A Step-By-Step Guide to the Fastest Integration

Recombee

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Let's start!

Recombee is an AI-powered recommendation engine that serves real-time recommendations for Media, E-commerce, Marketplaces, and many other verticals. This handbook was created for a wider audience and will serve you as a guide to **help you to integrate our solution in the easiest way possible with minimal coding involved**.

This setup showcases the fastest, easiest integration through Admin UI without the need for API or coding. For API integration see our **documentation** or see a short comparison at the end of this guide.

Before we start, please make sure you have your **Recombee account created.**
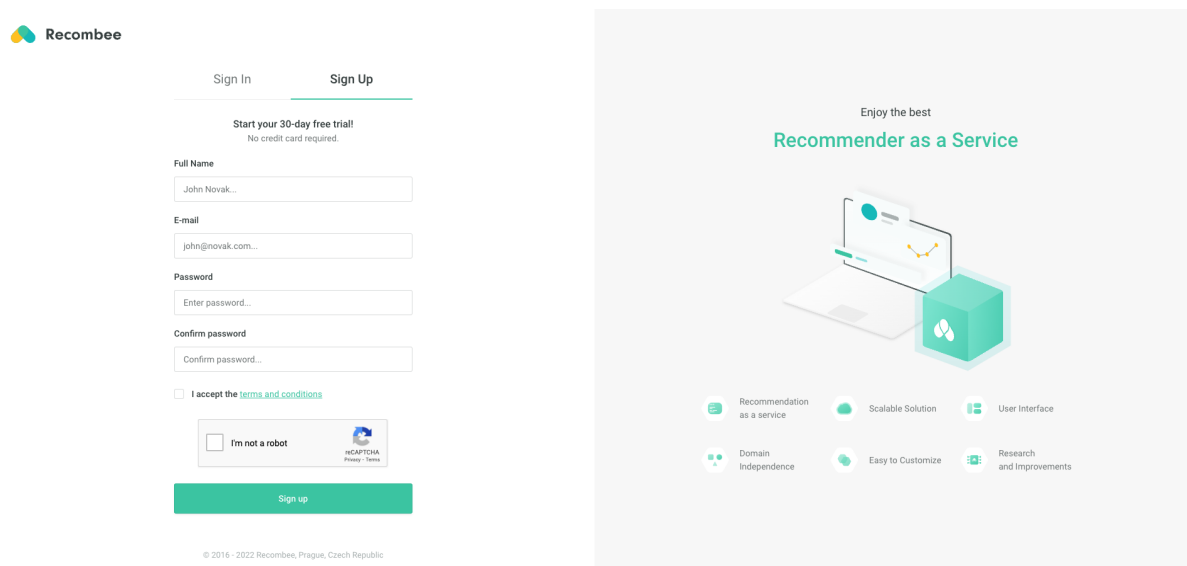
Integration in 3 steps

