



Scenario Setup Guide

Content recommendations

We are providing you with a detailed guide to the most commonly used [scenarios](#) for different parts of your website. Each scenario section includes an informative description and instructions on how it can be set up to get the most out of smart personalization with Recombee.

The mentioned scenarios can be used for all sorts of content recommendations, e.g. videos, movies, articles, music, or podcasts.

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How Recombee Works

Data Input

Our advanced recommendation engine solution analyzes two main types of data: **Attributes** (product catalog information, user attributes) and **Interactions** (your user's behavior and interaction history) producing real-time one-on-one recommendations applicable to each part of your customer journey.

Scenario Setup

The particular place across your customer journey where you show recommendations (e.g. recommendation box) is called **Scenario**.

Recommendations Type, [Recommendation Logic](#), and also optionally [Business Rules](#) (filters & boosters) are used to specify the behavior of the models for each Scenario.

Where to Use

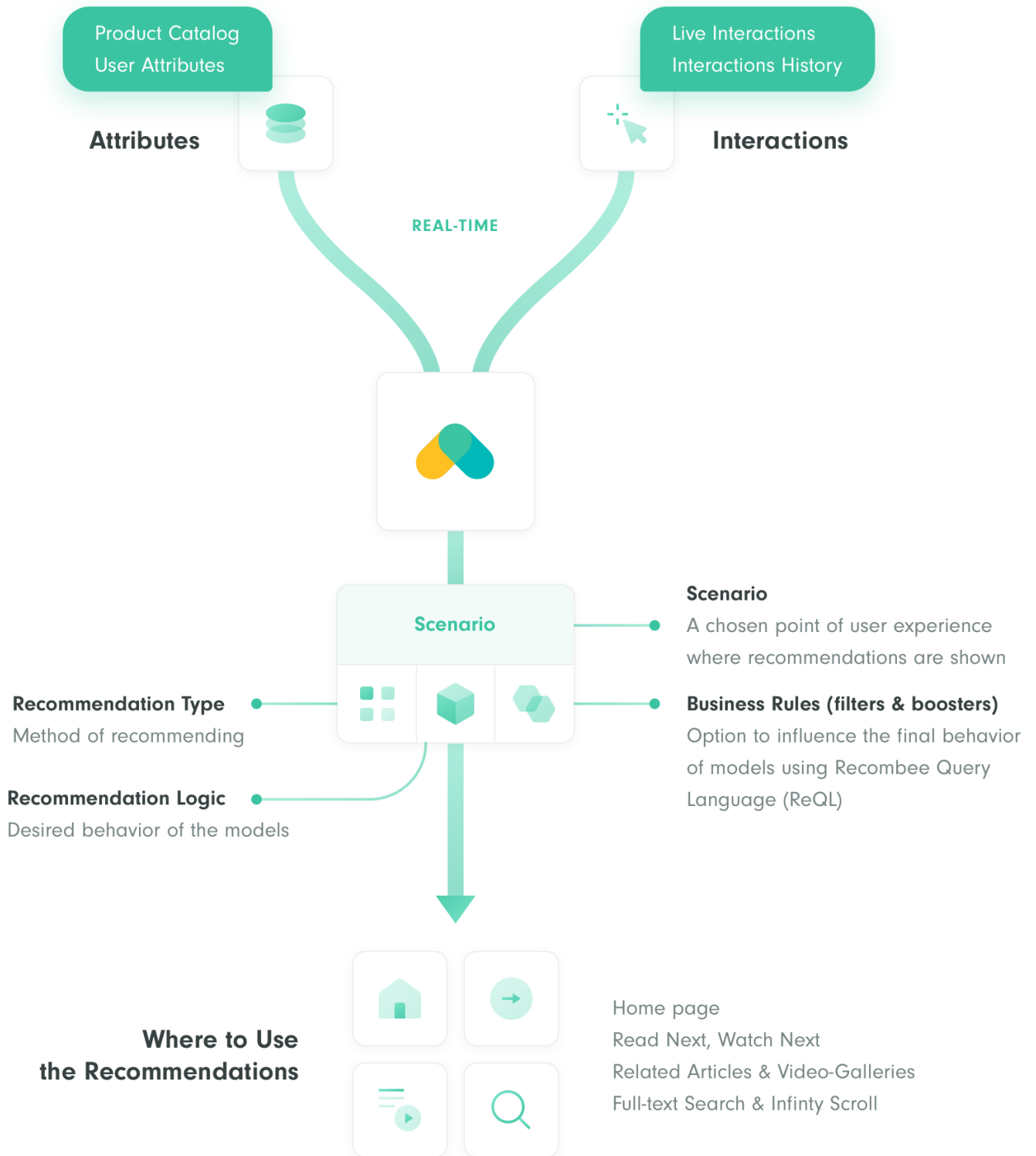
Aligning personalization to your user experience road map, you can apply recommendations across an array of touchpoints. These include **Homepage**, **Read Next/Watch Next**, or **Full-text Search**.

Fully set recommendations help your visitors find what they are looking for, saving time, increasing customer satisfaction, and decreasing churn, while improving your conversion rates (e.g. increasing the subscription base).

How to Start

1. Integrate your catalog and start sending us your live interactions using the guidance provided in our [documentation](#).
2. Choose which scenarios you want to utilize. For the fastest results, we recommend starting with one of the following basic scenarios:
 - a. **Movie/Article/Song Detail Page - Related Movies/Articles/Songs**
 - b. **Homepage - Top Picks for You**
 - c. **Full-Text Search Personalization**
3. Use this handbook or documentation for information on how to set up chosen scenarios.

Enjoy your personalization journey!



Scenario Set-up

Please note: All given scenario names are designed to better express their model behavior. The actual scenario names can be altered based on your preferences.

