Best Sellers Rule Overview

08/01/2025 2:58 pm EDT

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

Configure the following criteria for Best Sellers:
- **Time frame**: Display the best selling products from the last 24 hours, 7 days, or 30 days.
- **Based on**: Display products based on your entire website, category of searched product(s), or other product attributes.
- **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.

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.
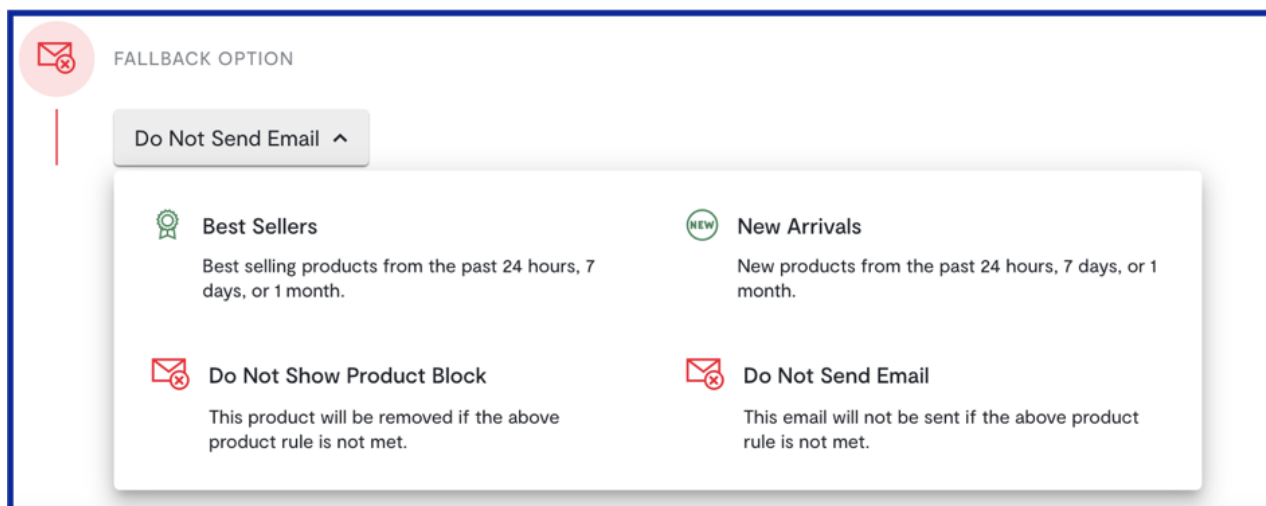
Examples

A customer purchased rubber winter booties for their dog. If you use the Best Sellers based on Customer's Purchased Products rule, the customer will receive an email with a dynamic block populated with the best sellers in the dog clothing category.

Send an email that features Best Sellers in the past 24 hours that are not Microsoft by setting a Best Sellers block where the brand is not Microsoft in order to showcase your other top selling brands. If there aren't enough Best Sellers to match this criteria, you could fall back to New Arrivals in which the brand is not Microsoft.