The integration consists of 3 main steps - synchronize your catalog using a catalog feed, set up your first scenario, and create a recommendation box visualization through HTML Widget. Below you can see how Recombee works with synchronized items from your catalog feed and sent interactions from created HTML widget to show recommendations.
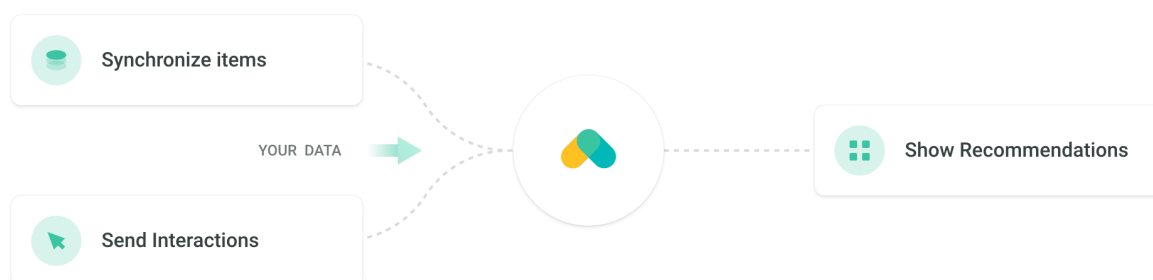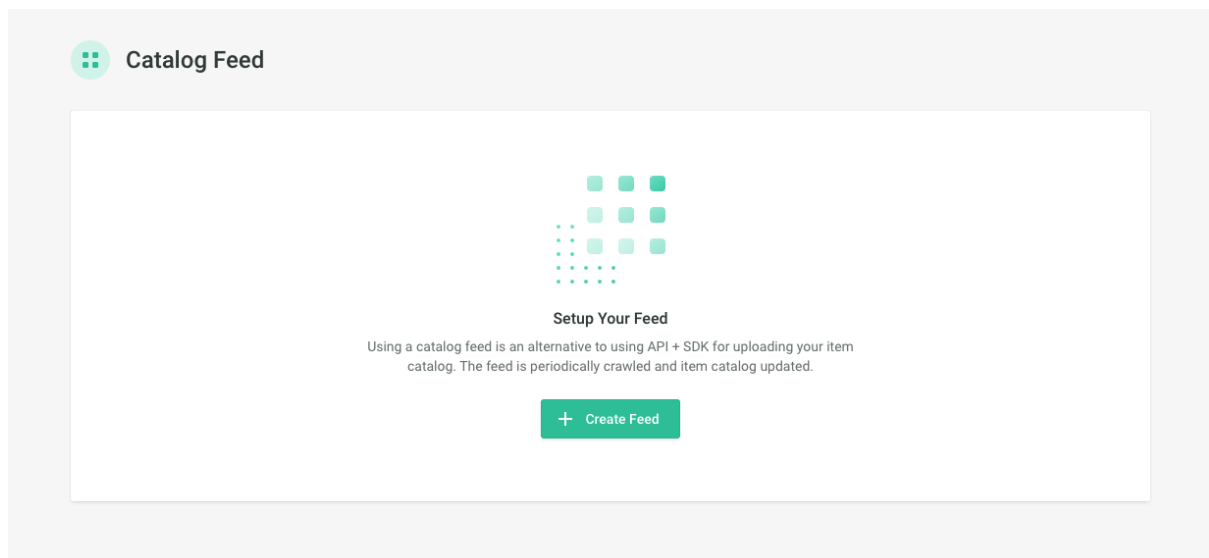
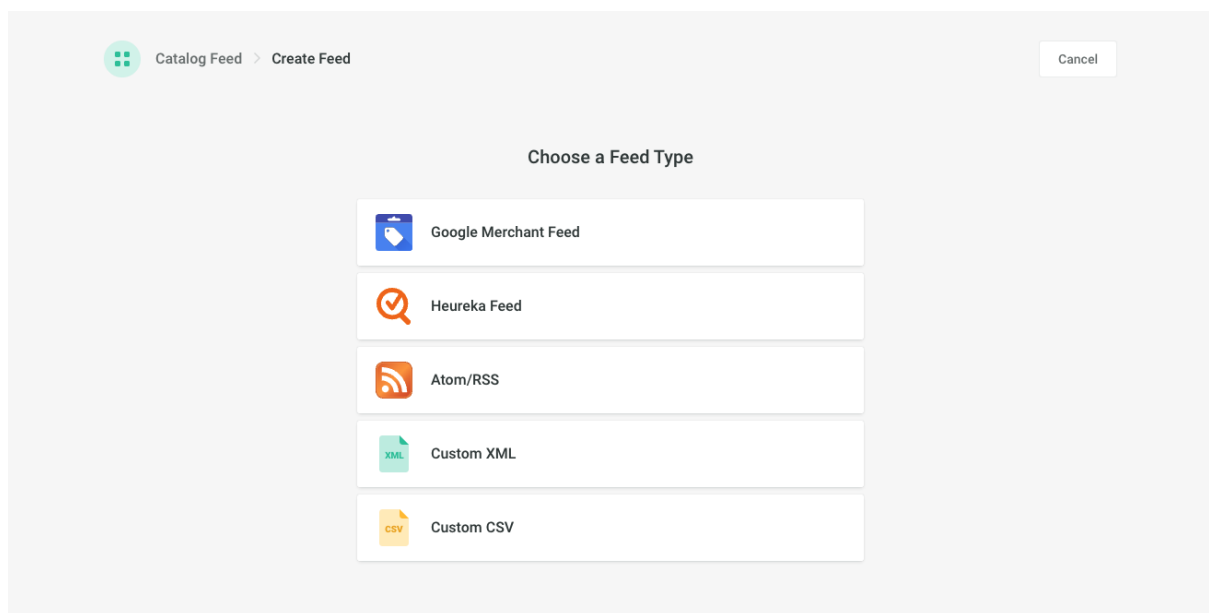# 1 Synchronize your catalog using a [catalog feed](#)

Send us your catalog information through one of the following types of feeds using Recombee Admin UI.

