will be returned.

If you use multiple values, ensure they're in a properly formed string with each comma replaced with %2C.

Generate Email HTML

Copy and paste the email HTML into your email template.

HTML for Spring Email Recs

```
 1
 2   24246&action_id=4745010&slot_index=0&pt_based_on_item_group_id=109332%2C100899%2C100135">
 3   id=1724246&action_id=4745010&slot_index=0&pt_based_on_item_group_id=109332%2C100899%2C100135" alt=""/>
 4
 5   24246&action_id=4745010&slot_index=1">
 6   id=1724246&action_id=4745010&slot_index=1" alt=""/>
 7
 8   24246&action_id=4745010&slot_index=2&pt_brand=$runTimeFilter&pt_color=$runTimeFilter">
 9   id=1724246&action_id=4745010&slot_index=2&pt__brand=$runTimeFilter&pt_color=$runTimeFilter" alt=""/>
10
11   24246&action_id=4745010&slot_index=3&pt_brand=$runTimeFilter">
12   id=1724246&action_id=4745010&slot_index=3&pt_brand=$runTimeFilter" alt=""/>
13
14   24246&action_id=4745010&slot_index=4">
15   id=1724246&action_id=4745010&slot_index=4" alt=""/>
16
17
```

Note: We've included the placeholder '$runTimeFilter' that you will replace.

HTML can be modified by adding query strings at the end of href attributes for each link prior to copying to clipboard. Query strings will be added to the product link on redirection. e.g. "example.com/product_123?monetate=true". The alt text in the images will be displayed when a user has email images turned off or for any other error. Note that browsers add underlined, linked white space upon error if there is any white space between HTML nodes. Make sure to minify or otherwise remove white space (spaces, newline, etc) between nodes if you don't want this to show.

COPY TO CLIPBOARD   CLOSE

Recommendation Run-Time Filters

If you selected one or more recommendation strategies configured with one or more run-time filters, then you must replace the placeholder for each run-time filter parameter (for example, pt_brand=$runTimeFilter) with a value for that attribute that you pass to Monetate.

Copy and paste the email HTML into your email template.

HTML for Spring Email Recs

```
 1
 2    =1724246&action_id=4745010&slot_index=0&pt_based_on_item_group_id=$runTimeFilter">
 3    te_id=1724246&action_id=4745010&slot_index=0&pt_based_on_item_group_id=$runTimeFilter" alt=""/>
 4
 5    =1724246&action_id=4745010&slot_index=1">
 6    te_id=1724246&action_id=4745010&slot_index=1" alt=""/>
 7
 8    =1724246&action_id=4745010&slot_index=2&pt_brand=$runTimeFilter&pt_color=$runTimeFilter">
 9    te_id=1724246&action_id=4745010&slot_index=2&pt_brand=$runTimeFilter&pt_color=$runTimeFilter" alt=""/>
10
11    =1724246&action_id=4745010&slot_index=3&pt_brand=$runTimeFilter">
12    te_id=1724246&action_id=4745010&slot_index=3&pt_brand=$runTimeFilter" alt=""/>
13
14    =1724246&action_id=4745010&slot_index=4">
15    te_id=1724246&action_id=4745010&slot_index=4" alt=""/>
16
17
```

HTML can be modified by adding query strings at the end of href attributes for each link prior to copying to clipboard. Query strings will be added to the product link on redirection. e.g. "example.com/product_123?monetate=true". The alt text in the images will be displayed when a user has email images turned off or for any other error. Note that browsers add underlined, linked white space upon error if there is any white space between HTML nodes. Make sure to minify or otherwise remove white space (spaces, newline, etc) between nodes if you don't want this to show.

COPY TO CLIPBOARD   CLOSE

You cannot use multiple attribute values with a recommendation run-time filter.

Other Query String Parameters

You can configure a Product Recommendations for Email experience so that you can track page visits and product purchases that result from it by adding a query string parameter for tracking purposes to the generated HTML.

Add the query string parameter at the end of each image URL and link URL in the generated HTML.

Generate Email HTML

Copy and paste the email HTML into your email template.

HTML for Spring Email Recs

```
 1
 2  com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=0">
 3  erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=0" alt=""/>
 4
 5  com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=1">
 6  erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=1" alt=""/>
 7
 8  com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=2&pt_brand=$runTimeFi
 9  erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=2&pt_brand=$runT
10
11  com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=3">
12  erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=3" alt=""/>
13
14  com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=4">
15  erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=4" alt=""/>
16
17  com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=5">
18  erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=5" alt=""/>
19
20  com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=6&pt_brand=$runTimeFi
21  erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=6&pt_brand=$runT
22
23  com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=7">
24  erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=7" alt=""/>
25
26
```

HTML can be modified by adding query strings at the end of href attributes for each link prior to copying to clipboard. Query strings will be added to the product link on redirection. e.g. "example.com/product_123?monetate=true". The alt text in the images will be displayed when a user has email images turned off or for any other error. Note that browsers add underlined, linked white space upon error if there is any white space between HTML nodes. Make sure to minify or otherwise remove white space (spaces, newline, etc) between nodes if you don't want this to show.

COPY TO CLIPBOARD   CLOSE

When the email recipient clicks a link in the message, they're redirected to its corresponding page on your site as expected, with the query string parameter that you'd added preserved.

See Previewing the Email Experience in Create a Product Recommendations for Email Experience to test the experience before you send the email.