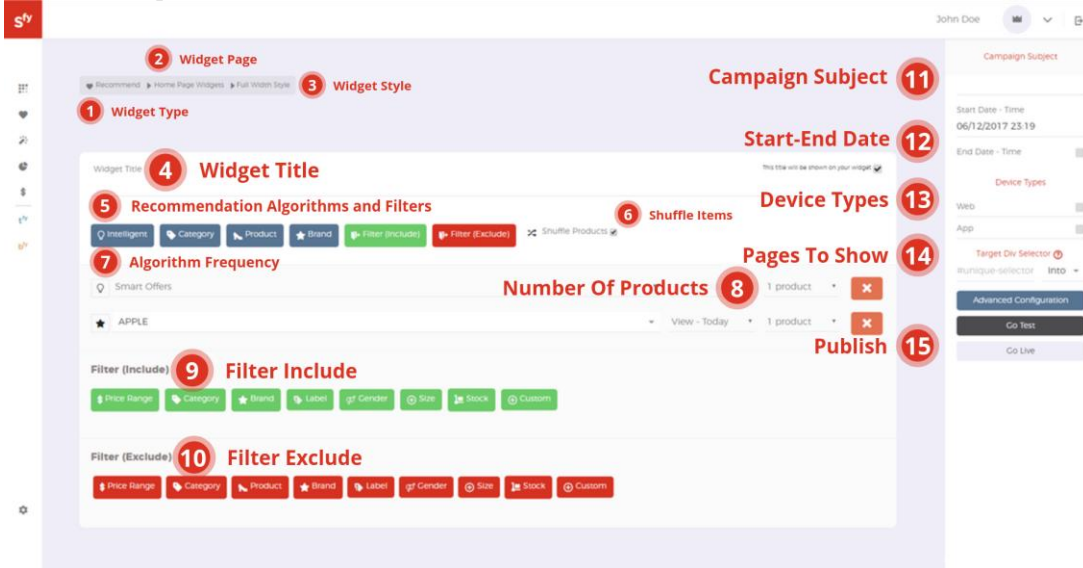


[Recommendation Edit Page](#)

Support / How to Articles / Recommendation Edit Page

Create, edit and personalize recommendations.



Recommendation campaigns consist essentially of the following components;

1. **Widget Type:** Indicates the selected module type of the campaign
2. **Widget Page:** Indicates the page type that the recommendation widget is displayed.
3. **Widget Style:** Indicates the selected customizable widget style.
4. **Widget Title:** Placed directly in the recommendation widget. It is customizable.
5. **Recommendation Algorithms, Criteria and Excludes:**

Recommendation Algorithms

- Intelligent: You can select preferred campaign algorithms via Intelligent
- Category: If the campaign is targeted for specific categories, category information must be placed in algorithm type with a time frame via Category.
- Product: Enables to add a product with its code or name.
- Brand: Enables to add a product with brand.

Criteria: *Criteria* allows the algorithm to recommend the products based on your selection of product attributes.

Excludes: *Excludes* allows the algorithm to exclude the products based on your selection of product attributes.

6. **Shuffle Items:** It allows to randomize product order.
7. **Algorithm Frequency:** Specify the algorithm frequency of the algorithm. Most viewed today, this week or this month; most purchased today, this week or this month and new products.
8. **Number of products per algorithm:** Campaigns can be fed with different number of products from multiple algorithms based on your selection.
9. **Criteria:** *Criteria* allows the algorithm to recommend the products based on your selection of product attributes. Criteria options are listed as below:

- Price Range: Determine from which price range the recommended products will come from.
- Category: Determine from which categories the recommended products will come from.
- Brand: Determine from which brands the recommended products will come from.
- Label: Determine from which labels the recommended products will come from.
- Gender: Determine from which gender the recommended products will come from.
- Size: Determine from which sizes the recommended products will come from.
- Stock: You can include products from recommended product list based on their stock counts. Ex: include product if its stock count is 5 or more.
- Custom: You can provide a product according to a desired custom parameter.

10. **Exclude:** *Excludes* allows the algorithm to exclude the products based on your selection of product attributes.

- Price Range: You can exclude products from recommended product list based on custom price range.
- Category: You can exclude products from recommended product list based on category.
- Product: You can exclude single or multiple products from recommended product list by filtering.
- Brand: You can exclude products from recommended product list based on brand.
- Label: You can exclude products from recommended product list based on label.
- Gender: You can exclude products from recommended product list based on gender.
- Size: You can exclude products from recommended product list based on size
- Stock: You can exclude products from recommended product list based on their stock counts. Ex: exclude product if its stock count is 1 or less
- Custom: You can exclude products from recommended product list based on custom filtering

11. **Campaign Subject:** You can write a subject to the campaign which visitors can't see. It is only used to point the campaign name; it is mostly similar to the algorithm of the campaign.

12. **Timing:** States the campaign's beginning and ending dates.

13. **Device Types:** States the device that the campaign is displayed in.

- Web: Indicates that the campaign is active only in desktop devices.
- Mobile: Indicates that the campaign is active only in mobile devices.
- Android: Indicates that the campaign is active only in Android App devices.
- iOS: Indicates that the campaign is active only in iOS App devices.

14. **Publish Recommendation Widget:**

- Target Div Selector: Position your widget's location with css tags on the page.
- Go Test: Converts the campaigns' status from live to test. Test status campaigns are not displayed to your visitors. They are only displayed to you when ECERGE Test Mode is active. (You could activate it via this [plugin](#))
- Go Live: Converts the campaigns' status from test to live.

Intelligent algorithms

Our recommendation engine is working with Item-based recommendation perspective in real time. It means when a new visitor triggers standard ecommerce event (view a product, add to basket, purchase product(s)), recommendation contents are calculated simultaneously by recommendation engine in real time. Our recommendation engine also provides content; relation and time based working algorithms.

Algorithms are listed as below:

ALGORITHM NAME	ALGORITHM DESCRIPTION	SUGGESTED PAGE
All Products	Adds the "Top-viewed", "Top-sellers" or "New Arrivals" products with selectable frequency and number of products per algorithm.	Category, Search, 404, Home
All Child Category Products	A child category is the sub-category under the broader category. Recommendation products are coming from the child levels of all categories.	Category
All Parent Category Products	Recommendation products are coming from the parent levels of all categories.	Category
Alternative Products	Recommends the "Viewed Together" and "Similar Products" to the campaign.	Product
Brand Products	Recommends the brand's top-selling products.	Brand, Product
Bundle Products	Recommends the combined products of the product customer is visiting.	Product
Discounted Products	Recommends the discounted products in the campaign.	Home, 404, Search
Last Visited (Product)	Recommends the last products your customers visited within a session.	Home, 404, Search
Purchased Together (Product)	Recommends other products that were purchased with the product your customer is visiting.	Product
Rockstar Products	Recommends the top-selling products based on their view rate.	Home, 404, Search
Shining Stars	Recommends the products that are in a rising trend based on their sales amount from the previous week.	Home, 404, Search,
Smart Offers	To a first time visiting customer Smart Offers recommends the most viewed products of that month, to a returning customer it recommends the most viewed products of the categories the customer is interested in.	Home, 404, Search
Trending Products	Recommends the products with the greatest increase in revenue compared to the previous week.	Home, 404, Search
Purchased Together (Basket)	Recommends other products that were purchased with the products in your customer's basket.	Basket
Viewed Together (Basket)	Recommends other products that were viewed along with the products in your basket.	Basket