

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**.

Spring Recs

[BACK TO WEB EXPERIENCES](#) [VIEW ANALYTICS](#)

[ACTIVATE](#) [PREVIEW](#) [DUPLICATE](#) [...](#)

DRAFT | Created: Jan 16 2025, 11:37 AM

[+ ADD TAGS](#)

WHY to increase lift for all traffic

WHO For all visitors

WHAT [Add action...](#)

WHEN from Jan 16 2025, 11:37 AM ongoing

WHAT [ADD ACTION](#)

3. Click **Product Recommendations**.

WHAT **ACTION TYPE** [RETURN TO WHAT](#)

Action Type

HTML Product Recommendations Social Proof Product Finder

Badges Other

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.

WHAT ACTION TYPE PRODUCT RECOMMENDATIONS RETURN TO ACTION TYPE

Product Recommendations

Recommendations other

Omnichannel Recommendation Dynamic Bundles Omni

Omnichannel Recommendation (with slotting)

5. Select from **Product Recommendation** the recommendation strategy or **slotted recommendation** that you want the action to use.

WHAT ACTION TYPE PRODUCT RECOMMENDATIONS OMNICHANNEL RECOMMENDATION RETURN TO SELECT ACTION

Omnichannel Recommendation

Configure how your recommendation will be displayed. This action requires selecting a recommendation strategy or a slotted recommendation strategy.

This action contains no built-in targeting.

Required Inputs

Product Recommendation --SELECT RECOMMENDATION STRATEGY--

Select a recommendation strategy or a slotted recommendation strategy to use with this action.

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.

WHAT ACTION TYPE PRODUCT RECOMMENDATIONS OMNICHANNEL RECOMMENDATION RETURN TO SELECT ACTION

Omnichannel Recommendation

Configure how your recommendation will be displayed. This action requires selecting a recommendation strategy or a slotted recommendation strategy.

This action contains no built-in targeting.

Required Inputs

Product Recommendation AWESOME RECOMMENDATION STRATEGY

Select a recommendation strategy or a slotted recommendation strategy to use with this action.

Primary Fallback NONE

This is the first fallback strategy to populate your action if the minimum products returned is not reached.


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.


WHAT ACTION TYPE PRODUCT RECOMMENDATIONS OMNICHANNEL RECOMMENDATION [RETURN TO SELECT ACTION](#)



Omnichannel Recommendation

Configure how your recommendation will be displayed. This action requires selecting a recommendation strategy or a slotted recommendation strategy.
This action contains no built-in targeting.


Required Inputs


Product Recommendation **AWESOME RECOMMENDATION STRATEGY** 
 Select a recommendation strategy or a slotted recommendation strategy to use with this action.


Primary Fallback **BROAD TOP-SELLING** 
 This is the first fallback strategy to populate your action if the minimum products returned is not reached.

Secondary Fallback **NONE**  
 This is the second fallback strategy which fires if the primary fallback strategy lacks sufficient products to reach the minimum products returned.

- 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**.


Omnichannel Recommendation 


Configure how your recommendation will be displayed. This action requires selecting a recommendation strategy or a slotted recommendation strategy.
This action contains no built-in targeting.

Required Inputs

Product Recommendation **AWESOME RECOMMENDATION STRATEGY** 
 Select a recommendation strategy or a slotted recommendation strategy to use with this action.

Primary Fallback **BROAD TOP-SELLING** 
 This is the first fallback strategy to populate your action if the minimum products returned is not reached.

Secondary Fallback **BROAD MOST VIEWED** 
 This is the second fallback strategy which fires if the primary fallback strategy lacks sufficient products to reach the minimum products returned.

Minimum products returned 
 Set the minimum number of products that must be available for the action to show. Setting a value of 0 will force the action to fire even if no products are recommended.

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**.

Omnichannel Recommendation

Configure how your recommendation will be displayed. This action requires selecting a recommendation strategy or a slotted recommendation strategy.

