



A Step-By-Step Guide to the Fastest Integration

Table of Contents

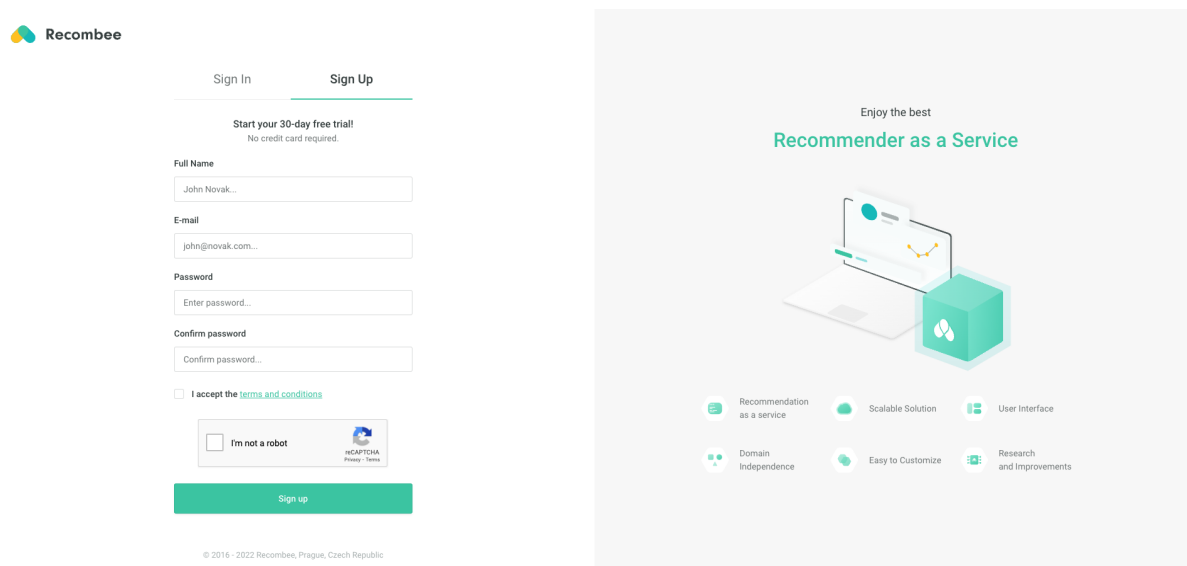
Let's start!	4
Integration in 3 steps	4
1 Synchronize your catalog using a catalog feed	6
2 Set up your first Scenario	9
3 Create a recommendation box visualization through HTML Widget	13
Appendix	17
1 Integration in Admin UI vs using API	17
2 Add or edit properties for specific items	18

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.**

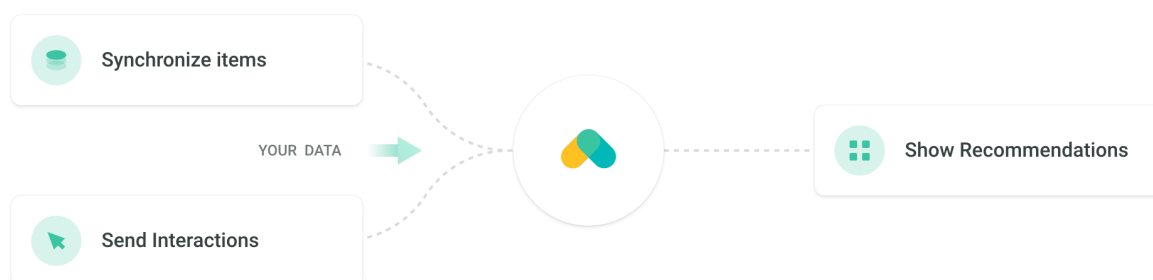
This setup showcases the fastest, easiest integration through Admin UI without the need for API or coding. For API integration see our [documentation](#) or see a short comparison at the end of this guide.

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.