Homepage

Top Picks For You

The “Top Picks For You” scenario recommends movies, articles, music, or other content that the user is most likely to be interested in. It is based on the user’s previous [interactions](#) on the site.

For You



Meteora
Linkin Park



Born To Die
Lana Del Rey



Dont Smile At Me
Billie Eilish



Random Access M...
Daft Punk



Shivers
Van Buuren Armin



Days of Thunder
The Midnight

FOR YOU >



Visible Mending: 7 Tricks to Know Before You Sew

Patch it, mend it, or darn it—visible mending is hot! Transforming a worn piece of clothing with vibrant stitch work offers a great way to show off your handspun yarn.



Spin Off Subscription

Spin Off feeds our deep curiosity about the art and craft of making yarn. Each issue connects you to new and familiar voices in the handspinning community and is packed with information about fibers, tools, and traditions to inspire your creativity



What Do Yarn Numbers Mean? Weaving Yarns

Wonder what the numbers such as 5/3 or 2/20 mean in weaving yarn? Amy Tyler has the answers.

Top Picks for You


Bicentennial Man **The Watch** **Bill & Ted's Bogus Journey** **Opération Portugal**

Extra Tip: We recommend starting with this scenario when applying recommendations on the homepage. Having a high number of interactions would definitely help the performance.

Two-Step Set-up in [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario. You can name it like us “Top Picks For You” or choose your own label. Then select **Items to User** in the recommendation type.

Create Scenario

 Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

Top Picks For You

Scenario ID Top-Picks-For-You

Recommendation type



Items to Item

Recommends set of items that are related to one given item.



Items to User

Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

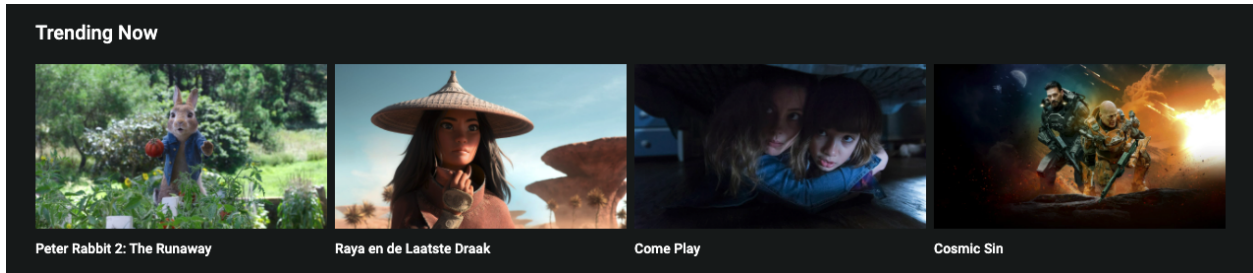
2. **Set logic to define the behavior of the scenario:** select *recombee:personal* Logic from the Universal Models.

Universal Models personal ▲





Universal Models	E-commerce	Classified Advertising
Universal Recombee models for the most common use-cases.		
recombee:default ?		
recombee:homepage ?		
recombee:personal ?		
recombee:popular ?		
recombee:recently-viewed ?		

Trending Now

The “Trending Now” scenario recommends movies, articles, music, and other content that is recently globally popular amongst other visitors and highly interacted with. This scenario is used to promote currently popular content.



Popular news

-  Jake Gyllenhaal is in talks with Michael Bay on 'Ambulance' **1**
Entertainment
-  Bundesliga 2020-21: Gameweek six in numbers **2**
Sports
-  IPL: Kagiso Rabada's numbers against Mumbai Indians **3**
Sports
-  IPL 2020, DC vs RR: Preview, Dream11 and stats **4**
Sports


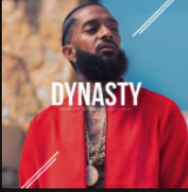
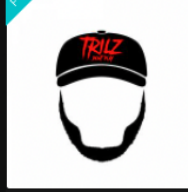
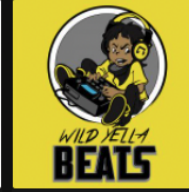
Trending Topics

Virat Kohli Liverpool FC

Novak Djokovic Chris Gayle

West Indies Cricket ▾

Spotlight


 Faith Naqz Beats Buy Now	 Dynasty Beautiful Monsters Buy Now	 Rod Wave x Kodak Bla... TrilzDontPlay Buy Now	 Rich Shit Wild Yella Beats Buy Now
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Extra Tip: Other variants such as *Trending In Your Country* or *Trending In A Genre* can be also easily modeled.

Three-Step Set-up in [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.


Create Scenario


 Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

Scenario ID Trending-Now

Recommendation type

 **Items to Item**
Recommends set of items that are related to one given item.

 **Items to User**
Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

2. **Set logic to define the behavior of the scenario:** select *recombee:popular* Logic from the Universal Models.

Universal Models popular ▾

Universal Models	E-commerce	Classified Advertising
Universal Recombee models for the most common use-cases.		
recombee:default ?		
recombee:homepage ?		
recombee:personal ?		
recombee:popular ?		
recombee:recently-viewed ?		

