

Scenario Setup Guide

Product Recommendations



Product 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 product recommendations, e.g. e-commerce, apartments, cars, dishes, events, places, hotels, or restaurants.

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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

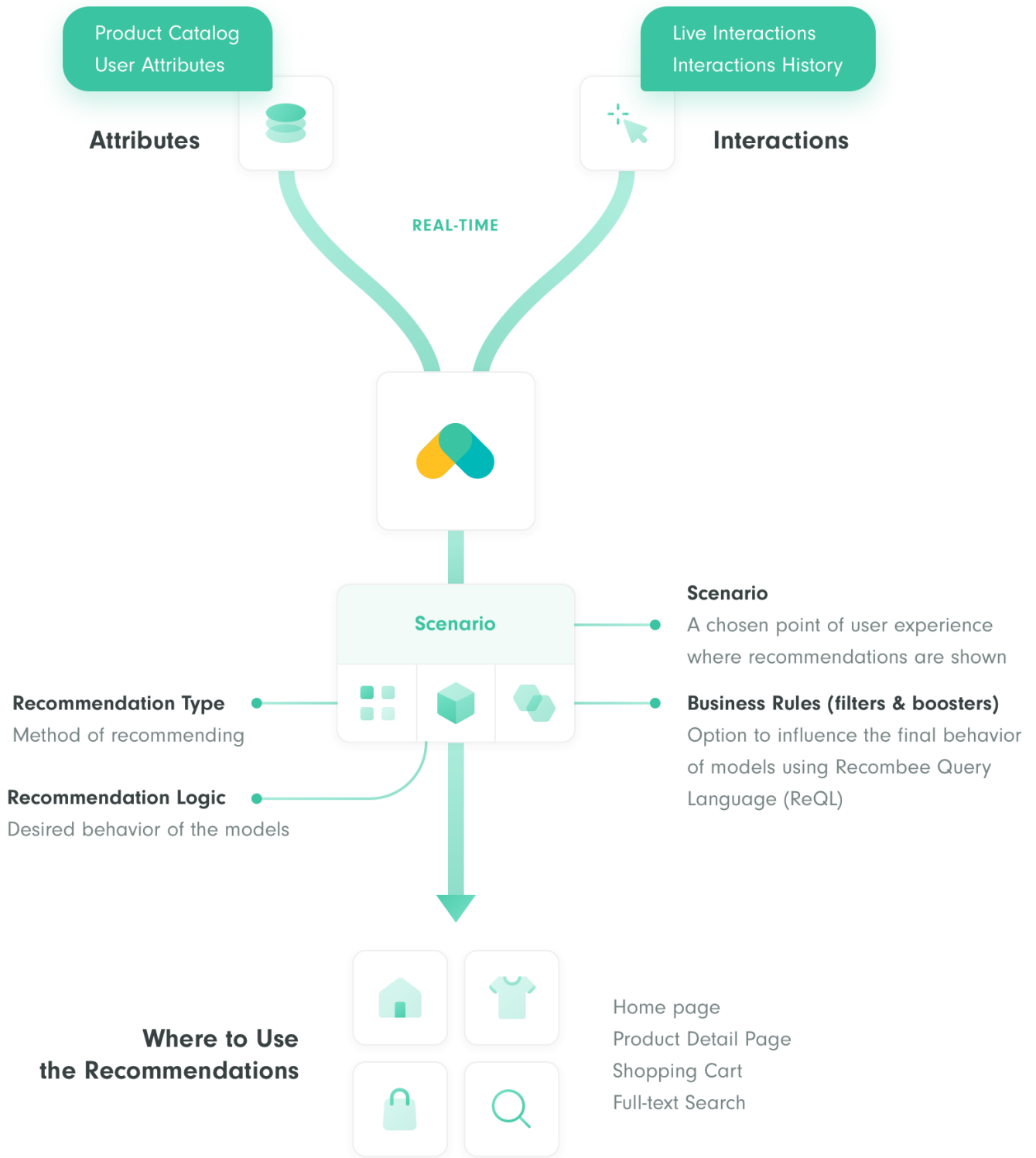
Aligning personalization to your user experience road map, you can apply recommendations across an array of touchpoints. These include **Homepage**, **Product Detail Page**, or **Full-text Search**.

Fully set recommendations help your visitors find what they are looking for, saving time and increasing customer satisfaction, while improving your conversion rates.