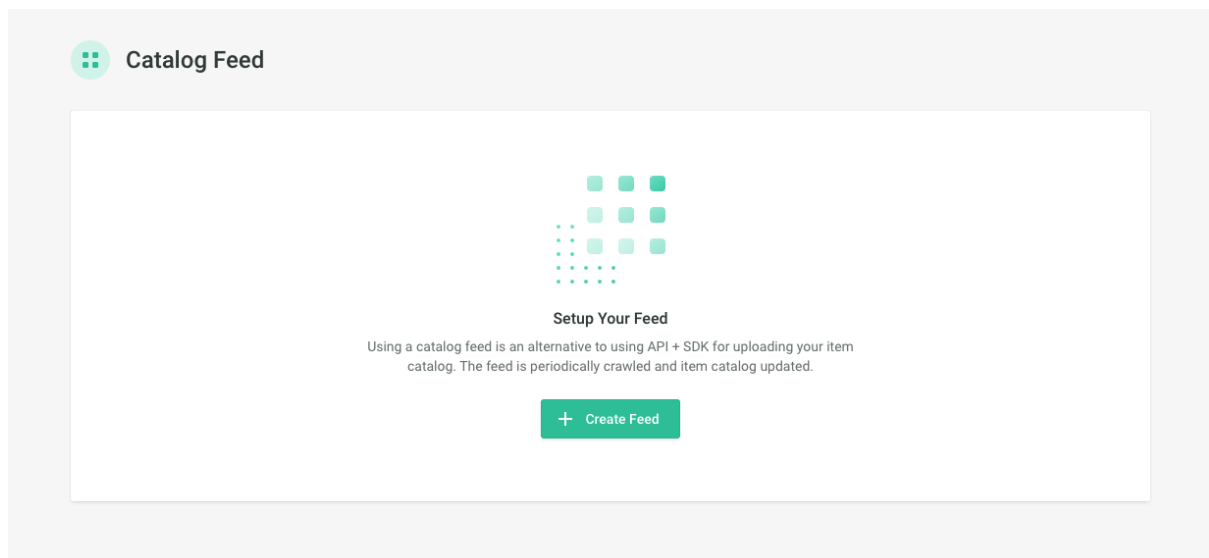


1 Synchronize your catalog using a [catalog feed](#)

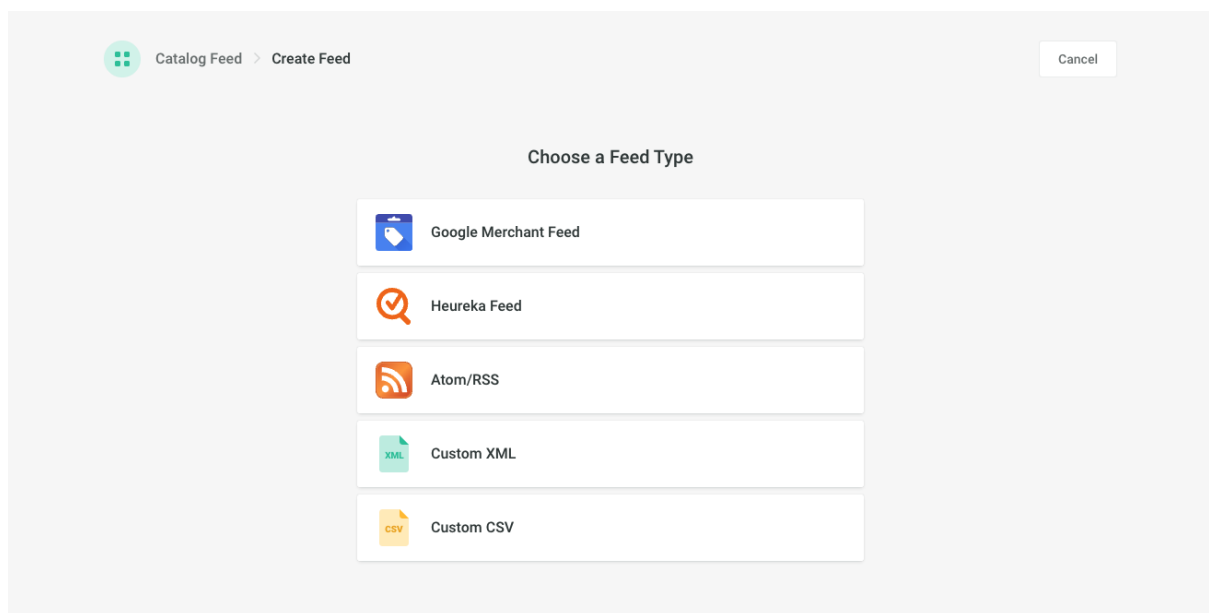
Send us your catalog information through one of the following types of feeds using Recombee Admin UI.

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).