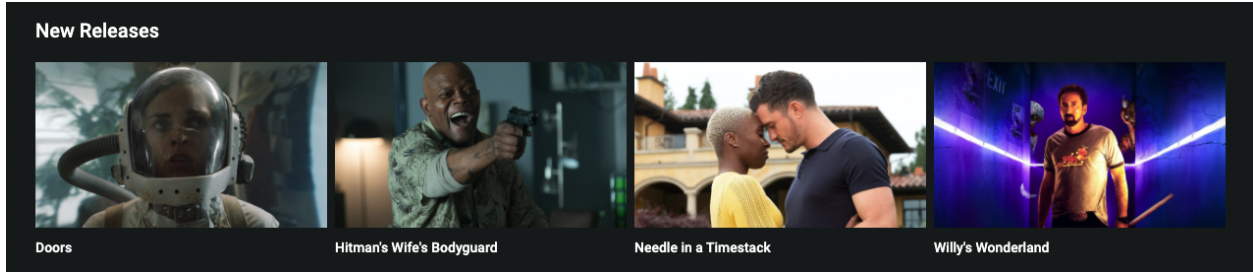
3. **Set timePeriod parameter** to two weeks (can be altered). That way, it would recommend popular content in the past two weeks.

timePeriod ● Default 1209600 (from Recombee default setup)

The time period in seconds (from now to the past) in which the popularity is measured. For example, by providing value of **7200**, you will get the items most popular (and possibly trending) in last 2 hours, while when providing **1209600** (that is **14*24*3600**), you will get items popular during much longer period of the last 14 days.

New Releases

The “New Releases” scenario recommends movies, articles, music, or other content that has been recently released and is a good fit for the user.



Latest Releases

	Classy N Flashy Tone Sauce	Hip Hop		Find similar		\$30.00	...
	Harder Than Ever Hokatiwi	West Coast		Find similar		\$19.99	...
	*NEW! Don't Apologize *NEW* ADOT THE GOD	West Coast		Find similar		\$39.99	...
	COMMERCIAL JIGGA BEATZ	Hip Hop		Find similar		\$50.00	...
	GANG JIGGA BEATZ	Hip Hop		Find similar		\$50.00	...
	Brinks Truck DUB3030	Hip Hop		Find similar		\$35.00	...

[View All >](#)

LATEST ARTICLES >



Ohio's Brewfontaine is Small-Town Bar with Big-Town Beer Selection

From our Love Handles department for beer bars we love: In Bellefontaine, Ohio, this small-town hub for local beer lovers also attracts city folk who want to get out of town for a great pint.

BY: DAVID NILSEN



Recipe: Wolf & Workman Strong Ale

This strong ale leans into British ingredients and London ale yeast for a robust but elegant brew that also serves ably as a winter warmer.

BY: JOSH WEIKERT

Three-step set-up in our [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario. Request as Recommend **Items to User** recommendation in recommendation type.

Create Scenario



Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

New Releases

Scenario ID New-Releases

Recommendation type



Items to Item

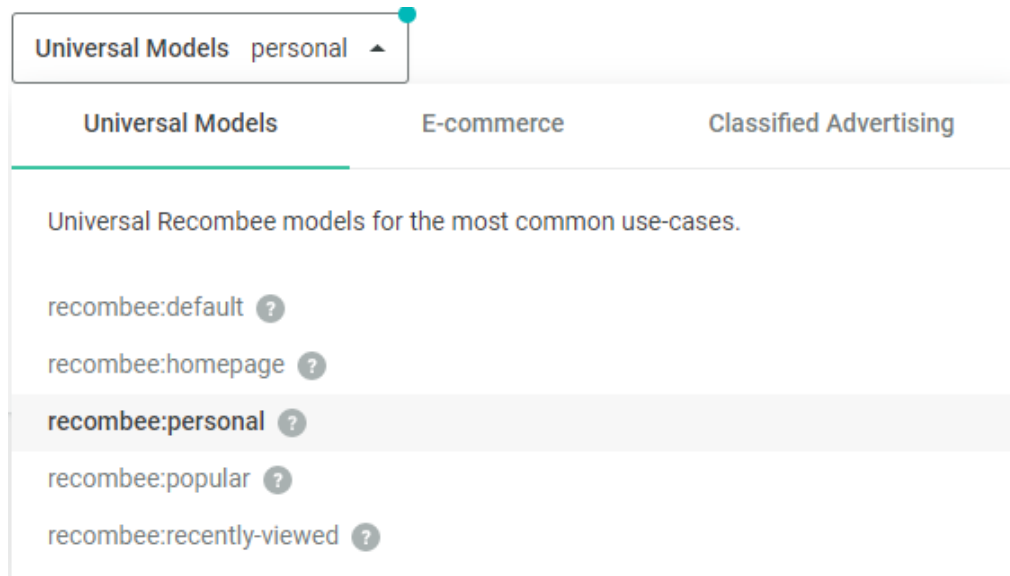
Recommends set of items that are related to one given item.



