

Import Default Rules and Scheduled Campaigns

Instead of re-creating default rules or [scheduled campaigns](#) that you've set up in one store into other stores you have in Personalized Search, you can export them in a JSON file from the store in which you first set them up and then import them into the other store(s).

The method for importing and exporting the JSON file allows you to import default rules as a scheduled campaign and vice versa.

Prerequisites

Ensure the following before you import boosting rules, pinned products, and excluded products en masse into one or more stores:

- Ensure the categories in both the export source store and the import destination store(s) have the same set of product attributes and attribute values in the same language. Personalized Search ignores any mismatched or unmatched product attributes in the source during the import.
- Note any pinned product rules or excluded product rules in the import destination store(s) because they're cleared before these two types of rules are imported from the JSON file.

The export operation preserves the order of products in each exported pinned product rule.

- Temporarily disable any boosting rules in the export source store that you don't want automatically enabled on import into the destination store(s). You can re-enable those rules in the export source store after you create the JSON file.
- Determine if you want the boosting rules in the export source store to replace the boosting rules you've already created in the import destination store(s), or if you want to add them as new rules.

After you import rules into a destination store, the changes aren't applied until you click **SAVE & PUBLISH**. Therefore, take time to review the boosting rules, pinned products, and excluded products for each product category to ensure the changes are as you expected before you commit to them.

Exporting and Importing Default Rules

You can export the default rules that govern [boosting and burying](#), [pinned products](#), and [excluded products](#) for one or more product categories.

Facet rules for a product category aren't included in the exported JSON file.

Exporting Default Rules

Follow these steps to create a JSON file that contains the default rules for boosting, pinning, and excluding products for one or more product categories in one of your stores.

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 Category Merchandising icon in the left-hand vertical toolbar, and then select **Single Store**.
3. Select one or more product categories whose default rules you want to export.
4. Select **Export** from the additional options menu (...).
5. Click **EXPORT** in the Export Rules modal.

The JSON file downloads to your browser's default download location.

Importing Default Rules

Follow these steps to import the JSON file into the destination store.

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 Category Merchandising icon in the left-hand vertical toolbar, and then select **Single Store**.
3. Select the destination from **Store**.

If the destination store is part of a multistore cluster, then you cannot import default rules into it.

4. Click **MANAGE RULES & FACETS**.
5. On the Category Selection modal, select each product category included in the source JSON file, and then click **PROCEED**.
6. Click **IMPORT**.
7. Import the JSON file you created and downloaded in [Exporting Default Rules](#).
 - a. Click **Choose File** in the Import Wizard modal, and then navigate to and select the JSON file.

- b. Select which rules you want to import, and then click **NEXT**.
- c. If necessary, select the destination product category that aligns to each product category included in the source JSON file, and then click **NEXT**.

If the names of a destination product category and a source product category match exactly, then Personalized Search automatically maps that category. You can review and select the correct destination category, if necessary.

- d. Select if you want the rules that you're importing to replace any existing rules in each product category or to be added to each product category as new rules, and then click **CONFIRM & IMPORT**.
 - e. Click **CLOSE**.
8. If necessary, add new or revise existing [default boosting rules](#), [pinned product rules](#), and [product exclusion rules](#) for any product category that you imported.
 9. Optionally, customize the facets for any product category that you imported as explained in [Manage Facets for Category Pages](#).
 10. Click **SAVE & PUBLISH**.

You must wait up to 10 minutes before you can see the changes to the category's facets on your site.

Exporting and Importing Scheduled Campaigns

Unlike with exporting product category default rules, you can only export and import one scheduled campaign at a time. The operation includes the rules for boosting and burying, pinned products, and excluded products for the campaign's constituent category or categories.

Exporting a Scheduled Campaign

Follow these steps to create a JSON file that contains the rules for boosting, pinning, and excluding products for one or more product categories in a scheduled campaign that you've created in one of your stores.

If the campaign you plan to export has any default rules enabled for any of the constituent product categories, then ensure that you note those rules because they're not exported along with the campaign-specific rules. You must re-create those default rules, if necessary, in each destination product category.

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 Category Merchandising icon in the left-hand vertical toolbar, and then select **Single Store**.
3. Click the **Scheduled Campaigns** tab.
4. Click **EXPORT**.
5. Click **SELECT CAMPAIGN** on the Export Campaigns' VM Configurations modal.
6. Select the scheduled campaign and then click **EXPORT**.

The JSON file downloads to your browser's default download location.

Importing a Scheduled Campaign

Follow these steps to import a JSON file containing a scheduled campaign's rules into a store as a new or existing scheduled campaign.

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 Category Merchandising icon in the left-hand vertical toolbar, and then select **Single Store**.
3. Select the destination from **Store**.
4. Click the **Scheduled Campaigns** tab.
5. As necessary, select the destination scheduled campaign, or click **CREATE NEW**.
6. On the Category Selection modal, select each product category included in the source scheduled campaign, and then click **PROCEED**.
7. If necessary, name the scheduled campaign.
8. Click **IMPORT**.

9. Import the JSON file you created and downloaded in [Exporting a Scheduled Campaign](#).
 - a. Click **Choose File** in the Import Wizard modal, and then navigate to and select the JSON file.
 - b. Select which rules you want to import, and then click **NEXT**.
 - c. If necessary, select the destination product category that aligns to each product category included in the source scheduled campaign, and then click **NEXT**.

If the names of a destination product category and a source product category match exactly, then Personalized Search automatically maps that category. You can review and select the correct destination category, if necessary.

- d. Select if you want the rules that you're importing to replace any existing rules in the campaign or to be added to the campaign as new rules, and then click **CONFIRM & IMPORT**.
 - e. Click **CLOSE**.
10. If necessary, customize each category's facets for the campaign as explained in [step 11 of Create Scheduled Campaigns](#).
11. Click **PREVIEW** to confirm the rules you've configured yield results as you anticipate.
12. Schedule the campaign as explained in [step 14 of Create Scheduled Campaigns](#).
13. Click **SAVE & PUBLISH**.

Refer to [Create Scheduled Campaigns](#) for more information about editing scheduled campaigns and how to manage conflicting campaigns.