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. **Product Detail Page - Similar Products**
 - b. **Homepage - Just 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

Just For You

The “Just For You” scenario recommends products that the user is most likely to be interested in based on the user’s previous [interactions](#) on the site.

Just for you (Recombee)

					
Design Letters Dybttallerken til børn 79.0 kr	Design Letters C - Børnekop i Melamin 79.0 kr	Design Letters Drikkelåg, Blå 56.0 kr	Design Letters Y - Børnekop i Melamin 63.0 kr	Design Letters Drikkelåg, Lyserød 69.0 kr	Design Letters Z - Børnekop i Melamin 63.0 kr

Just for you (Recombee)


					
SKAGERAK Square Table, Small, Teak 1,295.0 kr	SKAGERAK Regatta Lounge Table, Teak 2,919.0 kr	SKAGERAK Tradition Table, Teak 4,995.0 kr	SKAGERAK Virkelyst Pouf, Teak/Eggshell 5,995.0 kr	SKAGERAK Flux Table, Teak 4,229.0 kr	SKAGERAK Virkelyst Sofa, Teak/Eggshell 17,495.0 kr

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 Setup in [Admin User Interface](#)

1. **Create scenario:** Name your recommendation scenario. You can name it like us “Just 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

Just For You

Scenario ID Just-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.

- Set logic to define the behavior of the scenario:** select *ecommerce:homepage* Logic from the E-commerce 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 ?		



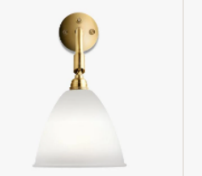
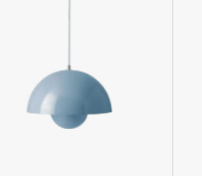
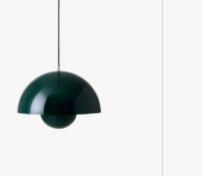

Recently Viewed

The “Recently Viewed” scenario recommends products that the user already viewed, but hasn’t purchased yet.

Recently Viewed (Recombee)

					
&TRADITION Fly Chair - SC1 - Smoked/Hara... 16,495.0 kr	&TRADITION Fly Chair - SC10 - Smoked/Hara... 14,995.0 kr	&TRADITION Fly Chair - SC1 - Smoked/Hot ... 13,495.0 kr	&TRADITION Fly Pouf - SC9 - Smoked/Hot M... 7,995.0 kr	MUUTO Oslo Sofa / 2-Seater, Steelcut ... 19,950.0 kr	MUUTO Oslo Bench / Bench, Steelcut ... 11,900.0 kr


Recently Viewed (Recombee)

					
HOUSE DOCTOR Twice Lampe, Opal/Grey 1,195.0 kr	HOUSE DOCTOR Opal Lampe 995.0 kr	GUBI Bestlite BL7 Wall Lamp - Ø16 - ... 2,876.0 kr	&TRADITION Flowerpot pendant VP7, light bl... 2,795.0 kr	&TRADITION Flowerpot pendant VP7, dark g... 2,795.0 kr	&TRADITION Flowerpot pendant VP7, matt w... 2,795.0 kr

Two-Step Setup 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 Recently-Viewed

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:recently-viewed* Logic from the Universal Models.

Universal Models recently-viewed ▲

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 ?**







Popular & Trending

The “Popular & Trending” scenario recommends products that are globally popular amongst other visitors or highly interacted with but are still personalized for the particular user.

Popular & Trending (Recombee)

					
GLOBAL GSF-18 Skaldyrskniv stål 5 cm 313.0 kr	REFLECTIONS COPENHAGEN Harlekin, Black 7,700.0 kr	STOFF Nagel Stage 3 Slik, Sort 679.0 kr	HAY Dot Cushion Soft, Moss 434.0 kr	FRAMA Adam Stool H76, Matt White Le... 2,250.0 kr	HOLMEGAARD Charlotte Amalie Rødvinsglas 2... 219.0 kr


Popular & Trending (Recombee) ⓘ

					
FERM LIVING Rico Lounge Chair, Boucle - Sand 13,998.0 kr	PAPER COLLECTIVE Choreography 349.0 kr	FERM LIVING Herman Lounge Chair, Black/D... 4,499.0 kr	FERM LIVING Rico Lounge Chair, Boucle - Off... 13,998.0 kr	TICA COPENHAGEN Måtte/løber, 67x200 cm, leaves... 492.0 kr	ROSENDAHL Grand Cru Soft Pastatallerken ... 75.0 kr