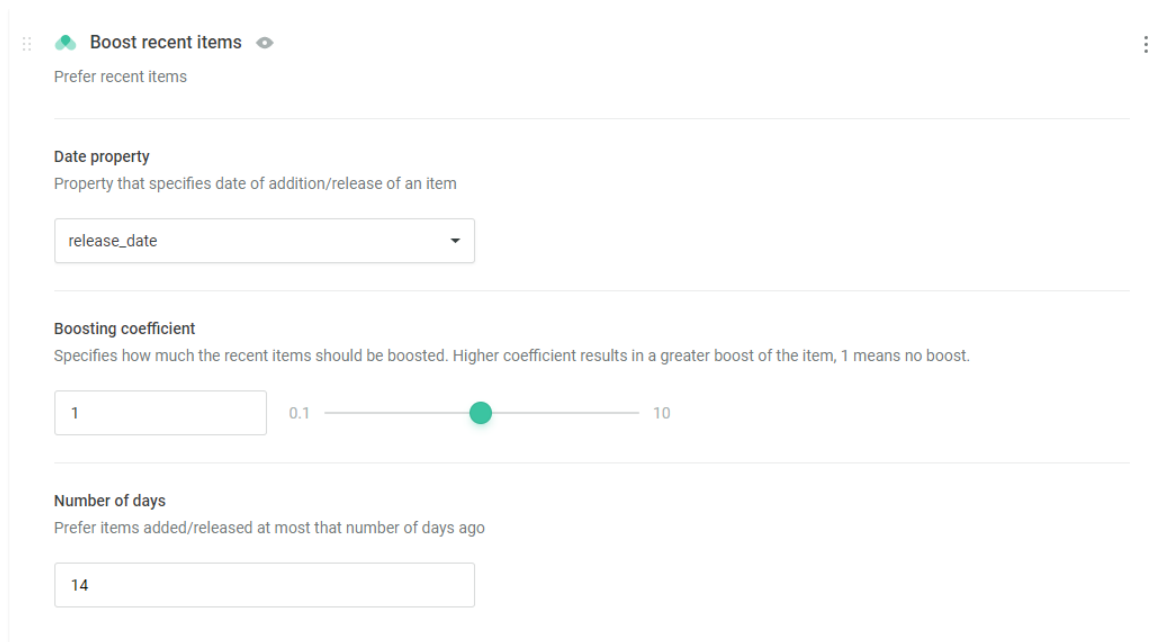
Items to User

Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

2. **Set logic to define the behavior of the scenario:** select *recombee:personal* Logic from the Universal Models.

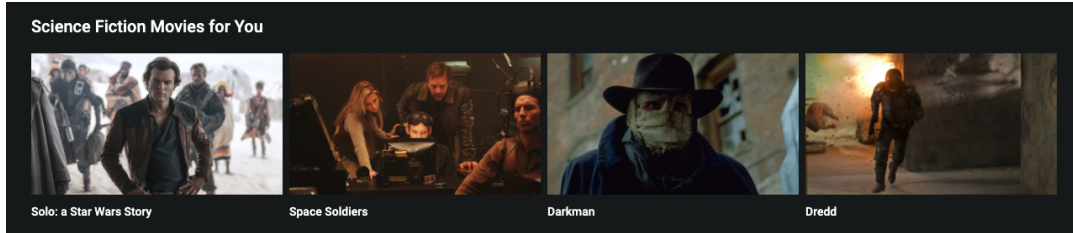


3. **Add booster coefficient to promote certain content:** Click on “Add first Booster” and choose “Boost recent items” from the library. Setting up the boosting coefficient shows the desired content X times more likely than the non-boosted content.



“Same Category/Genre Content” For You

The “Same Category/Genre Content” scenario recommends content (movies, articles, music, etc.) from a category/genre that the user likes based on the user’s previous interactions on the site.



Sport Articles for You



Premier League, West Ham held; Leicester win big: Records broken



Bruins Ride Team Effort to Shutout Win in Nashville

Rock Songs for You



Heroes
David Bowie



Somewhere I Belong
Linkin Park



Fragile Tension
Depeche Mode



Nothing Else Matters
Metallica



Archetype
Fear Factory



Life On Mars
David Bowie

Three-Step Set-up in [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario. Select **Items to User** in the recommendation type.

Create Scenario

Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

Scenario ID Genre-Content-For-You


Recommendation type

Items to Item
Recommends set of items that are related to one given item.

Items to User
Based on user’s past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

2. **Set logic to define the behavior of the scenario:** select *recombee:personal* Logic from the Universal Models.

Create Scenario

 Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

Genre Content For You

Scenario ID Genre-Content-For-You

Recommendation type



Items to Item

Recommends set of items that are related to one given item.



Items to User

Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

3. **Add a filter parameter to promote the same genre** by clicking on “Add first Filter” and choosing “Items from the same category [set]” from the library.

Global Settings 2 Filters Edit

Items from particular category [set] ⊞

Allow only items from particular category. The rule assumes that categories of items are a set property.

