Mobile Product Recommendations

09/09/2025 2:42 pm EDT

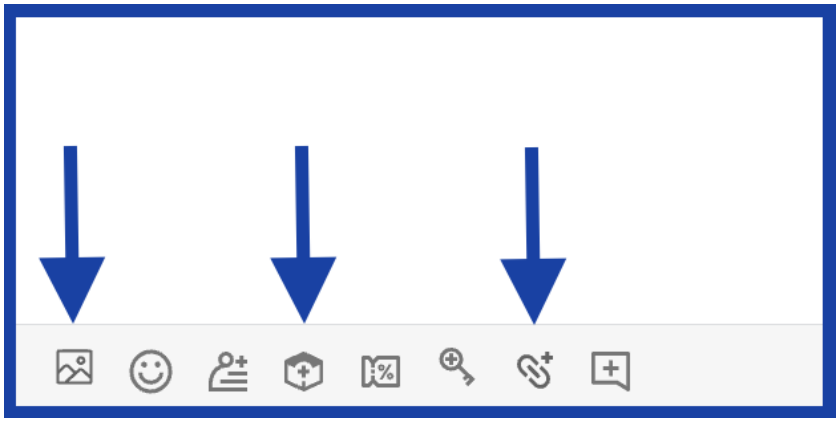
Bluecore's dynamic product recommendations display relevant products to customers that align with your brand's overall merchandising strategy. Bluecore makes it easy to tailor product recommendation strategies to different audiences, such as cross-selling items that customers interacted with or displaying the next best recommendations tailored to every individuals purchase, site, and email activity.

Product recommendations use cases:

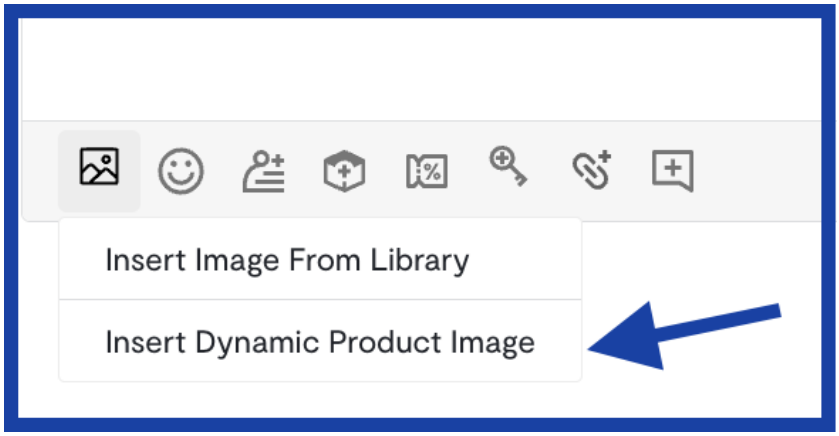
- Add recommendations to deliver a personalized experience with relevant messaging to increase return on investment (ROI)
- Use product recommendations with batch campaigns to extend reach and increase click through rate (CTR) by 2-3x and conversion rate by 2x

Add recommendations to a message by following the below steps.

1. Navigate to an **existing SMS campaign** or **create a new SMS campaign**.
2. Configure the **campaign settings**.
3. Then, configure a **message**.
4. After the message has been configured, product recommendations can be added by adding a dynamic product image, product attribute, or a product link to the message.



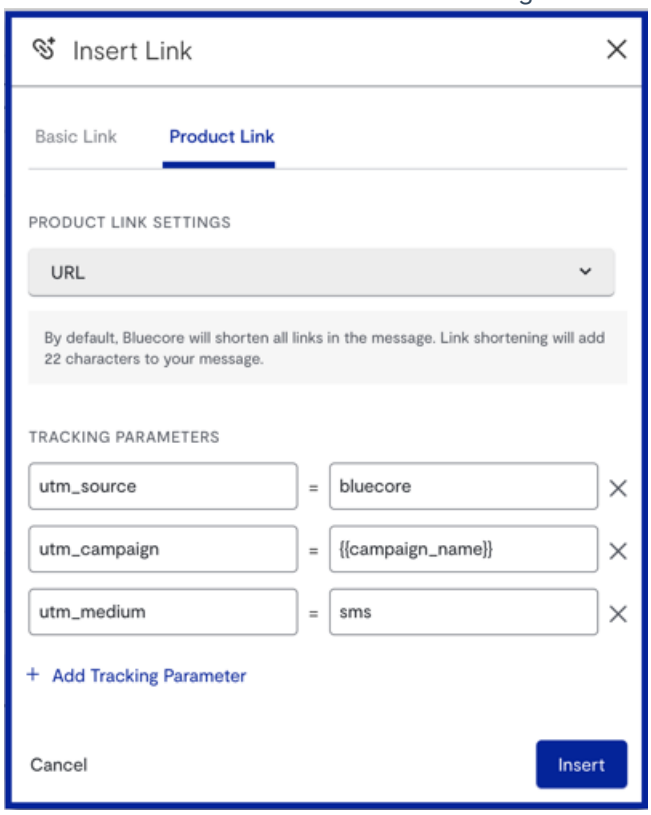
   a. **Dynamic Product Image**: Click insert image and select dynamic product image from the drop-down menu.