Two-Step Setup 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

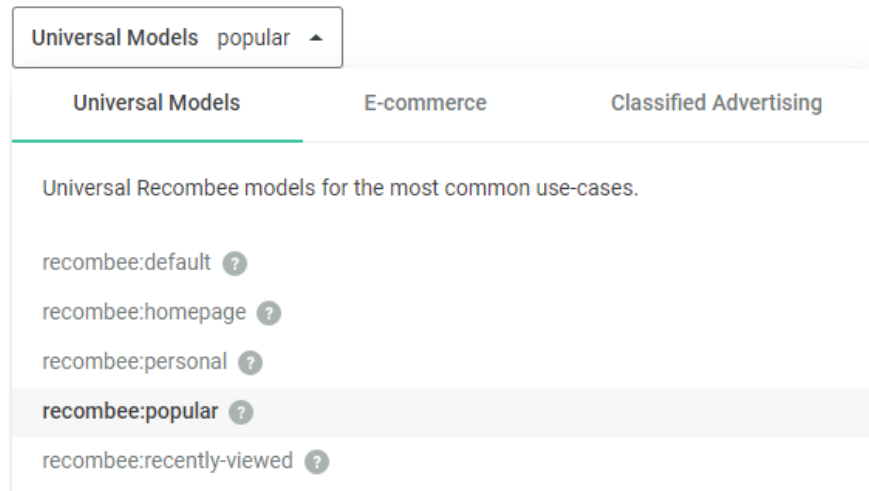
Scenario ID Popular--Trending

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 menu is open, showing a list of options. The 'recombee:popular' option is highlighted in a light grey background. Other options include 'recombee:default', 'recombee:homepage', 'recombee:personal', and 'recombee:recently-viewed'. Above the list, there are three tabs: 'Universal Models', 'E-commerce', and 'Classified Advertising'. The 'Universal Models' tab is active. The text 'Universal Recombee models for the most common use-cases.' is displayed above the list.

Extra Tip: If you want to recommend recently popular products, we recommend setting the *timePeriod* parameter to one month. This shows the popular products from the given month.

timePeriod

2629744







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.

Bestsellers

The “Bestsellers” scenario recommends products that are globally most purchased.


Bestsellers (Recombee)

					
HÜBSCH Spisebord - metal/træ, sort 2,897.0 kr	DESIGN LETTERS K - PORCELAIN CUP AJ 129.0 kr	DESIGN LETTERS M - PORCELAIN CUP AJ 99.0 kr	GLOBAL GSF-18 Skaldyrskniv stål 5 cm 313.0 kr	REFLECTIONS COPENHAGEN Harlekin, Black 7,700.0 kr	&TRADITION Flowerpot pendant VP7, matt w... 2,795.0 kr

Two-Step Setup 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 Bestsellers

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 *ecommerce:bestseller* Logic from the E-commerce Models.

