

Product Settings

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Configure product settings to establish rules around what types of products are eligible to be populated in each dynamic product block. These settings can be used to further refine the types of products that are being delivered, along side with each recommendation rule.

Product settings can be configured at the campaign and global levels.

Product settings

The below sections highlight how to configure unique products and product exclusions for product recommendations. Unique products can *only* be configured for Communicate campaigns, while product exclusions are applicable to both Bluecore Communicate and Site.

Unique products

Selecting a unique product attribute on the Communicate account-level settings ensures that there are no duplicate products displayed in the recommendations block based on selected attributes.

i Changes made here will only apply to future campaigns. If a draft is created of an existing campaign that already had a unique on value set, the campaign setting will not be overwritten when launched. If a draft is created of an existing campaign that didn't have a unique value set, the global setting will be applied once the template is edited.

Select an attribute from the drop-down to display unique products based on this attribute and click **Save**.

Unique Products

This feature ensures that every featured product in a campaign is unique based on certain properties such as: name, category, or price. By configuring this setting, duplicate products will not be displayed. By default, Bluecore will never include products with the same ID in an email.

Show unique products based on

Note: These changes will apply to all future campaigns.

SAVE

Example

A product catalog may contain multiple products with the same name, such as Nike "Fresh Foam Runner" shoes. Exclude multiple products with the same name by selecting from the drop-down to ensure the email doesn't include more than one "Fresh Foam Runner" shoe.

Product exclusions

Globally exclude products from displaying in all of your existing and future Bluecore Communicate and Site campaigns by setting the product exclusion filters in the account-level settings. Any products

matching the filters will be excluded.

Product Exclusions

Any products matching the filters below will be excluded from all campaigns, unless customers interacted with them.

Exclude all recommendations matching the following criteria:

Category is

or

Id is

+ Add product filter

Note: These changes will apply to all existing and future campaigns.

i Exclusions apply to all product blocks, except input product blocks and interaction history blocks. For example, if you exclude the category of socks but a user viewed, carted, or purchased socks, it will display in an email.

Campaign-level settings

For Bluecore Communicate, any previously configured product settings (unique products and product exclusions) are automatically applied to the campaign. For Bluecore Site, the product exclusions that were previously configured on the settings page are automatically applied. Override the previously configured unique product attribute or edit existing product exclusions on a per campaign basis by following the below steps.

1. Navigate to a **template** that has dynamic product blocks previously added.
2. Click the **gear icon** in the upper right-hand corner.
3. Select to override the previously configured global setting, if applicable. If selected, the template-level can be unique on something else for a specific campaign. For example, if the global setting is unique by name, you can override this specific campaign for something else, such as unique by brand.

Template Product Settings

UNIQUE PRODUCTS

Show unique products based on

Example: Selecting the property will ensure that all products in the email will have a different name.

PRODUCT EXCLUSIONS

- Brand is Bluestore

Cancel

4. Click **Edit** to navigate to the Communicate settings to configure any product exclusions for this template and all future templates.

Example

We're sending out a Best Sellers email and want to make sure a variety of brands are included. To ensure the products that display in this template are unique by brand, select from the **Select Property** drop-down. The products that might then display are **Nike** shoes, **Adidas** shoes, an **Under Armour** shirt, and **Puma** sweatpants.
