

# Boost or Bury Products in Search Results

The options available on Monetate's Personalized Site Search Promotions page allow you to influence the search results. Among these options are the ability to set rules to boost or bury products in all searches at the individual product level and at the product catalog attribute level.



Refer to [Pin Products atop Search Results](#) if you want to create rules that promote products at the top of search results when the customer uses specific words in their search queries. See [Exclude Products from Search Results](#) if you want to create rules based on specific search terms that exclude products from search results.

## Understanding Boosting Scores

Personalized Search assigns three boosting scores to every product:

- **Product Level Score (PLS):** A weighting to add to an individual product. The default value is 1. For each product you can boost the score up to 999, or lower it anywhere from -1 to -999. A score greater than 1 boosts the product in search results, causing it to appear higher. A negative score buries the product, causing it to appear lower.
- **Rule Based Merchandising Score (RMS):** A weighting applied to a set of products that share common attributes. The default value is 1. You can boost this score up to 999, or lower it anywhere from -1 to -999. An example use case for RMS is to boost products that are new arrivals or to bury out-of-season products.
- **Self Learning Score (SLS):** A score assigned automatically based on machine learning that determines which products are most relevant to search terms. The default value is zero and is automatically updated as customers use your site search.

When you aim to boost products within search results, then the final applied boosting score (FABS) can be calculated in one of the following ways:

- If the PLS isn't equal to ( $\neq$ ) 1.0, then the final applied boosting score is the sum of the PLS plus the SLS ( $PLS + SLS = FABS$ )
- If the PLS is equal to ( $=$ ) 1.0 but the RMS isn't equal to ( $\neq$ ) 1.0, then the final applied boosting score is the sum of the RMS plus the SLS ( $RMS + SLS = FABS$ )
- If the PLS and the RMS each respectively is equal to ( $=$ ) 1.0, then the final applied boosting score is the sum of the PLS plus the SLS ( $PLS + SLS = FABS$ )

When you aim to bury products within search results, then the FABS can be calculated in one of the following ways:

- If the PLS isn't equal to ( $\neq$ ) 1.0, then the final applied boosting score is the sum of the PLS added to the quotient resulting from the SLS divided by 100 ( $PLS + [SLS \div 100] = FABS$ )
- If the PLS is equal to ( $=$ ) 1.0 but the RMS isn't equal to ( $\neq$ ) 1.0, then the final applied boosting score is the

sum of the RMS added to the quotient resulting from the SLS divided by 100 ( $RMS + [SLS \div 100] = FABS$ )

You can set a product's PLS on the **Product Level Boosting** tab and set an attribute-level RMS on the **Rule-based Merchandising** tab of the Promotions page.

## Product-Level Boosting Scores

On the **Product Level Boosting** tab of the Promotions page, you can create rules that are somewhat similar to **Boost and Bury filters** for Product Recommendations. Personalized Site Search results are returned in a ranked order using a score based on a product's relevance to the search term. You can create rules for individual products that modify their respective score to either increase or decrease its rank within the search results.

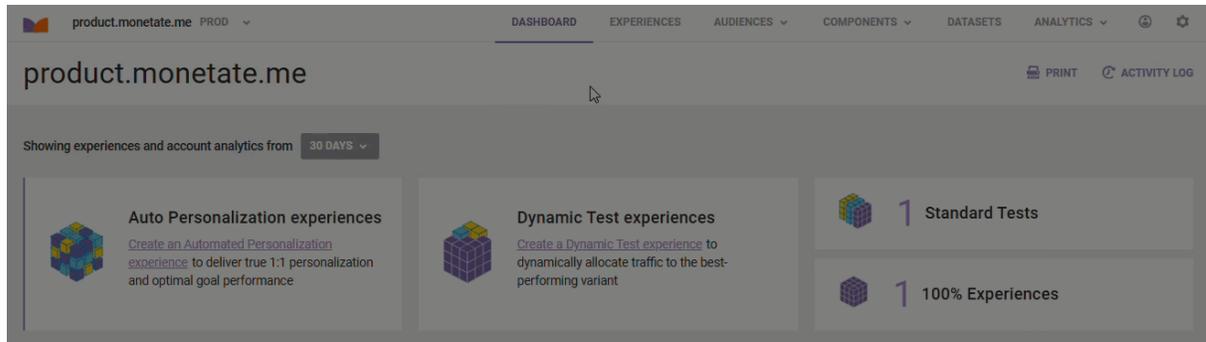


The rules you create on the **Product Level Boosting** tab never add products to search results that would not otherwise appear organically.