The screenshot shows a web interface for creating a catalog feed. At the top, there's a breadcrumb 'Catalog Feed > Create Feed' and a red 'Cancel Setup' button. Below this, there's a section for 'Atom/RSS' with an RSS icon and a description: 'Atom / RSS feeds are used by the news websites and also many blog pages or podcasts to provide structured information about the offered content. [Read more](#)'. A 'Change' button is next to it. The 'Feed URL' section has a note: 'XML file can be also compressed into .zip or .gz'. Below this is a text input field containing 'https://example.com/feed.xml' and a green 'Apply and Setup' button. At the bottom, there are two more sections: 'Settings' and 'Mapping Rules'.

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.

Mapping Rules

Here you can see the properties that will be parsed from the feed. You can set a custom XPath (relative to the root element of an item) for each of them. The default path is the name of the property.

Property	Data Type	Path	
title New	String	/title	Choose
link New	String	/link	Choose

Create new property

Name Data Type + Create property

Availability Property (optional)
Value to which the feed processor should set the property that defines the item's availability when the item gets removed from the feed.

SUGGESTED

pubDate	Timestamp	pubDate	+
description	String	description	+
author	String	author	+
categories	Set	category	+
media:content	Image list	media:content/@url	+

Continue to Preview

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

2 Set up your first Scenario

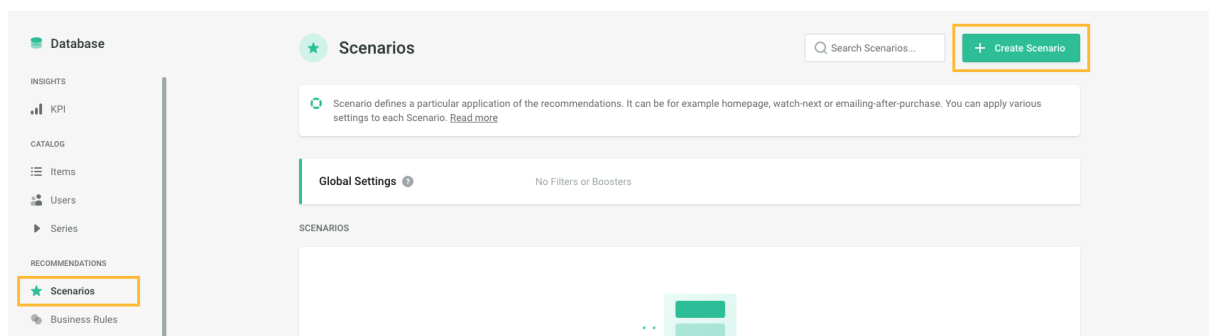
After you finish synchronizing the catalog, create & set up your first scenario. Each scenario defines a particular application of the recommendations at your website, mobile app, or email.

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](#).

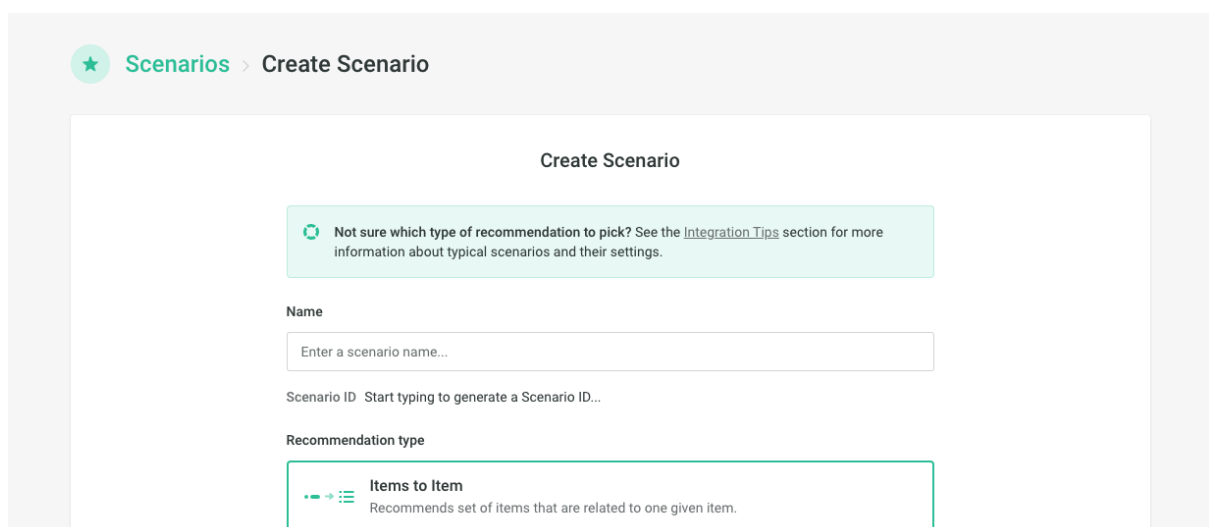
1 Create scenario

Visit section [Scenarios](#) in your Admin UI on the left menu and click on Create Scenario.



