

Configure an Omnichannel Recommendations Action

Follow these steps to build an Omnichannel experience with a [Product Recommendations](#) action. The Engine API responds with an array of product details.

Product IDs must match across the [Monetate JavaScript API](#), the [product catalog](#), and the request.

The requesting application is responsible for creating the container or carousel and all desired styling for the product recommendations.

1. Create an [Omnichannel experience](#), and then configure the [WHY](#) and [WHO](#) settings.
2. Click **WHAT** and then click **ADD ACTION**.
3. Click **Product Recommendations**.
4. Select the recommendations template that you want to use.

The Product Recommendations Omnichannel action options shown here may not reflect the options that appear in your account.

5. Select from **Product Recommendation** the recommendation strategy or [slotted recommendation](#) that you want the action to use.
6. Select from **Primary Fallback** the recommendation strategy that you want used first to supplement the recommendation strategy or slotted recommendation that you selected in the previous step if it can't display enough recommended products to meet the minimum.

Slotted recommendations are ineligible for use as a fallback.

7. Select from **Secondary Fallback** the recommendation strategy that you want used if your selections in steps 5 and 6 can't display enough recommended products to meet the minimum.
8. Enter the minimum number of products the primary recommendation strategy must display before the action triggers the primary 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.

If in step 5 you selected a recommendation strategy with **Prepend context item in recommendation** enabled or selected a slotted recommendation configured with at least one recommendation strategy that has **Prepend context item in recommendation** enabled, then the context item counts toward meeting the threshold you set in **Minimum products returned**.

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

If in step 5 you selected a recommendation strategy with **Prepend context item in recommendation** enabled or selected a slotted recommendation configured with at least one recommendation strategy that has **Prepend context item in recommendation** enabled, then the context item counts toward meeting the threshold you set in **Maximum products returned**.

10. Enter into **Pinned products** the `id` attribute value for each product that you want to always appear at the beginning of the recommendations.

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 5 you selected a recommendation strategy with **Prepend context item in recommendation** enabled, then the products identified at the action level appear *before* the context product in the recommendations results.

If in step 5 you selected a slotted recommendation, then see [Pinning Products with Slotted Recommendations](#) in [Slotted Recommendations Overview](#) to understand how that configuration impacts the order of displayed recommendations.

11. Select a product catalog attribute on which duplicate recommended products are removed from the results.

Ensure that the attribute that you select appears in the product catalogs used in the recommendation strategies that you selected in steps 5, 6, and 7.

12. Enter the identifier for the recommendations results.

13. Click **ADD CONDITION**, select an attribute category, and then select and configure an option to set any conditions that must be met for the action to fire. See [Action Conditions](#) for more information.

14. Click **CREATE**.

When you configure the Engine API request, ensure that you include any relevant context in the request. See [Omnichannel Recommendations Action Requests](#) in the Monetate Developer Hub for more information.

Contact your dedicated Customer Success Manager (CSM) if you need assistance writing the Engine API request for the recommendation strategy or slotted recommendation that you selected when configuring the action.

Using Product Catalog Custom Fields in the Action

You can use [custom fields](#) (for example, star ratings) from a product catalog in an Omnichannel recommendations action.

Contact your dedicated Services team members to request the custom fields be added to the Omnichannel recommendations action template.

Any custom field that you use in the action must also appear in the product catalog configured as part of the [recommendation strategy](#) that you selected for the action.