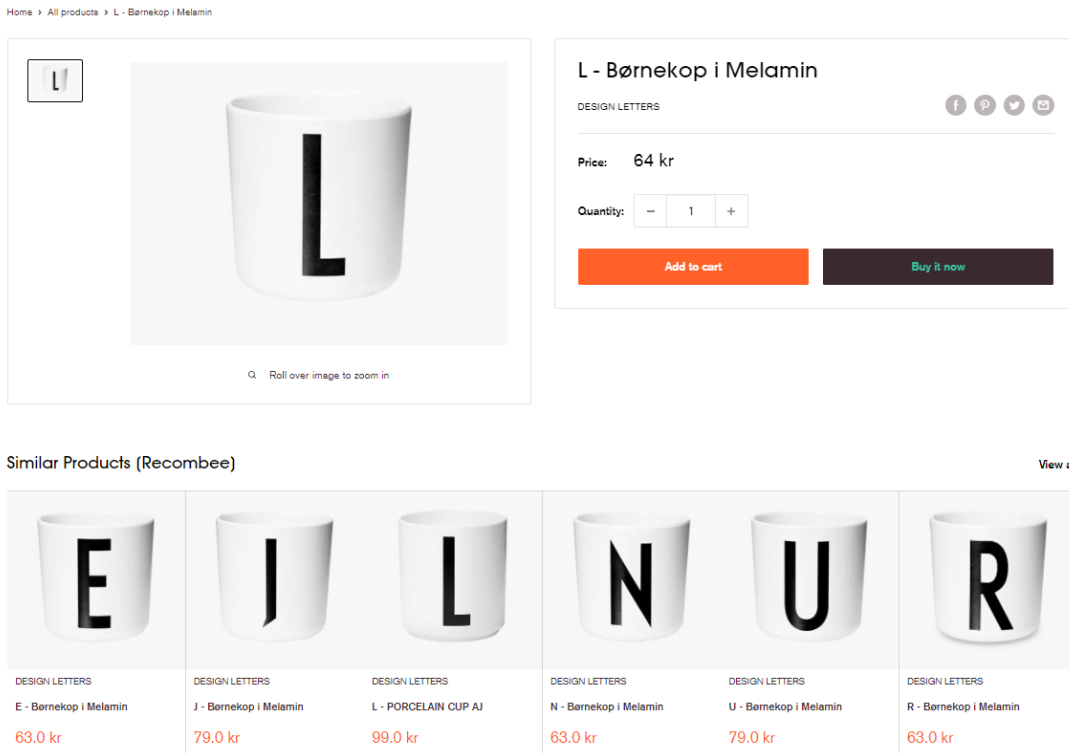
Universal Models default ▾

Universal Models	E-commerce	Classified Advertising
Models specifically tuned for E-Commerce use-cases.		
ecommerce:homepage ?		
ecommerce:cross-sell ?		
ecommerce:bestseller ?		

Product Detail Page

Similar Products

The “Similar Products” scenario uses a unique ensemble of models (including image and text processing models) to recommend similar products to the currently viewed one.



Two-Step Setup 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

Scenario ID Similar-Products

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 *ecommerce:similar-products* Logic from the E-commerce Models.

E-commerce similar-products ▲

Universal Models **E-commerce** Classified Advertising

Models specifically tuned for E-Commerce use-cases.

ecommerce:similar-products ?

ecommerce:cross-sell ?

ecommerce:bestseller ?

Extra Tip: Apply predefined Upsell Booster Rule. Setting up the boosting coefficient shows the desired products X times more likely than the non-boosted products.

⋮ **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

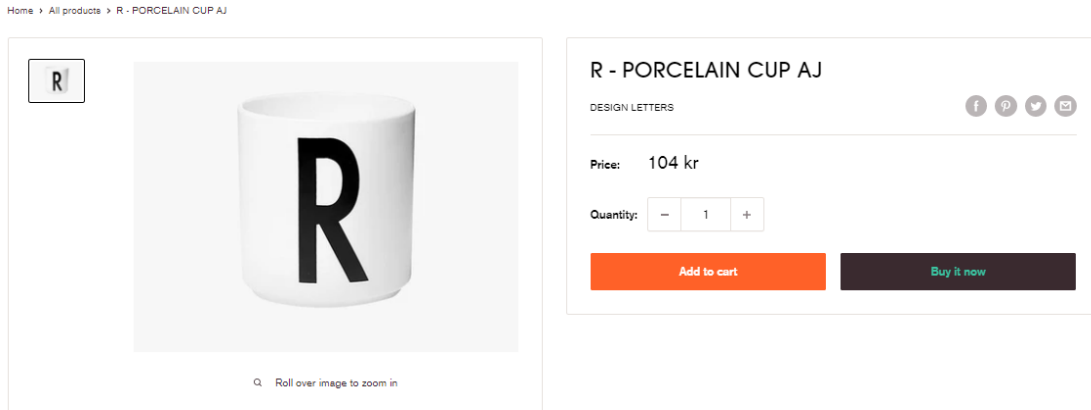
price ▼

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

Bought Together

The “Bought Together” scenario recommends products that are often purchased together. Cross-sell recommendations are based on [purchases](#), so in order to use this scenario, there should be a sufficient number of them. Initial upload of historical purchases would be helpful.



Bought Together (Recombee)


[View all](#)



Two-Step Setup 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

Scenario ID Bought-Together

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 *ecommerce:cross-sell* Logic from the E-commerce Models.

E-commerce cross-sell ▲


Universal Models	E-commerce	Classified Advertising
Models specifically tuned for E-Commerce use-cases.		
ecommerce:similar-products ?		
ecommerce:cross-sell ?		
ecommerce:bestseller ?		

Cart

You May Also Like

The “You May Also Like” scenario is commonly used for Cross-selling and utilizes an automatically AI optimized ensemble of both content-based and collaborative filtering models to offer products that might increase the shopping cart value.