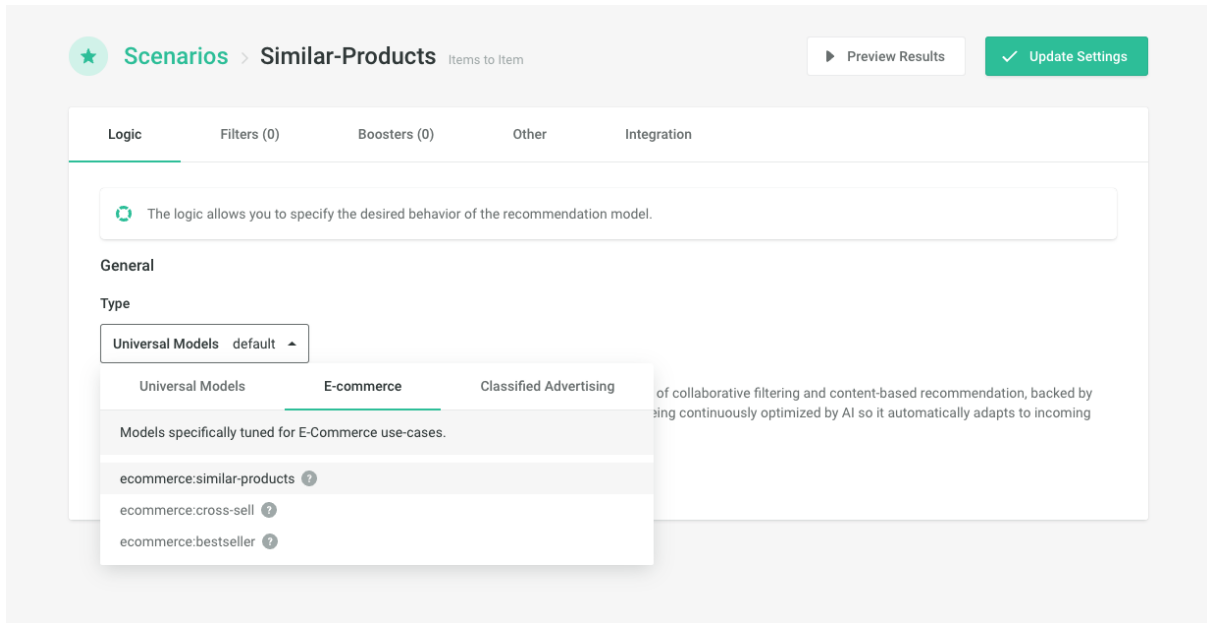
2 Setup new scenario

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



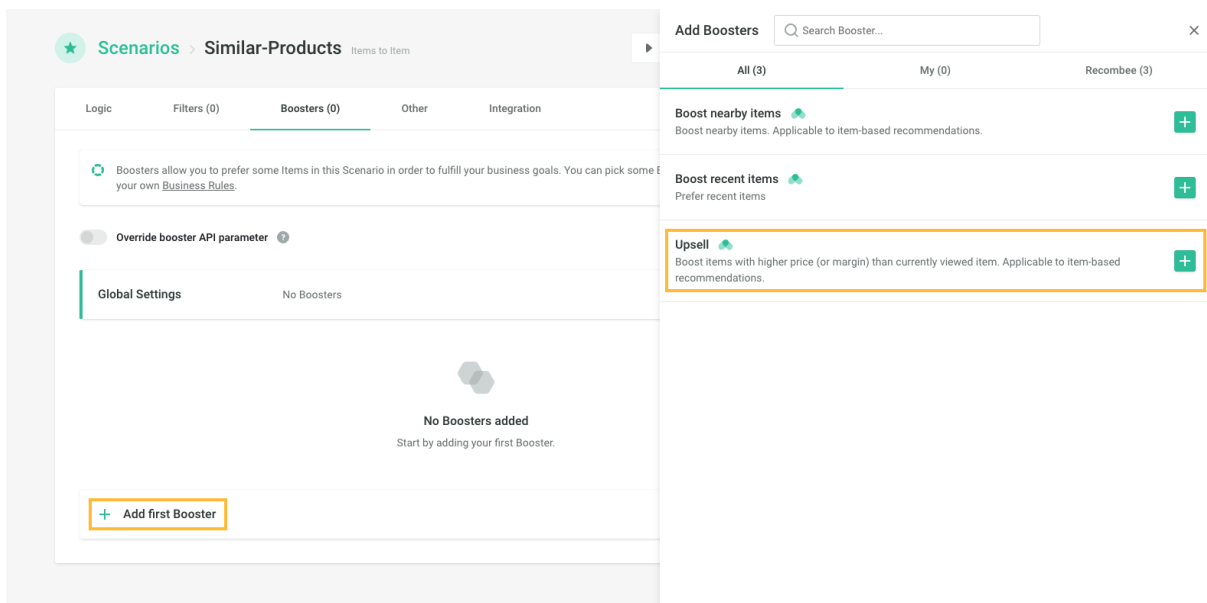
3 Set **logic** to define the behavior of the scenario