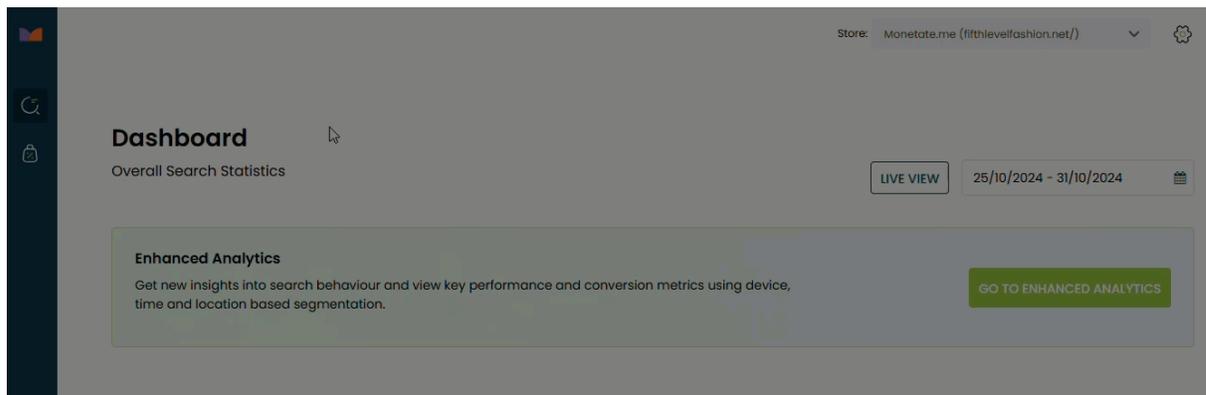
## Setting Product-Level Scores

Follow these steps to change the Product Level Score (PLS) for a specific product to either boost or bury it in search results.

1. Click **COMPONENTS** in the top navigation bar, select **Personalized Search**, and then click the appropriate product catalog on the Personalized Search list page.



2. Click the Smart Search icon in the left-hand vertical toolbar, and then select **Promotions**.



3. Input the name of the product into the search field, and then, if necessary, scroll to find it in the results list.

### Promotions

Product Level Boosting   Rule-based Merchandising   Keyword Level Visual Merchandising   Keyword-based Product Exclusions

#### Product Level Boosting

**Boosting Scores:**  
Click here to learn more about boosting scores and how it is applied to the products.

- Product Level Score (Default 1.0)
- Rule-based Merchandising Score
- Self-learning Score

Enter product name

Product	Applied Boosting Score	Boosting Score	Action
 OurBrand Men's 20 Inch Hybrid Shorts	151.188	<input type="text" value="1"/> 150.00 1.188	<input type="button" value="SAVE"/>
 OurBrand Men's Bermuda Shorts	150.886	<input type="text" value="1"/> 150.00 0.886	<input type="button" value="SAVE"/>
 MyBrand Men's Active Shorts	150.734	<input type="text" value="1"/> 150.00 0.734	<input type="button" value="SAVE"/>

4. Type into the PLS field (designated by a green dot to its left) a numeral from 1 to 999, if you want to boost the product or from -1 to -999, if you want to bury the product.

#### Product Level Boosting

**Boosting Scores:**  
Click here to learn more about boosting scores and how it is applied to the products.

- Product Level Score (Default 1.0)
- Rule-based Merchandising Score
- Self-learning Score

trigger mitten

Product	Applied Boosting Score	Boosting Score	Action
 Crab Grab Men's Freak Trigger Mittens	150.000	<input type="text" value="1"/> 150.00 0.00	<input type="button" value="SAVE"/>
 686 Men's Hawkeye Trigger Mittens	150.000	<input type="text" value="1"/> 150.00 0.00	<input type="button" value="SAVE"/>

5. Click **SAVE**.



If you change the PLS for multiple products in the search results, then you must click **SAVE** for each product entry to save its revised score. Clicking **SAVE** for only one product entry *does not* save all the revised scores.

