

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.

The screenshot shows a configuration page for a 'Brand Run-Time Filter'. At the top, there is a navigation link '< BACK TO RECOMMENDATION STRATEGIES'. The main title is 'Brand Run-Time Filter' with an edit icon. To the right are 'SAVE', 'CANCEL', and a menu icon. Below the title, a status bar indicates 'DATA COMPUTED 11 DAYS AGO', 'Created: Mar 7, 2023', and 'Available to monetate.mybigcommerce.com only'. The main section is titled 'Recommendation Type' with a 'View Associated Experiences' link. Below this, a prompt says 'Select the Product Catalog, the Recommendation Algorithm, and the associated options.' The configuration area contains several dropdown menus: 'Product Catalog' (CK_PRODUCTS), 'Recommendation Algorithm' (MOST VIEWED (PRODUCT DETAIL PAGE)), 'Lookback Period' (30 DAYS), and 'Geographic Targeting' (NO TARGETING). There is also a 'Randomize Results' section with a 'NO' button. At the bottom, there is a 'Recommendation Filters' section with the question 'Would you like to filter what's recommended in this strategy?' and an 'ADD FILTER' button.

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

= equals

≠ does not equal

contains

does not contain

Start typing to filter list

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)**.

Recommendation Filters

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

Brand

= EQUALS

BRAND OF PRODUCT CURRENTLY BEING VIEWED

⊖

Brand of Product Currently Being Viewed
⊖

Brand of Cart Items

Brand with Run-Time Filter (for Email) ←

Brand Value of Custom Variable

+
ADD FILTER

6. Click **SAVE**.

← BACK TO RECOMMENDATION STRATEGIES

→

SAVE

CANCEL

⋮

Brand Run-Time Filter ✎

✓ DATA COMPUTED 11 DAYS AGO | Created: Mar 7, 2023 | Available to monetate.mybigcommerce.com only

Recommendation Type

View Associated Experiences

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.



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 Items**, then `pt_based_on_item_group_id=$runTimeFilter` appears in the generated HTML code for the email.

Generate Email HTML
✕

Copy and paste the email HTML into your email template.

HTML for Spring Email Recs

```

1 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=0&pt_based_on_item_group_id=$runTimeFilter" data-bbox="135 598 880 625"/>
2 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=0&pt_based_on_item_group_id=$runTimeFilter" data-bbox="135 625 880 652"/>
3 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=1" data-bbox="135 652 880 679"/>
4 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=1" alt="" data-bbox="135 679 880 706"/>
5 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=2&pt_brand=$runTimeFilter&pt_color=$runTimeFilter" data-bbox="135 706 880 733"/>
6 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=2&pt_brand=$runTimeFilter&pt_color=$runTimeFilter" data-bbox="135 733 880 760"/>
7 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=3&pt_brand=$runTimeFilter" data-bbox="135 760 880 787"/>
8 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=3&pt_brand=$runTimeFilter" alt="" data-bbox="135 787 880 814"/>
9 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=4" data-bbox="135 814 880 841"/>
10 <img alt="Experience ID=1724246&Action ID=4745010&Slot Index=4" alt="" data-bbox="135 841 880 868"/>
11
12
13
14
15
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.

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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.



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&__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.

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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.

Generate Email HTML



Copy and paste the email HTML into your email template.

HTML for Spring Email Recs

```
1 
2 </img>
3 
4 </img>
5 
6 </img>
7 
8 </img>
9 
10 </img>
11 
12 </img>
13 
14 </img>
15 
16 </img>
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.

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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 com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=0">
2 erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=0" alt=""/>
3
4 com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=1">
5 erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=1" alt=""/>
6
7
8 com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=2&pt_brand=$runtimeFile
9 erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=2&pt_brand=$runtimeFile
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=$customer_id&experience_id=1724246&action_id=4745010&slot_index=6&pt_brand=$runtimeFile
21 erce.com/?customer_id=$customer_id&experience_id=1724246&action_id=4745010&slot_index=6&pt_brand=$runtimeFile
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.

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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.