


Dynamic Products from Catalog Rule Overview

08/01/2025 2:58 pm EDT

The dynamic products from catalog rule will display suggested products based on the product filters you set. Use this rule to show a specific product lineup, for example, a specific set of three shirts.

Configure the following criteria:

- **Filter Criteria:** Include only products that match the configured filter criteria.
- **Number of Products Shown:** Up to 20 products may be displayed.
- **Sort by:** Sort the displayed products by new arrivals (based on the products created date) or best sellers in the last 24 hours, 7 days, or 30 days.
- **Preview:** View a preview of example products based on the above criteria.
- **Sorted by:** Sort the displayed products by default or by [highest margin](#).

 PERSONALIZED PRODUCT RULE

Dynamic Products from Catalog ▾

Include only products matching the following criteria:

+ Add filter ▾

Show at least

1 ▾

 products

Sorted by

New Arrivals ▾

Preview product examples based on your above criteria.

Preview

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 (, co-recommendations, 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 ^



Next Best Purchase

Bluecore continuously scores your entire product catalog to select the best product recs for every send, based on every individual's purchase, site, and email activity.



Co-Recommendations

Products generated by collaborative filtering, which makes recommendations based on similar customers' actions.



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.

Example

We want to send an email that publicizes new books that are \$10 or less. If you use the Products Selected from Catalog rule, you can set the products with Category is books, Total price is less than \$10.00, and sorted by New Arrivals.