**Product Level Boosting**

**Boosting Scores:**  
Click here to learn more about boosting scores and how it is applied to the products.

- Product Level Score (Default 1.0)
- Rule-based Merchandising Score
- Self-learning Score

trigger mitten

Product	Applied Boosting Score	Boosting Score	Action
 Crab Grab Men's Freak Trigger Mittens	150.000	<input type="text" value="1"/> ● 150.00 ● 0.00	<b>SAVE</b>
 686 Men's Hawkeye Trigger Mittens	150.000	<input type="text" value="5"/> ● 150.00 ● 0.00	<b>SAVE</b>

You must wait up to 20 minutes before you can see the impact of the new RMS rule on search results in the store.

## Rule-Based Merchandising Scores

While a Product Level Score (PLS) impacts a single product that appears in search results, a Rule Based Merchandising Score (RMS) impacts a set of products that share one or more specified values for one or more specified product catalog attributes. Like a product's PLS, an RMS can potentially modify the overall search results ranking for each identified product in the results that's subject to the rule by either increasing or decreasing that product's rank within the results.



The rules you create on the **Rule-Based Merchandising** tab never add products to search results that would not otherwise appear organically.

You can use multiple product catalog attributes in an RMS rule as well as multiple values for any attribute that you specify as a condition within the rule. RMS rules use ANY/ALL logic not only at the attribute-value condition level but also at the rule level. The products identified by the attribute-value conditions that you establish are then promoted or demoted within the rankings based on the boosting score that you set.



Refer to [Understanding Boosting Scores](#) for an explanation of the relationship between RMS rules and PLS rules when Personalized Site Search calculates the final applied boosting score for a product in search results.

If a product satisfies all the criteria you configure in the rule condition, then you can boost its RMS from its

default value of 1.0 up to 999, or you can lower it from -1 to -999.

## Rule Configuration Options

You can build two types of attribute-value conditions that serve as the rule condition when creating a rule on the **Rule-Based Merchandising** tab:

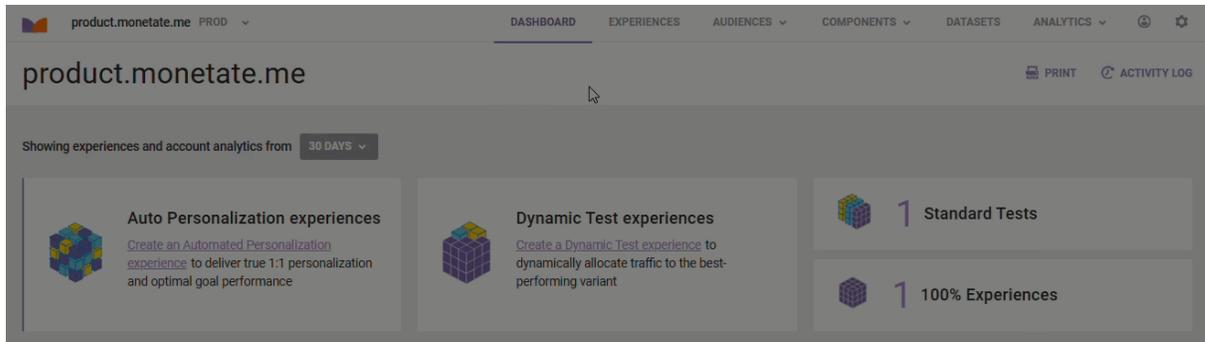
- **Product Attributes:** A filter-like condition equation that is [product attribute] + [operator] = [value(s)] (for example, **Product Type** is **any of = Coats & Jackets, Gloves, Hats**)
- **Conditions Combination:** Two or more attribute-based conditions that are combined into one only if **Any** or **All** of the subordinate conditions are true (for example, If **All** of the conditions are True: **Price Range** is **greater than = 24.99** paired with **Category** is **any of = Girls' Swimwear** or **Boys' Swimwear**)

Even if you configure only one attribute-value condition on the Rule Condition panel (for example, **Brand** is **any of = MyBrand, YourBrand, OurBrand**), you must select if you want ANY logic or ALL logic to apply to it. Even if that lone condition has a single value (for example, **Brand** is **all of = MyBrand**), you still must select ANY or ALL logic for the rule condition.