1 Create Catalog Feed

Visit the section [Catalog Feed](#) in your Admin UI. See Integrations on the left-hand side.

2 Choose your [Feed Type](#)

E-commerce content (product catalog):
- [Google Merchant](#)
- [Heureka XML](#)

Text-based content:
- [Atom/RSS](#) - Are used by news websites and many blog pages or podcasts in order to provide structured information about the offered content.

Other:
- [Custom XML](#) - An XML that contains structured information about the items.
- [Custom CSV](#) - A CSV file where each line contains data for a single item.

3 Setup catalog feed URL

Insert your catalog feed URL (Atom/RSS is used as an example below).

Note: *It may take up to 5 minutes to process items from your feed.*

4 Choose properties used in recommendations

Optional for certain types of feeds, e.g. RSS, XML, CSV.

Add properties that are applicable to your use case in the mapping rules section. Select the properties by clicking on the plus button. Examples of properties can be: title, genre, images, categories, etc.

Tip: *The catalog feed is updated by default every 4 hours. This period can be shortened to your needs by contacting support@recombee.com.*

5 Check synchronization

In the menu Catalog feed, check if items from your catalog have been successfully added to your database.

Update Logs

| Result		Message	Updated	Disabled	Errors
✓	OK Nov 21, 2019 19:09	Successfully updated	6784	35	0
✓	Skipped Nov 21, 2019 15:08	Feed hasn't changed since last update			
✓	OK Nov 21, 2019 11:08	Successfully updated	6692	3	0
✓	OK Nov 21, 2019 07:06	Successfully updated	6685	5	0
✓	OK Nov 21, 2019 03:05	Successfully updated	6686	32	0
✓	OK Nov 20, 2019 23:03	Successfully updated	6697	26	0
✓	OK Nov 20, 2019 19:02	Successfully updated	6707	39	0
✓	Skipped Nov 20, 2019 15:00	Feed hasn't changed since last update			
✓	OK Nov 20, 2019 11:00	Successfully updated	6709	3	0
✓	OK Nov 20, 2019 06:59	Successfully updated	6692	4	0

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2 Set up your first Scenario

After you finish synchronizing the catalog, create & set up your first scenario. Each scenario defines a particular application of the recommendations at your website, mobile app, or email.

For demonstration purposes, we use an example of the "Similar Product" scenario for e-commerce, aimed to show personalized offers of similar products to the currently viewed one.

Important: *The integration steps below are applicable across all industries. For specific scenarios setup see our Scenario Setup Guide for Content Recommendation or Scenario Setup Guide for Product Recommendations*.