Categories property
Property that specifies categories of an item

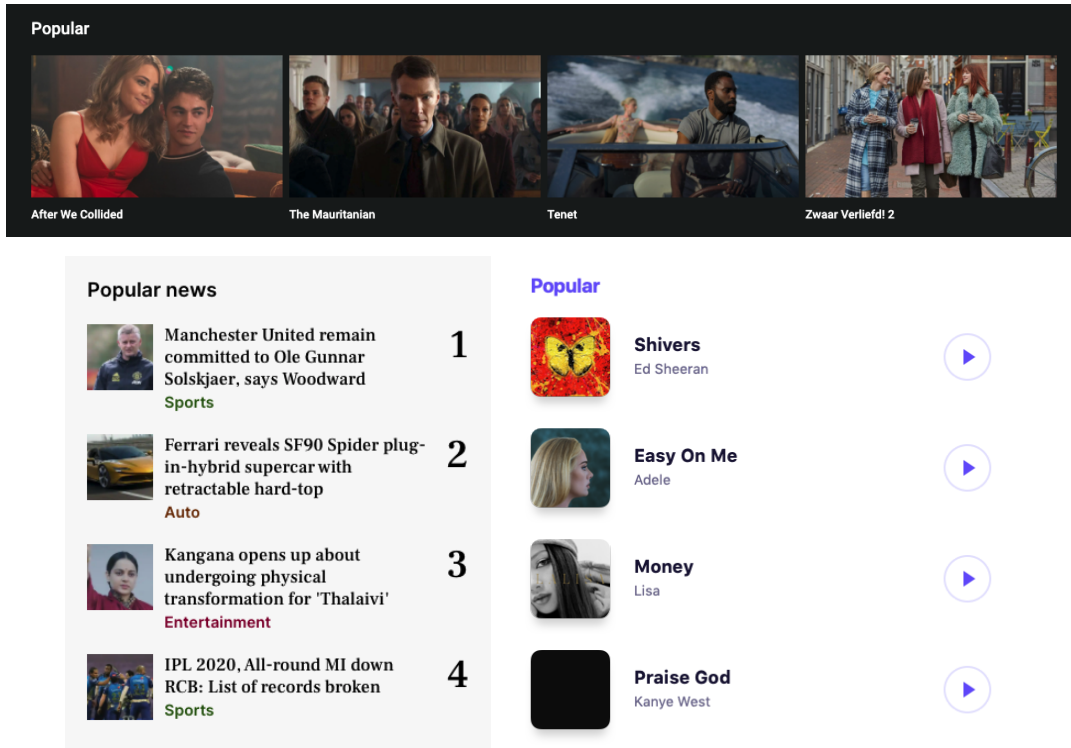
genres

Category name
Allow only items from this category

rock

Popular

The “Popular” scenario recommends movies, articles, music, or other content that is long-term popular among the users and the particular user has not seen them yet.



Three-Step Set-up in [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.

Create Scenario

Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

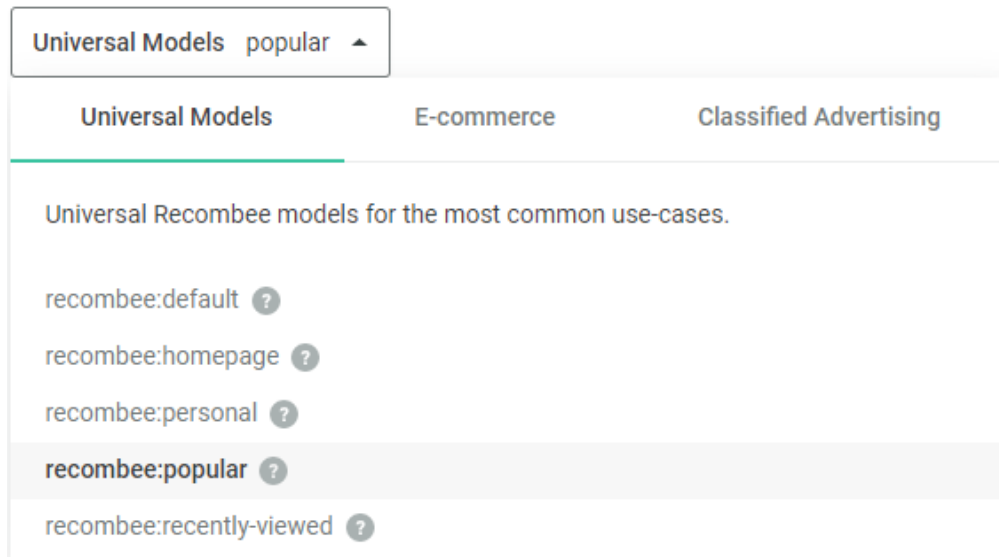
Scenario ID Popular

Recommendation type

Items to Item
Recommends set of items that are related to one given item.

Items to User
Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

2. **Set logic to define the behavior of the scenario:** select *recombee:popular* Logic from the Universal Models.



3. **Add timePeriod parameter** to define the time relevance of the popularity of recommended content.

timePeriod ● Default 1209600 (from Recombee default setup)

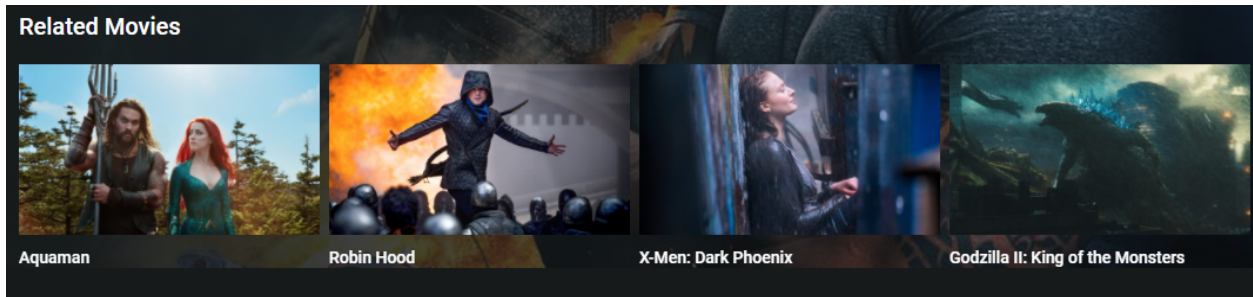
The time period in seconds (from now to the past) in which the popularity is measured. For example, by providing value of 7200, you will get the items most popular (and possibly trending) in last 2 hours, while when providing 1209600 (that is 14*24*3600), you will get items popular during much longer period of the last 14 days.

Extra Tip: We recommend setting the timePeriod parameter to one year. This shows the popular content from the given year.

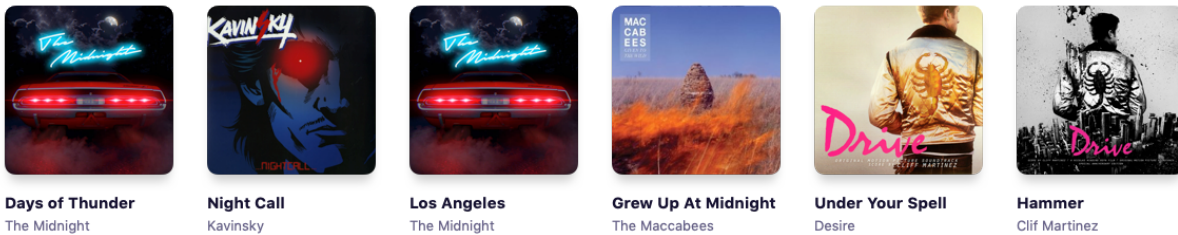
Movie/Article/Song Detail Page

Related Movies/Articles/Songs

The “Related Movies/Articles/Songs” scenario uses a unique ensemble of models to recommend similar content to the currently viewed one based on the similarity in item properties (genre, actors, directors, publisher, artist, etc.).