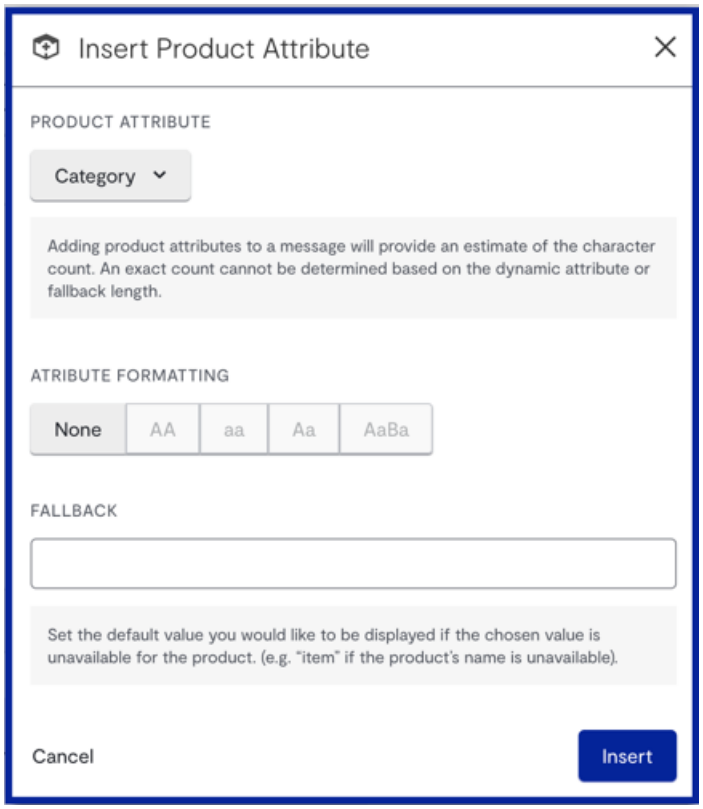
b. **Product Attribute**: Click insert product attribute and select a product attribute from the drop-down menu. Be sure to add a fallback in case this attribute is not available for the customer.

> When adding customer or product attributes to a message, the attributes must be previously configured and uploaded to your Bluecore account. Upload additional attributes via file imports or by contacting your Customer Success Manager.

c. **Product Link**: Click insert link and select the product link tab. A URL is added to the message, and tracking parameters can be configured here for this link. By default, all links are shortened and 22 characters are added to the message.



5. Once a dynamic product image, product attribute, or link is added to the message, a product rules box appears below where the recipe rule is configured.



6. Click the **Product Rules block**.

7. Select the **Products Customer Interacted With** or **Next Best Purchase** recipe rule. Products Customer Interacted With will display the product associated with the behavior being referenced in the audience that is attached to the campaign. Next Best Purchase displays the customer's predicted next purchase, served with a dynamic and continuously learning recommendation strategy that can be used across email and site activity.

8. Configure the filter to only show products based on the criteria selected, if applicable.

9. Then, select a **fallback**. If customers don't meet any of the configured criteria, you can select a fallback to ensure products are displayed or that the message doesn't send.

10. Click **Apply Rule** in the lower right-hand corner.
    a. Once configured, a summary of the rule and fallback is available on the product rules block and on the summary screen.

11. After you've reviewed the message summary, click **Save & Launch** campaign in the lower right-hand corner to launch the campaign with product recommendations!

FAQ

Q: How does product recommendations affect character count and message segments?

- A: Using a product attribute of a link will affect the overall character count. When a product attribute is added to the message, an estimated character county is given the the message composer. An exact count cannot be determined based on the dynamic attribute or fallback length. When a product link is added to the message, the link is automatically shortened and 22 characters are added to the message. Click here to learn more about character counts and message segments.