This action contains no built-in targeting.

Required Inputs

Product Recommendation

AWESOME RECOMMENDATION STRATEGY ▾

Select a recommendation strategy or a slotted recommendation strategy to use with this action.

Primary Fallback

BROAD TOP-SELLING ▾

This is the first fallback strategy to populate your action if the minimum products returned is not reached.

Secondary Fallback

BROAD MOST VIEWED ▾

This is the second fallback strategy which fires if the primary fallback strategy lacks sufficient products to reach the minimum products returned.

Minimum products returned

2

Set the minimum number of products that must be available for the action to show. Setting a value of 0 will force the action to fire even if no products are recommended.

Maximum products returned

10 

Set the maximum number of products you would like returned for this action.

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 [Pinned Products and Slotted Recommendations](#) in [Slotted Recommendations Overview](#) to understand how that configuration impacts the order of displayed recommendations.

Required Inputs

Product Recommendation	AWESOME RECOMMENDATION STRATEGY ▾ Select a recommendation strategy or a slotted recommendation strategy to use with this action.
Primary Fallback	BROAD TOP-SELLING ▾ This is the first fallback strategy to populate your action if the minimum products returned is not reached.
Secondary Fallback	BROAD MOST VIEWED ▾ This is the second fallback strategy which fires if the primary fallback strategy lacks sufficient products to reach the minimum products returned.
Minimum products returned	<input type="text" value="2"/> Set the minimum number of products that must be available for the action to show. Setting a value of 0 will force the action to fire even if no products are recommended.
Maximum products returned	<input type="text" value="40"/> Set the maximum number of products you would like returned for this action.
Pinned products	<input type="text"/> Enter the product SKUs from your catalog that you want 'pinned' to the beginning of the recommendation.

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.

Required Inputs

Product Recommendation

AWESOME RECOMMENDATION STRATEGY ▾

Select a recommendation strategy or a slotted recommendation strategy to use with this action.

Primary Fallback

BROAD TOP-SELLING ▾

This is the first fallback strategy to populate your action if the minimum products returned is not reached.

Secondary Fallback

BROAD MOST VIEWED ▾

This is the second fallback strategy which fires if the primary fallback strategy lacks sufficient products to reach the minimum products returned.

Minimum products returned

2

Set the minimum number of products that must be available for the action to show. Setting a value of 0 will force the action to fire even if no products are recommended.

Maximum products returned

40

Set the maximum number of products you would like returned for this action.

Pinned products

 EDIT AS TEXT

Enter the product SKUs from your catalog that you want 'pinned' to the beginning of the recommendation.

Remove duplicate products based on

SELECT ATTRIBUTE ▾

Please ensure that the selected catalog attribute is present in the catalogs associated with the specified recommendation strategies configured above.

12. Enter the identifier for the recommendations results.

Required Inputs

Product Recommendation **AWESOME RECOMMENDATION STRATEGY**
 Select a recommendation strategy or a slotted recommendation strategy to use with this action.

Primary Fallback **BROAD TOP-SELLING**
 This is the first fallback strategy to populate your action if the minimum products returned is not reached.


Secondary Fallback **BROAD MOST VIEWED**
 This is the second fallback strategy which fires if the primary fallback strategy lacks sufficient products to reach the minimum products returned.

Minimum products returned
 Set the minimum number of products that must be available for the action to show. Setting a value of 0 will force the action to fire even if no products are recommended.

Maximum products returned
 Set the maximum number of products you would like returned for this action.

Pinned products
 Enter the product SKUs from your catalog that you want 'pinned' to the beginning of the recommendation.

Remove duplicate products based on **ID**
 Please ensure that the selected catalog attribute is present in the catalogs associated with the specified recommendation strategies configured above.

Identifier for the recommendation set 
 Identifier

- 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.