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

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.

The screenshot displays the Recombee web interface. At the top, there's a navigation bar with 'Database' on the left and 'Scenarios > detail-alternatives' in the center. A 'Preview Results' button is highlighted with an orange box. Below the navigation, there are tabs for 'Logic', 'Filters (1)', 'Boosters (2)', and 'Integration'. A text box under 'Logic' contains the instruction: 'The logic allows you to specify the desired behavior of the recommendation model.'

Below the configuration area is a 'Preview Results' window. It includes an 'Item ID' field with the value '5591979720859' and a 'Choose Item' link. There is also a 'Target user ID' field with the placeholder 'Enter target user ID...' and a 'Choose target user' link. To the right, there are 'Show' and 'Interactions' toggle switches, with 'Item properties' currently selected.

The main content area is divided into two sections: 'ITEM PROPERTIES' and 'Recommendations'. Both sections use a table with columns: id, image, deleted, handle, link, note, price, product_title, type, and vendor.

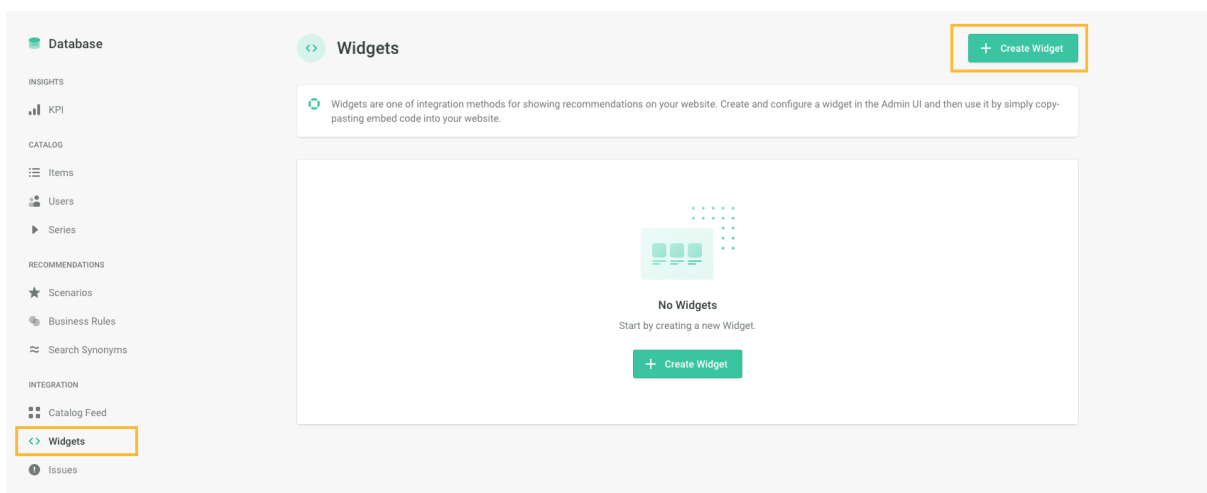
ITEM PROPERTIES									
id	image	deleted	handle	link	note	price	product_title	type	vendor
5591979720859		<input checked="" type="checkbox"/>	spisebord-metal-trae-sort	/products/spisebord-metal-trae-sort	Product available at moodings.com	2897	Spisebord - metal/trae_sort	Spisebord	Hübsch