1 Create scenario

Visit section Scenarios in your Admin UI on the left menu and click on Create Scenario.
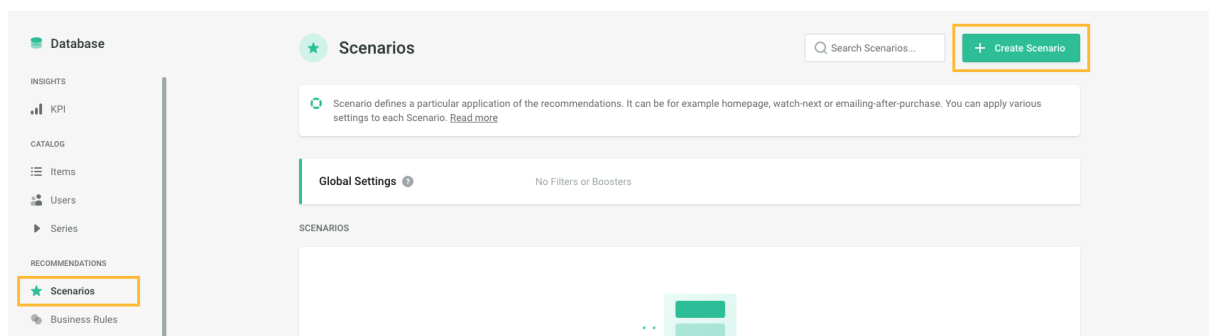
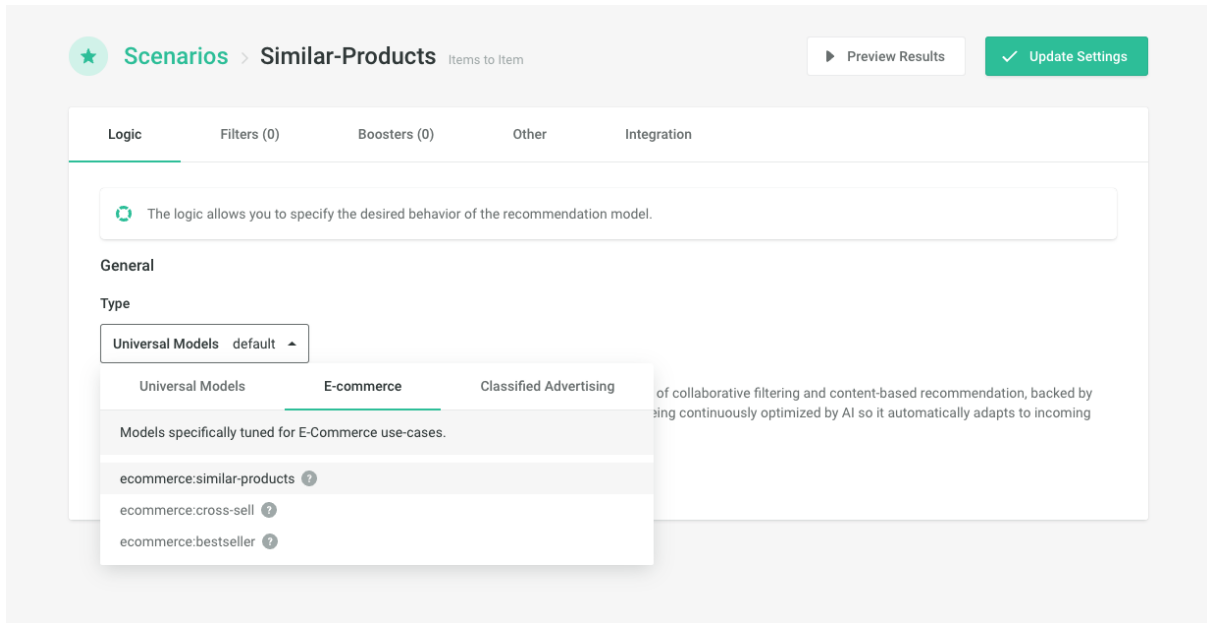### 2 Setup new scenario

Name your recommendation scenario e.g. *Similar Products* and select the recommendation type, e.g. *Items to Item*.


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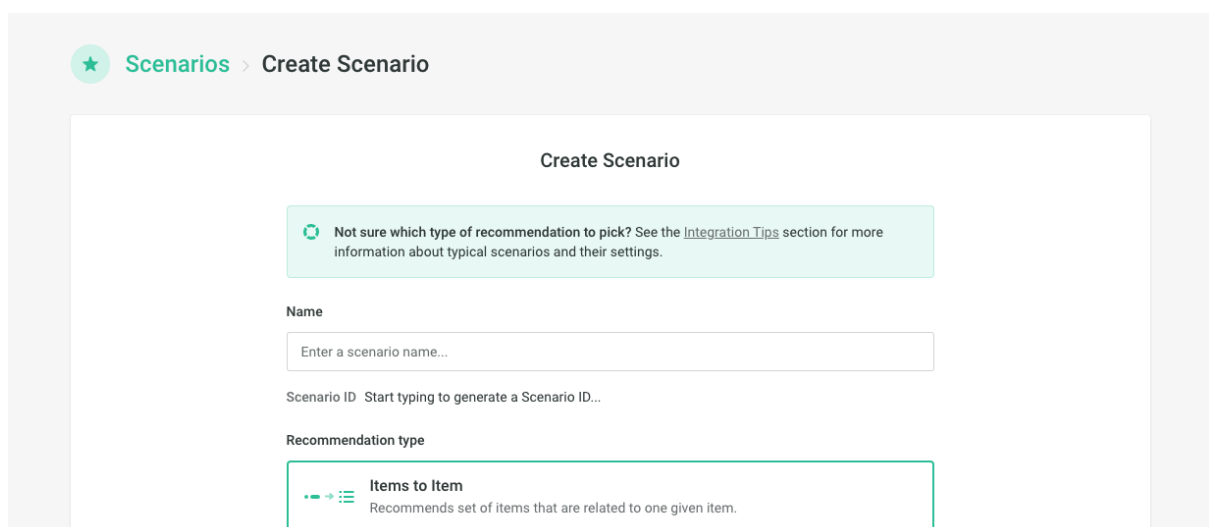
3 Set logic to define the behavior of the scenario

You can choose from Universal, E-commerce, or Marketplaces (Classified Advertising) Models. We have selected *ecommerce:similar-products* Logic from the E-commerce Models.