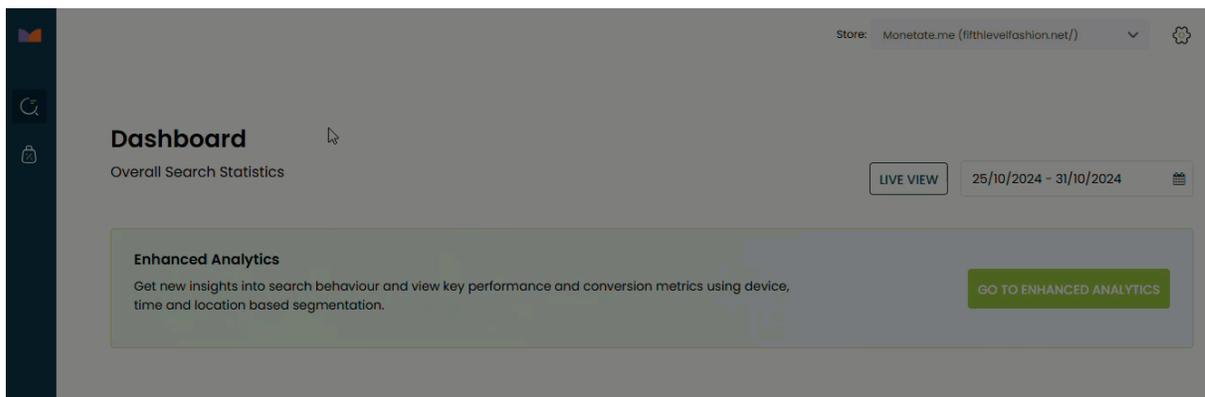
## Setting Rule-Based Merchandising Scores

Follow these steps to create a merchandising rule.

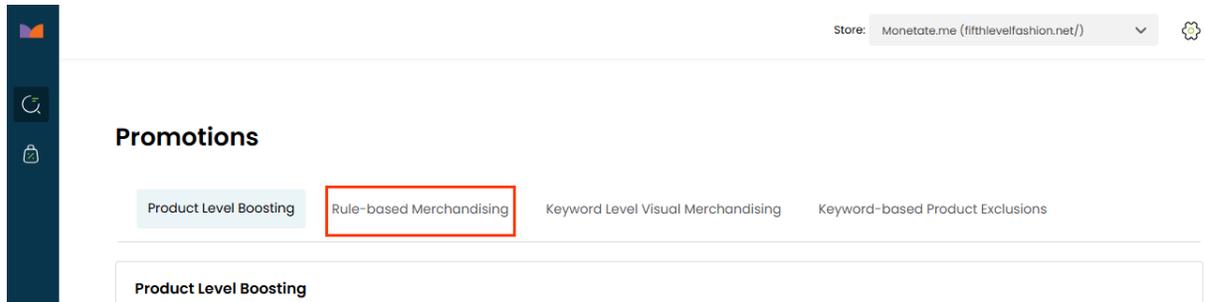
1. Click **COMPONENTS** in the top navigation bar, select **Personalized Search**, and then click the appropriate product catalog on the Personalized Search list page.



2. Click the Smart Search icon in the left-hand vertical toolbar, and then select **Promotions**.



3. Click the **Rule-based Merchandising** tab.



4. Click **ADD NEW RULE**.

## Promotions

Product Level Boosting **Rule-based Merchandising** Keyword Level Visual Merchandising Keyword-based Product Exclusions

**Rule-based Merchandising (Category/Attribute Level Product Promotions)**

**Merchandising Rules**

Rule Name	Rule Description	Rule Status	Boosting Score	Action
Low Inventory Bury	Low Inventory Bury	Active	-250.0	  
New Arrivals	Boost new items	Active	150.0	  

**ADD NEW RULE** 

5. Name the rule, optionally add a description, and then select an option from **Status** if you want the rule to be inactive or active as soon as you save it.