Recommendations									
id	image	deleted	handle	link	note	price	product_title	type	vendor
5590948937883		<input checked="" type="checkbox"/>	spisebord-slated-sort	/products/spisebord-slated-sort	Product available at moodings.com	4199	Spisebord, Slated, Sort	Spisebord	House Doctor
5592020549787		<input checked="" type="checkbox"/>	skrivebord-metal-trae-sort	/products/skrivebord-metal-trae-sort	Product available at moodings.com	2187	Skrivebord - metal/trae_sort	Skrivebord	Hübsch

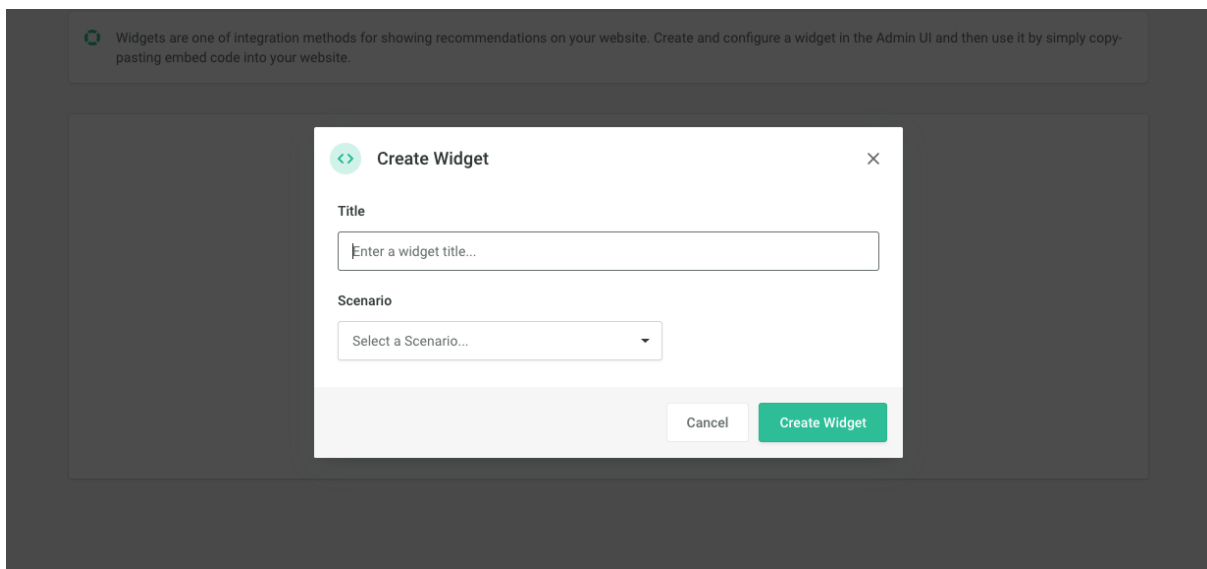
3 Create a recommendation box visualization through [HTML Widget](#)

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.

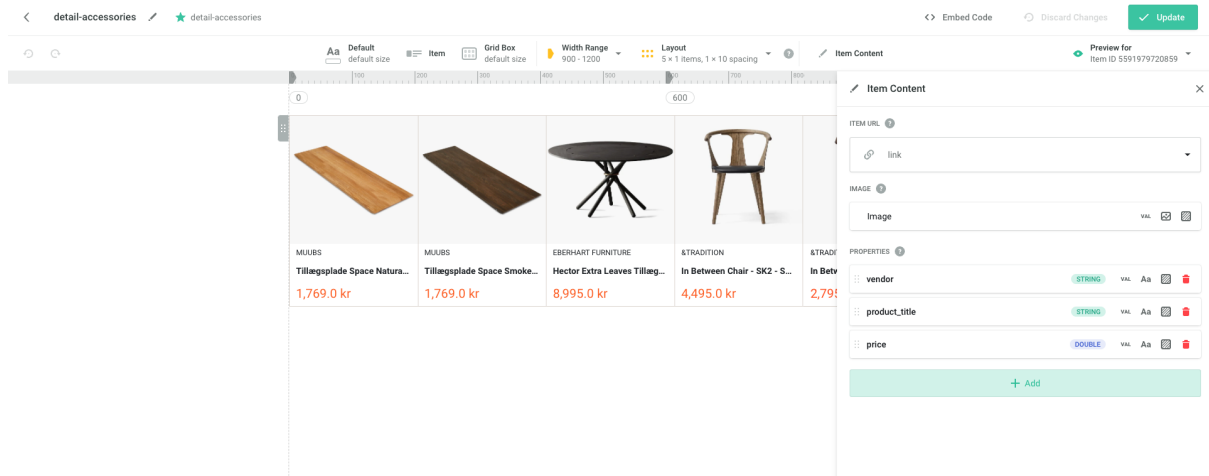
1 Click on the [Widgets section](#) on the left menu and choose “Create widget”