4 Tailor scenarios towards your business goals with custom or predefined Boosters or Filters

Show products X times more likely than the non-boosted products by using booster, or use filter to eliminate the visibility of specific items. In this case, we have added an *Upsell* booster.
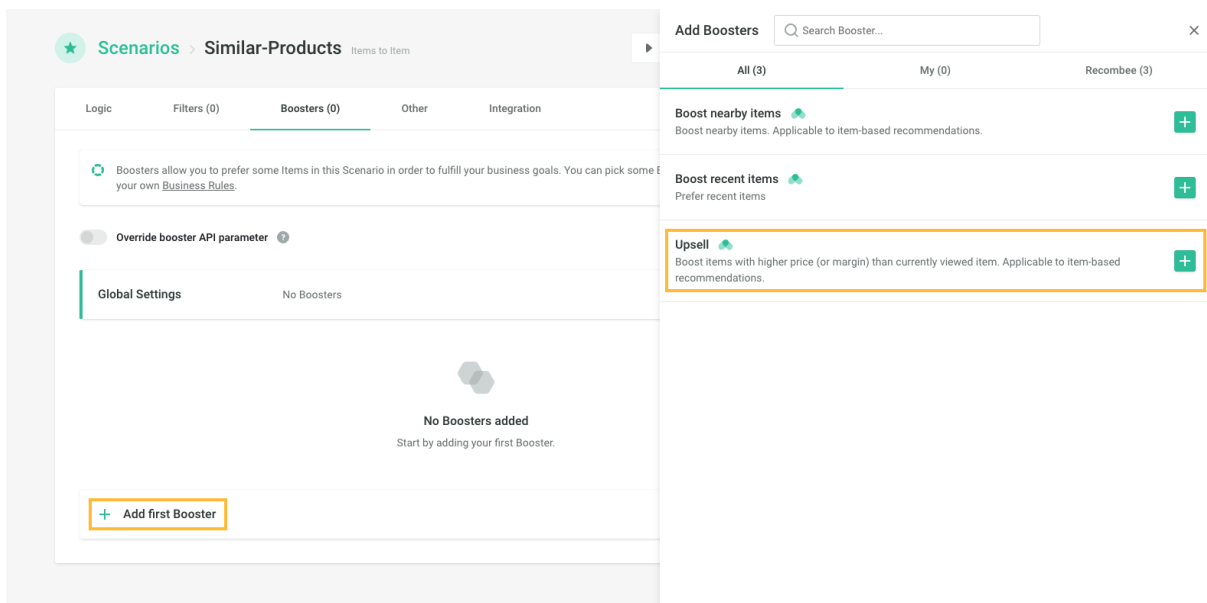
Global Settings   No Boosters   ⚙ Edit

Upsell 👁

Boost items with higher price (or margin) than currently viewed item. Applicable to item-based recommendations.

Price property
Property that specifies the price or margin of the item

price

Boosting coefficient
Specifies how much the recent items should be boosted. Higher coefficient results in a greater boost of the item, 1 means no boost.

1   0.1 ——●———— 10

+ **Add Booster**

5 Don't forget to update the settings when you are finished
Changes are applied immediately.

★ **Scenarios** › **Similar-Products** Items to Item   ▶ Preview Results   ✓ Update Settings

| Logic | Filters (0) | Boosters (1) | Other | Integration |

The logic allows you to specify the desired behavior of the recommendation model.

General

Type

Universal Models default ▾

Default model ensemble aiming to work well in most common use-cases. It is an ensemble of collaborative filtering and content-based recommendation, backed by popularity-based models when there's not enough data in given context. The ensemble is being continuously optimized by AI so it automatically adapts to incoming data.