My cart

Product	Quantity	Total
 SKAGERAK Square Table, Large, Teak 2.795,00 kr	- 1 + Remove	2.795,00 kr

Total 2.795,00 kr
Tax included. Shipping calculated at checkout
[Checkout](#)

You may also like (Recombee)

[View all](#)

					
SKAGERAK Selandia Armchair, Teak 2,919.0 kr	HAY Palissade Chair, Olive 1,439.0 kr	HAY Palissade Dining Armchair, Olive 2,016.0 kr	HAY Palissade Armchair, Olive 1,999.0 kr	HAY Palissade Dining Bench, Olive 3,349.0 kr	HAY Palissade Armchair, Anthracite 1,499.3 kr

Two-Step Setup 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.

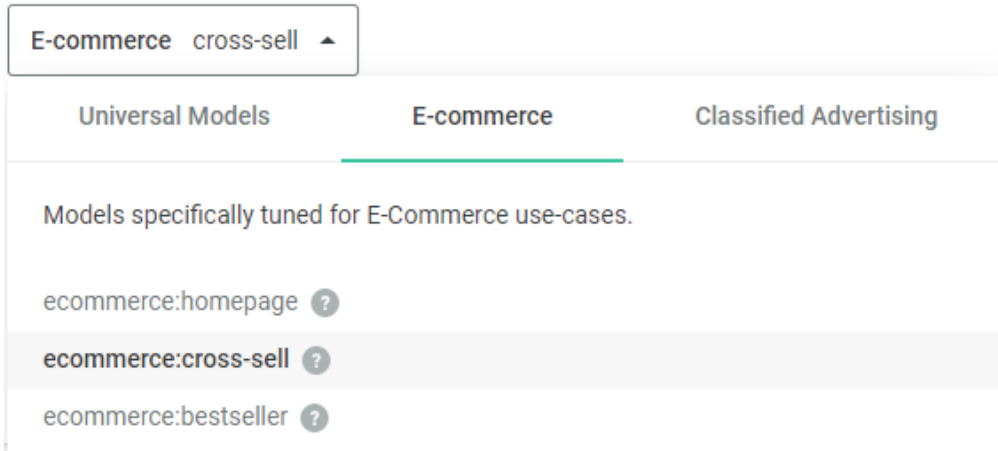
Name

Scenario ID You-May-Also-Like

Recommendation type

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

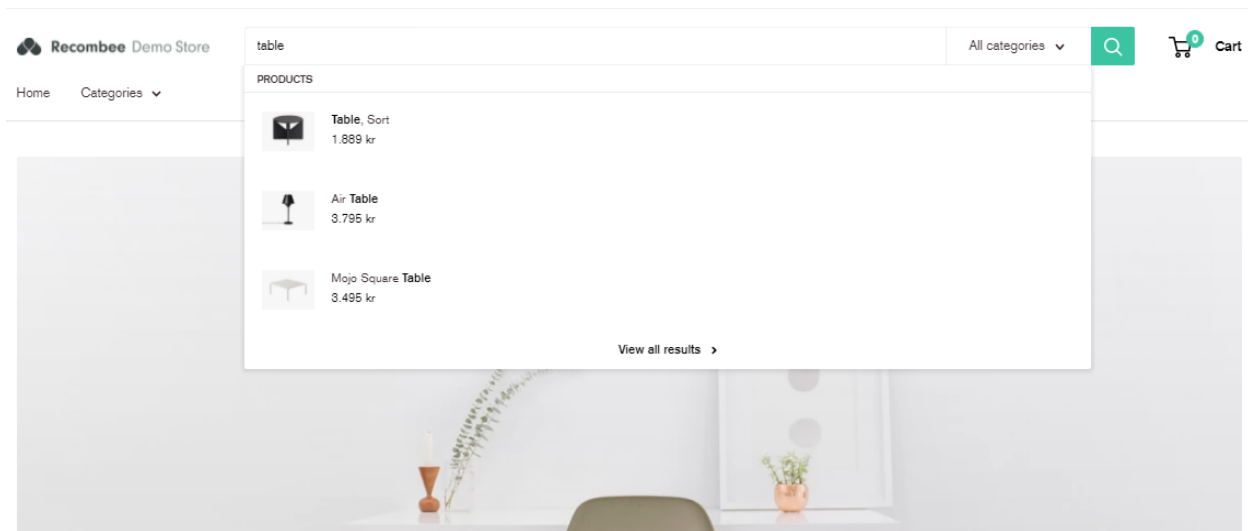
2. **Set logic to define the behavior of the scenario:** select *ecommerce:cross-sell* Logic from the E-commerce Models.



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.



Two-Step Setup 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 ?