Related Songs




| Related Articles



Two-Step Set-up in [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario and select **Items to Item** in the recommendation type.

Create Scenario


 Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

Watch/Read Next

Scenario ID Watch-Read-Next

Recommendation type

 **Items to Item**
Recommends set of items that are related to one given item.

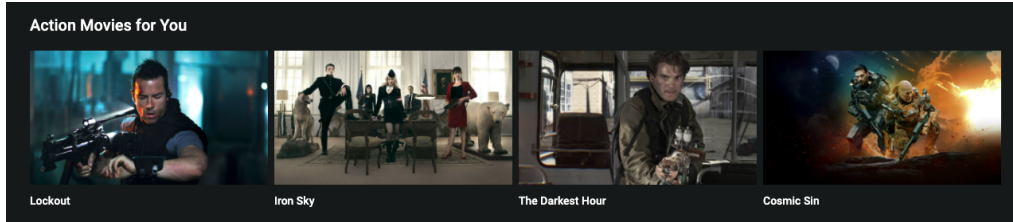
2. **Set logic to define the behavior of the scenario:** select *recombee:similar* Logic from the Universal Models.

Universal Models similar ▲

Universal Models	E-commerce	Classified Advertising
Universal Recombee models for the most common use-cases.		
recombee:default ?		
recombee:similar ?		
recombee:popular ?		
recombee:visually-similar ?		
recombee:similar-properties ?		

Popular Content From the Same Genre

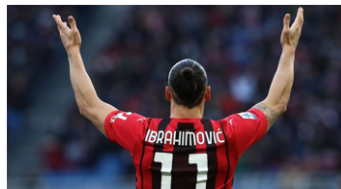
The “Popular Content From the Same Genre” scenario recommends globally popular content (movies, articles, music, etc.) from the genre of the currently viewed one.



Another Popular Sport Articles



Tennis: Presenting the best matches of 2021



Zlatan Ibrahimovic completes 300 goals (Europe's top five leagues)

Another Popular Rock Songs



Fragile Tension
Depeche Mode



Heroes
David Bowie



Life On Mars
David Bowie



Somewhere I Belong
Linkin Park



Three-Step Set-up in [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.

Create Scenario

Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

Popular Content From the Same Genre

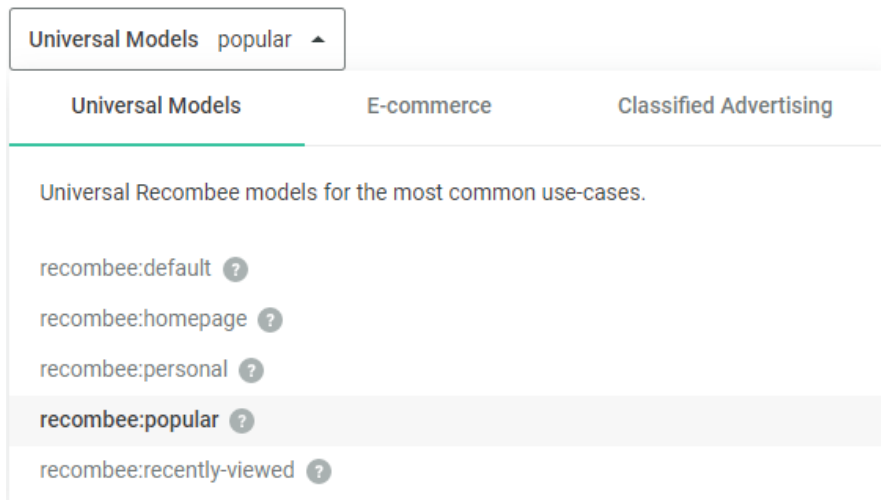
Scenario ID Popular-Content-From-the-Same-Genre

Recommendation type

Items to Item
Recommends set of items that are related to one given item.

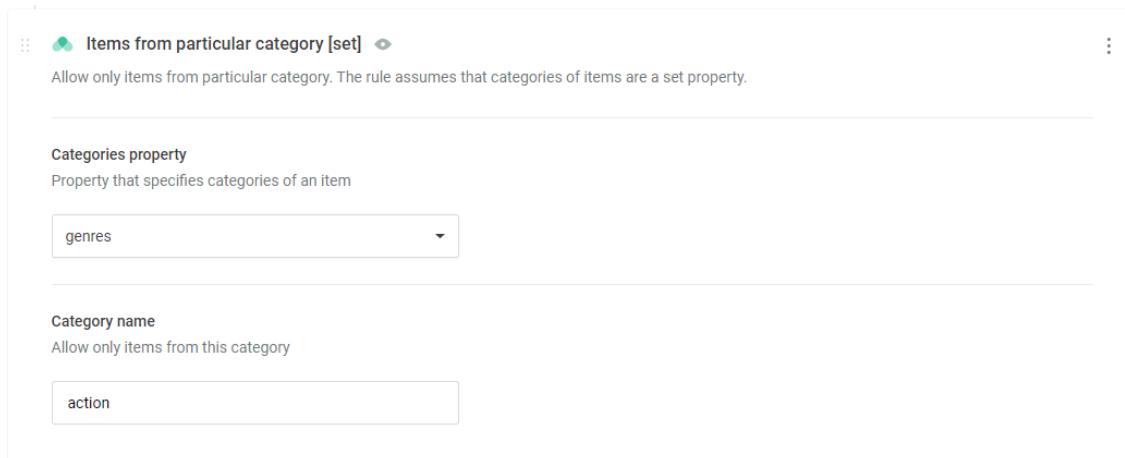
Items to User
Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

2. **Set logic to define the behavior of the scenario:** select *recombee:popular* Logic from the Universal Models.