⬜ Override logic API parameter ❓

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Tip: *You can see how recommendations work by clicking on* **Preview Results.** *Choose an item or user and Recombee will show you recommended items or users.*

3 Create a recommendation box visualization through [HTML Widget](#)

Using an HTML Widget is the easiest way to display the recommendations on your website. This type of integration automatically gathers [live interactions](#) of your users - the detail views.
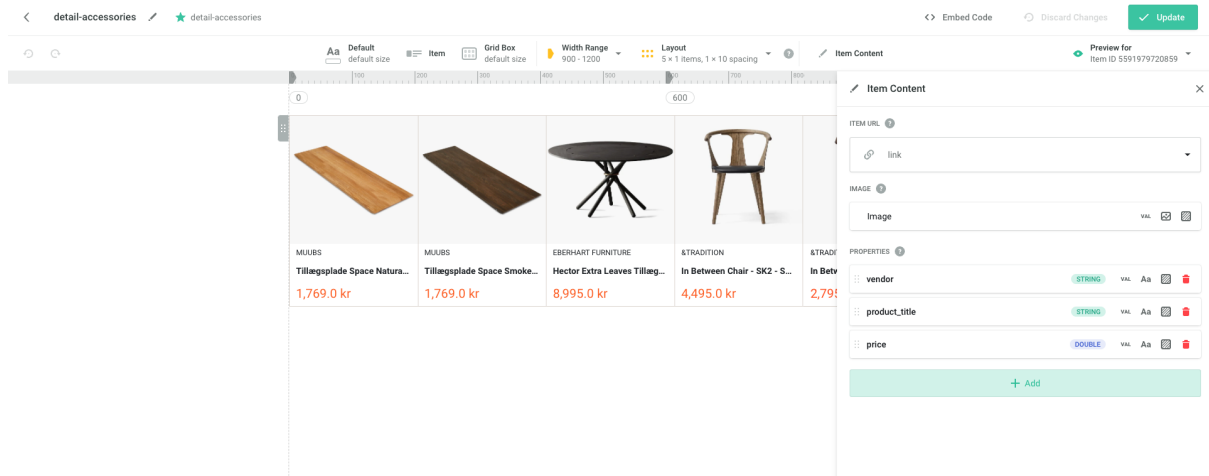
1 Click on the [Widgets section](#) on the left menu and choose "Create widget"
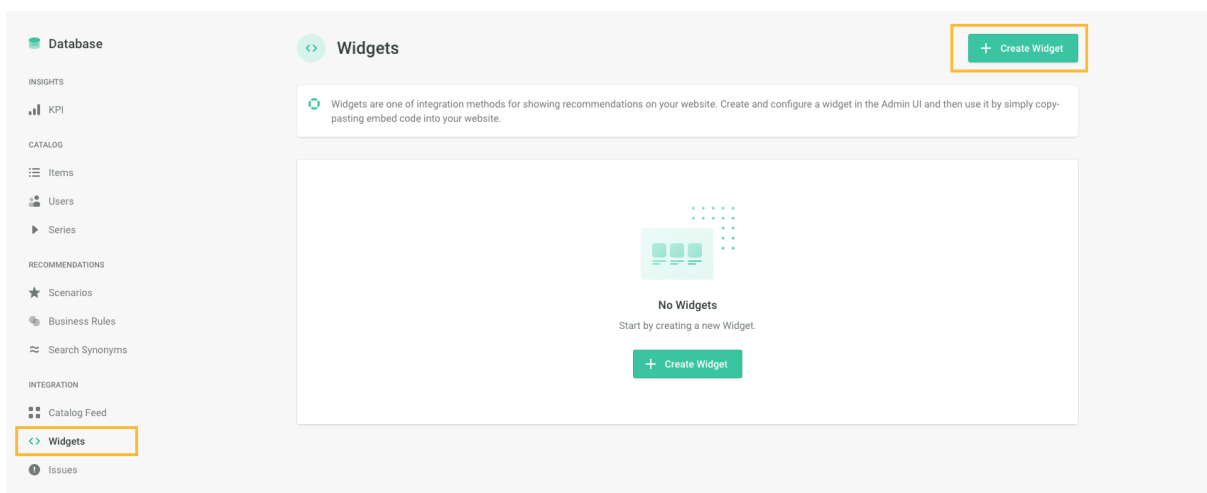
2 Fill in the widget title and link it with the scenario that you have just created
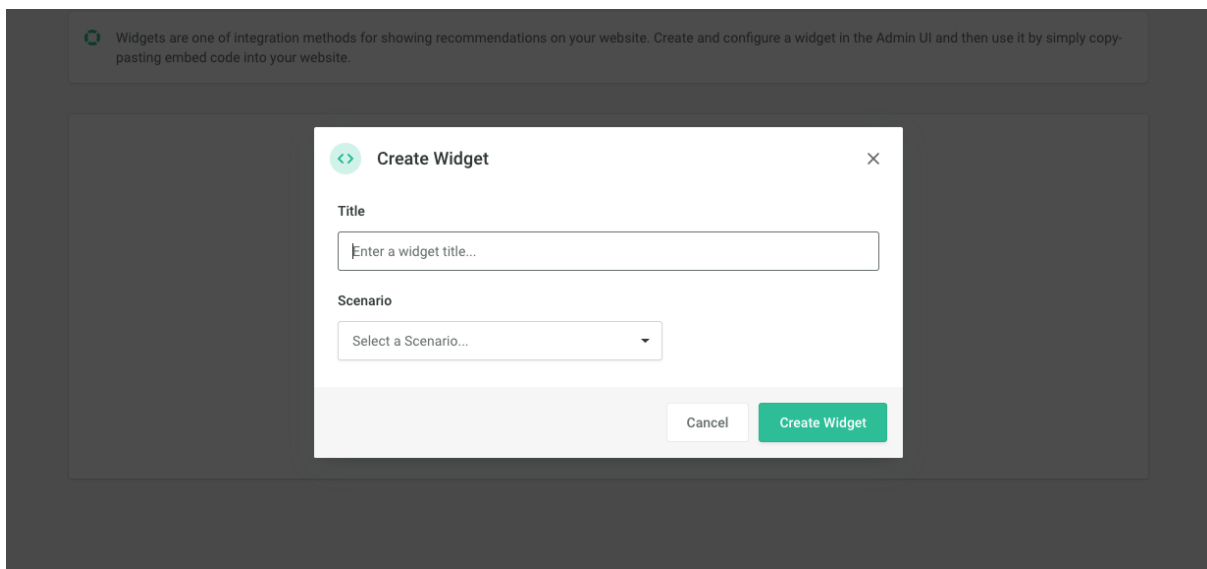
3 Set which item properties will be shown, adjust the visual settings, or even set what needs to be displayed to match your current design