## Rule-based Merchandising (Category/Attribute Level Product Promotions)

**Add New Rule**

Rule Information

Rule Condition

Score

Rule Name \*

Description

Status

Active

SAVE RULE CANCEL

6. Click **Rule Condition** and then create at least one attribute-based condition.
  - a. Click the plus sign (+).

## Rule-based Merchandising (Category/Attribute Level Product Promotions)

**Add New Rule**

Rule Information

Rule Condition

Score

Specify "Conditions" when the rule should be executed

If All of the following conditions are True

+ ←

SAVE RULE CANCEL

- b. Select the type of condition that you want to build.

**Add New Rule**

Rule Information

**Rule Condition**

Score

Specify "Conditions" when the rule should be executed

If  of the following conditions are True

- Select**
- Product Attributes
- Condition Combination

- c. Configure the condition as explained in [Rule Configuration Options](#). If you selected **Condition Combination** in step 6b, ensure that you set the type of logic you want applied to the combination of conditions.

**Add New Rule**

Rule Information

**Rule Condition**

Score

Specify "Conditions" when the rule should be executed

If  of the following conditions are True

If  of the following conditions are True 

- all of
-

- d. Repeat steps 6a through 6c if you want to create additional attribute-based conditions.
- e. Select the type of logic you want applied to the attribute-based condition(s).

### Add New Rule

- Rule Information
- Rule Condition**
- Score

Specify "Conditions" when the rule should be executed

If  of the following conditions are True

- If  of the following conditions are True 
  - 
  - 
  - 
  - 
  -

- Click **Score** and then use the slider or type a numeral into **Boosting Score** to set how much you want to boost or bury any products that meet the rule's condition(s).

### Add New Rule

- Rule Information
- Rule Condition
- Score**

Boosting Score \*

De-boost  Boost ↗

-999 Reset 999

Use the slider to configure the amount of boosting to apply for this rule. Drag the slider to the right to promote products, and drag to the left to deboost or demote products. The amount you drag will determine the impact this rule has. You can also enter the value manually if you prefer, from 999 for a maximum boost to -999 for a maximum deboost.

- Click **SAVE RULE**.

### Add New Rule

Rule Information

Rule Condition

Score

Boosting Score \*

100

De-boost Boost

-999 Reset 999

Use the slider to configure the amount of boosting to apply for this rule. Drag the slider to the right to promote products, and drag to the left to deboost or demote products. The amount you drag will determine the impact this rule has. You can also enter the value manually if you prefer, from 999 for a maximum boost to -999 for a maximum deboost.

**SAVE RULE** CANCEL

You must wait up to 20 minutes before you can see the impact of the new RMS rule on search results in the store.

In the Action column of the table on the **Rule-based Merchandising** tab are icons that you can click to edit a rule, to delete a rule, or to see what products are impacted by a rule.

## Promotions

Product Level Boosting **Rule-based Merchandising** Keyword Level Visual Merchandising Keyword-based Product Exclusions

### Rule-based Merchandising (Category/Attribute Level Product Promotions)

#### Merchandising Rules

Rule Name	Rule Description	Rule Status	Boosting Score	Action
Low Inventory Bury	Low Inventory Bury	Active	-250.0	  
New Arrivals	Boost new items	Active	150.0	  

**ADD NEW RULE**

If you click the icon to view the products impacted by a rule, the modal that appears not only displays the total products impacted but also a table of each product that includes a thumbnail image and the name of the product as it appears in the product catalog.

## Promoted Products: 2116



Image

Name



[OurBrand Men's Lightweight Cargo Shorts](#)



[MyBrand Women's Seamless High Crop Bikini Top](#)



[MyBrand Men's Premium Short Sleeve T Shirt](#)



[OurBrand Women's Lightweight Raglan Sleeve T Shirt](#)

Click the product's name to load its product detail page on your site in a new browser window or tab.