The image shows a dropdown menu for 'Universal Models'. The selected item is 'popular'. Below the dropdown, there are three tabs: 'Universal Models', 'E-commerce', and 'Classified Advertising'. Under the 'Universal Models' tab, there is a list of models: 'recombee:default', 'recombee:homepage', 'recombee:personal', 'recombee:popular' (highlighted), and 'recombee:recently-viewed'. Each model has a question mark icon next to it.

3. **Add a filter parameter to promote the same genre** by clicking on “Add first Filter” and choosing “Items from the same category [set]” from the library.



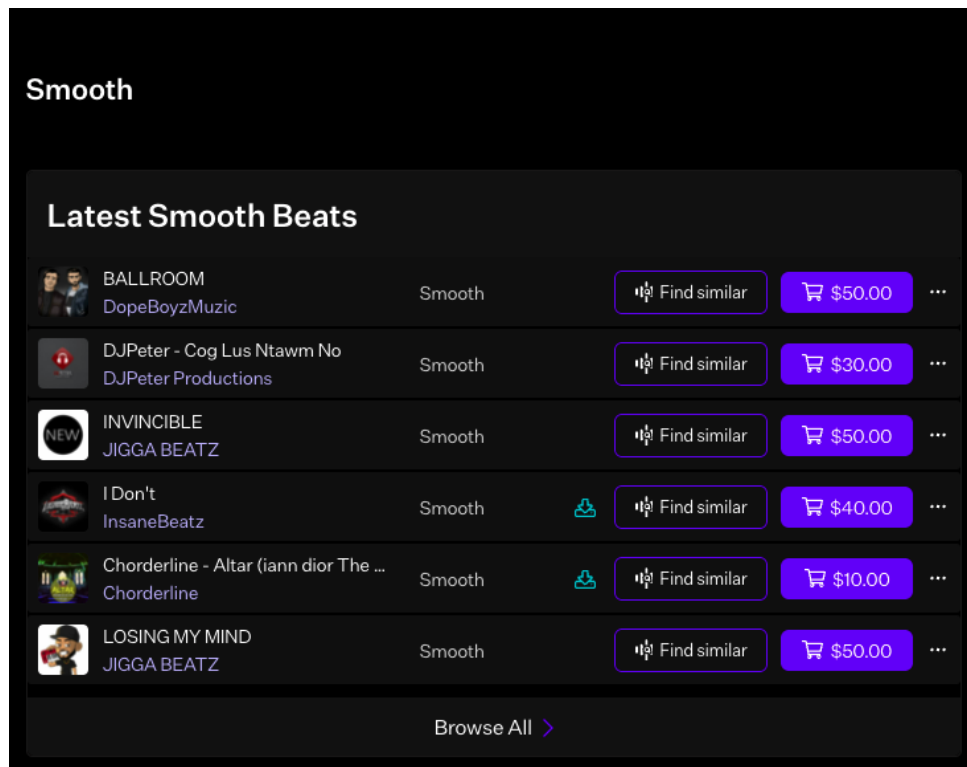
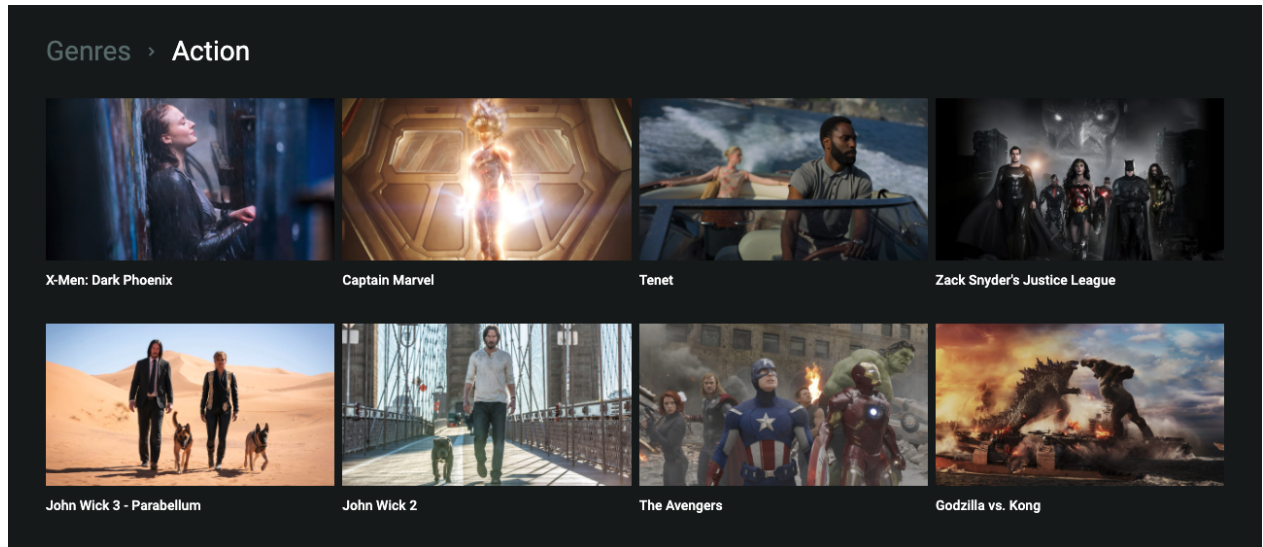
The image shows a configuration window for the filter 'Items from particular category [set]'. The description reads: 'Allow only items from particular category. The rule assumes that categories of items are a set property.' There are two sections: 'Categories property' with a dropdown menu set to 'genres', and 'Category name' with a text input field set to 'action'.