4 Provide item ID

Recommendation algorithms need to know which item was selected by the user, so it can find similar products to recommend. You can find the place for Item ID in the *Embed code,* shown as the green rectangle ITEM_ID. This ID is unique for each item that your customers see, thus it needs to be set dynamically. We are using the Shopify website template in this example. *Shopify* identifies each product by handle *{{product.id}}.*

1. Paste the embed code into your text editor.
2. Find the line with "itemId".
3. In this line, replace ITEM_ID so that it will be dynamically set for each value. If you use *Shopify* you simply put "*{{product.id}}*".

Note: *You might need to consult this step with your webmaster if needed. Don't forget quotes "".*
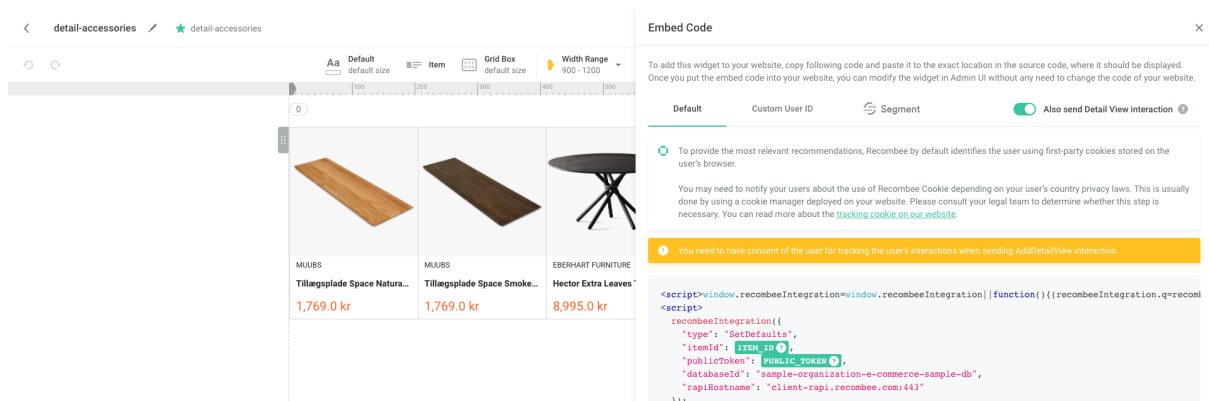
Optional: *If you want to show a widget with the most popular items for users or bestsellers, choose Scenario Items to User.*