+ ADD CONDITION

- Page type >
- URL >
- Time >
- Cart value >
- Landing page >
- Page breadcrumb >
- Page category >
- Product detail page >
- Product list page >

- Click **CREATE**.

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.

Configuring the Engine API Request

Ensure that you include any relevant context in the request.



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.

This example is for recommendation strategies that use the Most Viewed (Product Detail Page), Top Selling by Purchase Count, or Top Selling by Gross Revenue recommendation algorithms.

```
{
  "channel": "a-927c8120/p/example.com",
  "events":
  [
    {
      "eventType": "monetate:decision:DecisionRequest",
      "requestId": "11111",
      "includeReporting": true
    },
    {
      "eventType": "monetate:context:IpAddress",
      "ipAddress": "188.221.179.186"
    },
    {
      "eventType": "monetate:context:PageView",
      "url": "https://www.example.com",
      "pageType": "Index"
    }
  ]
}
```

This example is for recommendation strategies that use the Viewed and Also Viewed recommendation

algorithm with recommendations based on the first item viewed on the current page or the last item viewed in any session.

```
{
  "channel": "a-927c8120/p/example.com",
  "events":
  [
    {
      "eventType": "monetate:decision:DecisionRequest",
      "requestId": "111111",
      "includeReporting": true
    },
    {
      "eventType": "monetate:context:IpAddress",
      "ipAddress": "188.221.179.186"
    },
    {
      "eventType": "monetate:context:ProductDetailView",
      "products":
      [
        {
          "productId": "product72",
          "sku": "product72-large-green"
        }
      ]
    },
    {
      "eventType": "monetate:context:PageView",
      "url": "https://www.example.com",
      "pageType": "ProductPage"
    }
  ]
}
```

This example is for recommendation strategies that use the Viewed and Also Viewed recommendation algorithm based on item(s) viewed on the current page.

```
{
  "channel": "a-927c8120/p/example.com",
  "events":
  [
    {
      "eventType": "monetate:decision:DecisionRequest",
      "requestId": "11111",
      "includeReporting": true
    },
    {
      "eventType": "monetate:context:IpAddress",
      "ipAddress": "188.221.179.186"
    },
    {
      "eventType": "monetate:context:ProductThumbnailView",
      "products":
      [
        "123",
        "456",
        "789"
      ]
    },
    {
      "eventType": "monetate:context:PageView",
      "url": "https://www.example.com",
      "pageType": "Index"
    }
  ]
}
```

This example is for recommendation strategies that use the Viewed and Also Viewed and the Viewed and Later Purchased recommendation algorithms based on the last item purchased in any session.



You must send the product ID of the last purchase.

```
{
  "channel": "a-927c8120/p/example.com",
  "events":
  [
    {
      "eventType": "monetate:decision:DecisionRequest",
      "requestId": "11111",
      "includeReporting": true
    },
    {
      "eventType": "monetate:context:IpAddress",
      "ipAddress": "188.221.179.186"
    },
    {
      "eventType": "monetate:context:Purchase",
      "productId": "product43",
      "purchaseId": "123456789",
      "purchaseLines":
      [
        {
          "sku": "product72colour2",
          "pid": "product72",
          "quantity": 2,
          "currency": "GBP",
          "value": "24.00"
        }
      ]
    },
    {
      "eventType": "monetate:context:PageView",
      "url": "https://www.example.com",
      "pageType": "Index"
    }
  ]
}
```

This example is for recommendation strategies that use the Viewed and Also Viewed and the Viewed and Later Purchased recommendation algorithms based on the last item carted in any session.



