

New Arrivals Rule Overview

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The New Arrivals rule will display new products from the last 24 hours, 7 days, or 30 days. This is based on the category of input product(s), sitewide best sellers, or based on other product attribute(s). To find new arrivals based on other product attributes, add up to three product attributes. A category is not required.

Configure the following criteria for New Arrivals:

- **Time frame:** Display new products from the last 24 hours, 7 days, or 30 days.
- **Based on:** Display products based on the category of input product(s), sitewide new arrivals, or other product attribute(s).
- **Number of Products Shown:** Up to 20 products may be displayed.
- **Filter Criteria:** Include only products that match the configured filter criteria.
- **Sorted by:** Sort the displayed products by default or by [highest margin](#).

NEW

PERSONALIZED PRODUCT RULE

New Arrivals ▾

from the last

24 hours ▾

based on

sitewide ▾

Show at least

3 ▾

products

Include only products matching the following criteria:

+ Add filter ▾

Sorted by

Default ▾

FALLBACK OPTION

Fallback

If the above criteria are not met when the email is being sent to customers, you can select a fallback option to ensure products are displayed in the email.

You can select one of the other recommendations types (best sellers or new arrivals) or choose to:

- **Not Show the Product Block:** The product block will collapse and not be shown to the customer; the email will still send.
- **Not Send the Email:** The email will not be sent to the customer.



FALLBACK OPTION

Do Not Send Email ^



Best Sellers

Best selling products from the past 24 hours, 7 days, or 1 month.



New Arrivals

New products from the past 24 hours, 7 days, or 1 month.



Do Not Show Product Block

This product will be removed if the above product rule is not met.



Do Not Send Email

This email will not be sent if the above product rule is not met.

Examples

A customer viewed dresses. If you use the New Arrivals rule based on the category of input product(s) with a 30 day timeframe, the customer will receive an email with a dynamic block populated with new dresses added to the product catalog within the past month.

Send an email that highlights new boots. If you use the Products Selected from Catalog rule, you can set the products with Category is shoes, Name contains Boots, and sorted by New Arrivals.