

Deploy a Dynamic Bundles Email Experience

Contact your dedicated Customer Success Manager (CSM) if you want to add the [Dynamic Bundles](#) feature to your account.

Follow these steps to create a Product Recommendations for Email experience that uses a Dynamic Bundles Email action.

1. Click **EXPERIENCES** in the top navigation bar, and then select **Web**.
2. Click the drop-down arrow to the right of **CREATE EXPERIENCE**, and then select **Product Recommendations for Email**.
3. Click the pencil icon, enter a name for the experience, and then click the green checkmark icon to save the name.
4. Click **WHAT** and then click **ADD ACTION**.
5. Click **Product Recommendations for Email** on the Action Type panel.
6. Click the Dynamic Bundles Email action template that you want to use.
7. Select the bundle that you want used to populate the recommended products.
8. Input the minimum number of products that must be available to trigger the action.

Setting **Minimum products returned** to zero prevents the bundle from firing and email recipients from seeing any recommendations.

If in step 7 you selected a bundle with **Prepend context item in recommendation** enabled, then the context item counts toward meeting the threshold you set in **Minimum products returned**.

9. Set the maximum number of products the action can recommend.

You cannot configure an Email Dynamic Bundles action to show more than nine recommended

products.

If in step 7 you selected a bundle with **Prepend context item in recommendation** enabled, then the context item counts toward meeting the threshold you set in **Maximum products returned**.

10. If necessary, modify the HTML code for the recommendation item template.
11. Optionally, add [dynamic text](#) to the HTML by selecting an option from the selector and then pasting the snippet into the HTML code editor.
12. As necessary, adjust the size of the image container.
13. Click **CREATE**.
14. Click **GENERATE EMAIL HTML**.
15. Replace the `$customer_id` placeholder and, as necessary, the placeholder for a run-time parameter in the generated HTML, with their respective values. See [Preparing the Generated HTML](#) for more information.
16. Click **COPY TO CLIPBOARD** and then paste the HTML into your ESP email template.

Unlike Web experiences, a Dynamic Bundles Email experience requires no activation because you send it to customers using your ESP.

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.

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

You must replace the `$runTimeFilter` placeholder with an `item_group_id` value that you pass to Monetate.

The `item_group_id` value that you use must be in the product catalog associated with the bundle that you selected when configuring the experience's action. Otherwise, no results will be returned.

Previewing the Email Experience

Follow these steps to preview a Dynamic Bundles Email experience complete with the context of a customer ID.

1. Click **PREVIEW** on the Experience Editor page.
2. Enter a customer ID value in the Preview modal, and then click **PREVIEW**.

This identifier is equivalent to the one used by your ESP to identify users. If you enter a valid customer ID, then the preview represents the experience seen by that customer. If you enter an invalid or imaginary customer ID, then the preview appears as if it would for an email recipient with no history.

If the preview appears blank, a likely culprit is a syntax error in the template. Another possibility is a lack of returned recommended items due to either an empty catalog or the configuration of the bundle selected in the WHAT action.