You must send the product ID of the last item added to the cart.

```

{
  "channel": "a-927c8120/p/example.com",
  "events":
  [
    {
      "eventType": "monetate:decision:DecisionRequest",
      "requestId": "11111",
      "includeReporting": true
    },
    {
      "eventType": "monetate:context:IpAddress",
      "ipAddress": "188.221.179.186"
    },
    {
      "eventType": "monetate:context:Cart",
      "cartLines":
      [
        {
          "sku": "product72colour2",
          "pid": "product72",
          "quantity": 2,
          "currency": "GBP",
          "value": "24.00"
        }
      ]
    },
    {
      "eventType": "monetate:context:PageView",
      "url": "https://www.example.com",
      "pageType": "Index"
    }
  ]
}

```

Request Best Practices by Integration Type

If your site uses a [hybrid integration](#), keep in mind these best practices when configuring an Omnichannel recommendations action:

- You only have to send product IDs if you base recommendations on a specific product (for example, a recommendation strategy configured with the Viewed and Also Viewed recommendation algorithm based on the last item viewed in any session or the first item viewed on the current page).
- `ProductDetailView`, `cartLines`, and `purchaseLines` events are obtained from the Monetate tag. You're not required to send these.

If your site uses a [pure Engine API implementation](#), keep in mind that you must send all `ProductDetailView`, `cartLines`, and `purchaseLines` events.

When selecting recommendation strategies for this type of action, be aware of the following conditions related to the [recommendation algorithm](#) configured as part of the recommendation strategy:

- **Most Viewed (Product Detail Page), Top Selling by Purchase Count, and Top Selling by Gross Revenue:** You don't need to send any product-specific information in the requests.
- **Viewed and Also Viewed based on the first item viewed on the current page or on the last item viewed in any session:** Send the `ProductDetailView` event in the request.
- **Viewed and Also Viewed based on item(s) viewed on the current page:** Send all product IDs in the `ProductThumbnailView` event.

Product Recommendations Reporting

When using the Engine API for recommendations, you must make subsequent requests when products are visually presented to the customer and when a customer clicks or taps any of the recommended products. This request is necessary to record the applicable item impressions and item clicks.

- Use `monetate:record:RecImpressions` whenever products are presented to the customer or whenever a customer swipes along a carousel to see additional recommendations.
- Use `monetate:record:RecClicks` whenever a customer clicks or taps a product recommendation so that Monetate can record the click.



See the Engine API documentation in the Monetate platform for code examples for using `monetate:record:RecImpressions` and `monetate:record:RecClicks`.



The `monetate:record:EndcapImpressions` and `monetate:record:EndcapClicks` requests are deprecated. Use `monetate:record:RecImpressions` and `monetate:record:RecClicks` instead.

Complete the following steps to report product recommendations.

1. In the initial request, send the relevant product IDs depending on the recommendation strategy that you're using.
2. Find the unique `recToken` in the initial response. The response contains a unique `recToken` for each product within the recommendation strategy for that experience, such as the one in this example:

```
"recToken": "rt.1.WzL4LjI3NTQsIClwNDkwNTMiLCAiLDQ5LDUzIiwgMTQ4ODYsIDAsIClyMDIxLTE"
```

3. Send the `recToken` in a second request when the impression occurs, followed by a third request when the click occurs.
 - **Impressions**

```
{
  "channel": "a-927c8120/p/example.com",
  "monetateId": "xyz",
  "events": [
    {
      "eventType": "monetate:record:RecImpressions",
      "recImpressions": [
        "rt.1.WzL4LjI3NTQsIClwNDkwNTMiLCAiLDQ5LDUzIiwgMTQ4ODYsIDAsIClyMDIxLTExL"
        "rt.1.yyy"
      ]
    }
  ]
}
```

- **Clicks**

```
{
  "channel": "a-927c8120/p/example.com",
  "monetateId": "xyz",
  "events": [
    {
      "eventType": "monetate:record:RecClicks",
      "recClicks": [
        "rt.1.WzL4LjI3NTQsIClwNDkwNTMiLCAiLDQ5LDUzIiwgMTQ4ODYsIDAsIClyMDIxLTExL"
        "rt.1.yyy"
      ]
    }
  ]
}
```