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

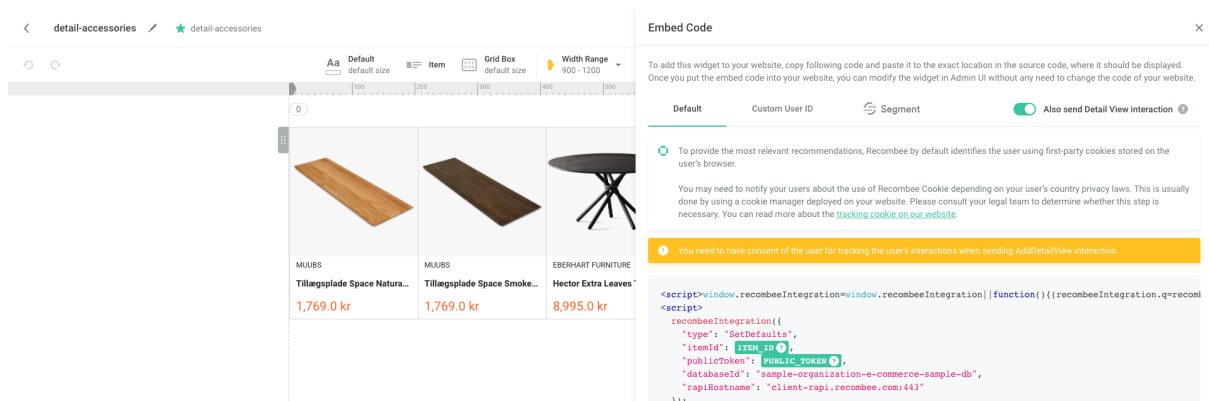


4 Provide item ID

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*.

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.

The screenshot shows the Recombee Admin interface. On the left, a product recommendation widget is displayed with three items: two wooden tables and one black table. The widget includes a toolbar with options like 'Default', 'Item', 'Grid Box', and 'Width Range'. On the right, the 'Embed Code' panel is open, showing the generated HTML code for the widget. The code includes a script for the Recombee integration and a div for the widget. A yellow warning banner indicates that user consent is required for tracking interactions.

6 Enjoy personalization by AI :)

The screenshot shows the Recombee Demo Store interface. At the top, there is a search bar and navigation links. Below the search bar, there is a banner image of a dining table. Underneath the banner, there is a section titled 'Just for you (Recombee)' which displays a grid of personalized product recommendations. Each recommendation includes a product image, a name, and a price.

Product Name	Price
In Between Chair - SK2 - Smok...	4,495.0 kr
In Between Chair - SK2 - Black ...	4,495.0 kr
In Between Chair - SK2 - Black ...	3,495.0 kr
In Between Chair - SK1 - Smok...	2,795.0 kr
Afternoon Plywood Chair, Dark ...	4,795.0 kr
Harbour Side Chair, Dark Stain...	2,844.0 kr

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.

The screenshot displays the Recombee interface for a scenario named "Popular-Items". At the top, there is a navigation bar with "Scenarios" and "Popular-Items" (with a sub-label "Items to User"). To the right of the navigation bar are two buttons: "Preview Results" and "Update Settings". Below the navigation bar, there is a horizontal menu with tabs: "Logic", "Filters (0)", "Boosters (0)", "Other", and "Integration". The "Integration" tab is highlighted with an orange border. Below the tabs, there is a text box that says "Request recommendations for this scenario using sample code below. Read the [Getting Started](#) guide for more information on integration." Below this text box, there is a row of icons representing different programming languages and protocols: "Widget", "JavaScript", "Python", "Ruby", "Java", "PHP", "C#", "NodeJS", and "REST". Below this row, there is a central graphic consisting of three green squares and a grid of dots. Below the graphic, the text reads "No Widgets for This Scenario" and "Start by creating a new one or use any SDK for integration." At the bottom of this section, there is a green button with a plus sign and the text "Create widget", which is also highlighted with an orange border.