Extra Tip: You can also request the recently popular (trending) content from the same genre by setting *timePeriod* parameter of the *recombee:popular* Logic to e.g. *one week*.

Category/Genre Page

Content of a Genre Listing


The “Content of a Genre Listing” scenario recommends movies, articles, music, or other content from a particular category or genre. The recommended content is suggested in a personalized order, so the best fits for the user are at the top.



Three-Step Set-up in [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.


Create Scenario


 Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

Scenario ID Assets-of-a-Genre-Listing

Recommendation type

 **Items to Item**
Recommends set of items that are related to one given item.

 **Items to User**
Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.

2. **Set logic to define the behavior of the scenario:** select *recombee:personal* Logic from the Universal Models.

Universal Models personal ▲

Universal Models	E-commerce	Classified Advertising
Universal Recombee models for the most common use-cases.		
recombee:default ?		
recombee:homepage ?		
recombee:personal ?		
recombee:popular ?		
recombee:recently-viewed ?		

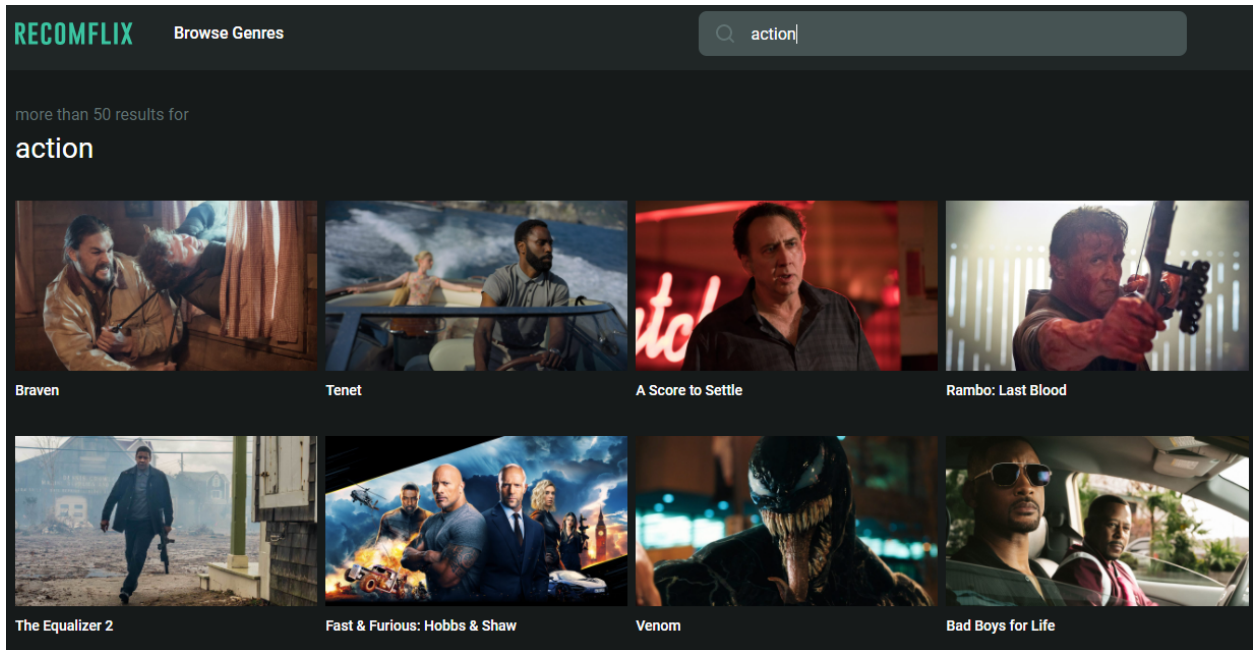
3. **Set a filter parameter** of the recommendation request to filter for a different genre on each page. This way you can send "documentaries" in 'genres' in the case of the Documentaries page and "drama" in 'genres' in the case of the page with dramas.

Extra Tip: If the user scrolls down the page, the next best results are loaded by requesting [RecommendNextItems](#) (Infinite Scroll).

Search

Search Results

The search can be personalized, so besides the search query, also the user's interaction history on the site is taken into consideration in order to provide the best search matches.

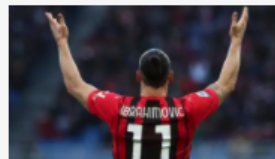


Search results for
premier league

News articles



15 Dec 2021
Premier League,
Manchester City thrash
Leeds United 7-0:
Records broken
Sports



14 Dec 2021
Zlatan Ibrahimovic
completes 300 goals
(Europe's top five
leagues)
Sports



12 Dec 2021
Premier League, West
Ham held; Leicester
win big: Records
broken
Sports




12 Dec 2021
Raheem Sterling gets to
100 Premier League
goals: Key numbers
Sports

Two-Step Set-up in [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario and select **Search** in the recommendation type.

Create Scenario

 Not sure which type of recommendation to pick? See the [Integration Tips](#) section for more information about typical scenarios and their settings.

Name

Search Results

Scenario ID Search-Results

Recommendation type



Items to Item

Recommends set of items that are related to one given item.



Items to User

Based on user's past interactions (purchases, ratings, etc.), recommends top-N items that are most likely to be of high value for the given user.



Search

Full-text personalized search. The results are based on a provided search query and also on the user's interactions.

2. **Set logic to define the behavior of the scenario:** select *search:personalized* Logic from the Universal Models.

Search personalized ▲

Search

Models for both personalized and non-personalized fulltext search.

search:personalized ?

search:non-personalized ?