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The easiest demonstration of recommendation is the HTML widget with the most popular items which requires no coding. In Logic, choose Universal method-> recombee:default. There is no need for setting dynamic item ID.

5 Display recommendations

Once you are satisfied with the way the widget looks, you can instantly display it on your website by copying and pasting the generated HTML embed code into the source code of your website.

6 Enjoy personalization by AI :)

Tip: *Alternatively, you can also create a widget through the scenario section after creating your first scenario. This option can be found in the "Integration section" of the created scenario. Clicking "Create widget" will take you to the newly created widget, and you will be able to edit it to your preference.*

Appendix

1 Integration in Admin UI vs using API

You can also **integrate through API.** This type of integration is aimed at developers for the management of interactions, items, and users in a script. You can integrate Recombee on your site using our SDK in the following languages: Java, Ruby, Node.js, PHP, Python, .NET. Client-side integration is built on JavaScript.

API allows you to do the same tasks as in Admin UI and even more:

1. Add user-item interactions such as detail views, purchases, cart additions, and many others.
2. **Send the interactions** to the recommender using the programming language of your choice. Historical interactions are preferred as they improve recommendation quality.
3. You can add, remove, or update items in your **item catalog.**
4. You can manage users in your database.
5. Create custom business rules using a script or a more sophisticated approach.
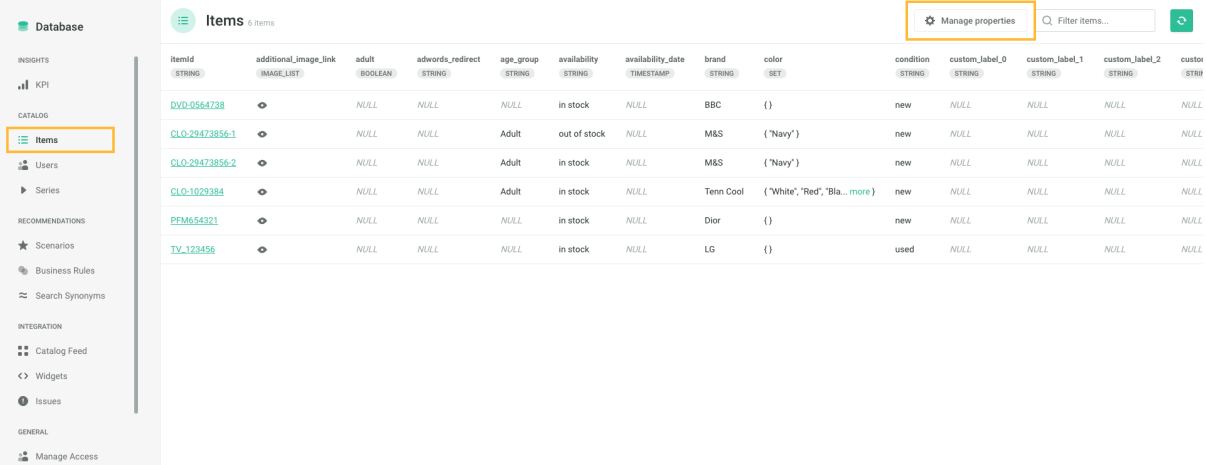6. Batch uploads and edits.

2 Add or edit properties for specific items

For custom XML files which have sophisticated file structures there may be a need for tailored parsing of properties.

1 Add item properties to compute recommendations
This is beneficial for items that do not have many interactions.

Click on "items" on the left side of the Admin UI and select "Manage properties"

![Recombee](Recombee logo)

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Click "Create Property"

name it (e.g. title or category), choose a data type, and click "Create Property" again.

2 As the last step, after finishing creating properties, you will need to <u>send item values</u>

Tip: Purchase is labeled as the following: replying to a job advertisement (job vertical), fully finishing watching a video (media vertical), or buying a product in an online store (ecommerce vertical).