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.

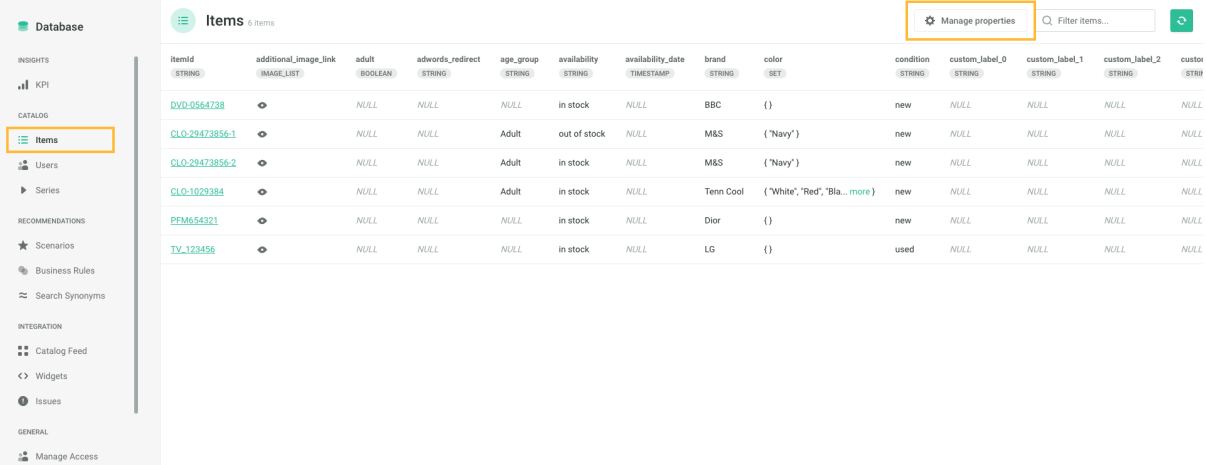
2 Add or edit properties for specific items

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”



ItemId	additional_image_link	adult	adwords_redirect	age_group	availability	availability_date	brand	color	condition	custom_label_0	custom_label_1	custom_label_2	custom_label_3
STRING	IMAGE_LIST	BOOLEAN	STRING	STRING	STRING	TIMESTAMP	STRING	SET	STRING	STRING	STRING	STRING	STRING
DVD-0564738		NULL	NULL	NULL	in stock	NULL	BBC	{}	new	NULL	NULL	NULL	NULL
CLO-29473856-1		NULL	NULL	Adult	out of stock	NULL	M&S	{ "Navy" }	new	NULL	NULL	NULL	NULL
CLO-29473856-2		NULL	NULL	Adult	in stock	NULL	M&S	{ "Navy" }	new	NULL	NULL	NULL	NULL
CLO-1029384		NULL	NULL	Adult	in stock	NULL	Tenn Cool	{ "White", "Red", "Bla... more" }	new	NULL	NULL	NULL	NULL
PFM654521		NULL	NULL	NULL	in stock	NULL	Dior	{}	new	NULL	NULL	NULL	NULL
TV_123456		NULL	NULL	NULL	in stock	NULL	LG	{}	used	NULL	NULL	NULL	NULL

Click “Create Property”

ItemId	additional_image_link	adult	adwords_redirect	age_group	availability	availability_date	brand	color
DVD-0564738		NULL	NULL	NULL	in stock	NULL	BBC	{}
CLO-29473856-1		NULL	NULL	Adult	out of stock	NULL	M&S	{'Navy'}
CLO-29473856-2		NULL	NULL	Adult	in stock	NULL	M&S	{'Navy'}
CLO-1029384		NULL	NULL	Adult	in stock	NULL	Tenn Cool	{'White', 'Red'}
PFM654321		NULL	NULL	NULL	in stock	NULL	Dior	{}
TV_123456		NULL	NULL	NULL	in stock	NULL	LG	{}

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

Name

e.g. title, description, categories, image_url, ...

Data type

BOOLEAN DOUBLE IMAGE IMAGE_LIST INT SET STRING TIMESTAMP

+ Create Property

2 As the last step, after finishing creating properties, you will need to [send item values](#)

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).