Co-Recommendations Rule Overview

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The Co-Recommendations rule will display suggested products using Bluecore's recommendation engine, which applies collaborative filtering to make recommendations based on similar customers' actions. Co-Recommendations can be based on what similar customers viewed, purchased, added to cart, or searched. To access custom events, contact your Customer Success Manager. To learn about the logic behind recommended products, see Co-Recommendations Technical Overview.

Configure the following criteria for Co-Recommendations:

- **Products Customer Viewed:** Displays the products that similar customers viewed.
- **Products Customer Added To Cart**: Displays the products that similar customers added to cart.
- **Products Customer Purchased**: Displays the products that similar customers purchased.
- **Products Customer Searched**: Displays the products that similar customers searched for.
- **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 (next best purchase, 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.

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.

Examples

A customer viewed the product details of polka dot socks. If you use the Recommended Products based on what they Viewed rule, the customer could receive an email with a block populated with recommended products based on the polka dot socks, like other pairs of crazy socks, shoes that are often viewed with the socks, sock garters, etc.

A customer carted a pair of soccer cleats. If you use the Recommended Products based on what they Carted rule, the customer could receive an email with a block populated with recommended products based on the soccer cleats, like other types of soccer cleats or shin guards or soccer balls.