

Interaction History Rule

08/26/2025 5:52 pm EDT

The Interaction History rule will display products that are associated with the given audience. This rule will dynamically change to one of the following:

- **Products Customer Viewed:** Displays the products that the customer viewed.
- **Products Customer Added To Cart:** Displays the products that the customer added to cart.
- **Products Customer Purchased:** Displays the products that the customer purchased.
- **Products Customer Searched:** Displays the products that the customer searched for.
- **Products Customer Interacted With:** Displays products based on the behaviors taken by the customer in the audience. This option will display if the audience does include Customer Behavior filters but the campaign selected is not explicitly an Abandon Cart, Abandon Product, Abandon Purchase or Abandon Search trigger. It may also display if multiple audiences, each referencing different behaviors, are attached to the same campaign.
- **Interaction History:** Displays products based on what customers viewed, searched, purchased, or carted in the last 30 days. This option will only display if the audience does not include any Customer Behavior filters.

After you've selected one of the rules above, select a number or products to display in the block. Up to 20 products may be shown.

PERSONALIZED PRODUCT RULE

Interaction History ▾

Base results on products customer viewed ▾

Show at least 1 ▾ products

viewed
added to cart
purchased
searched

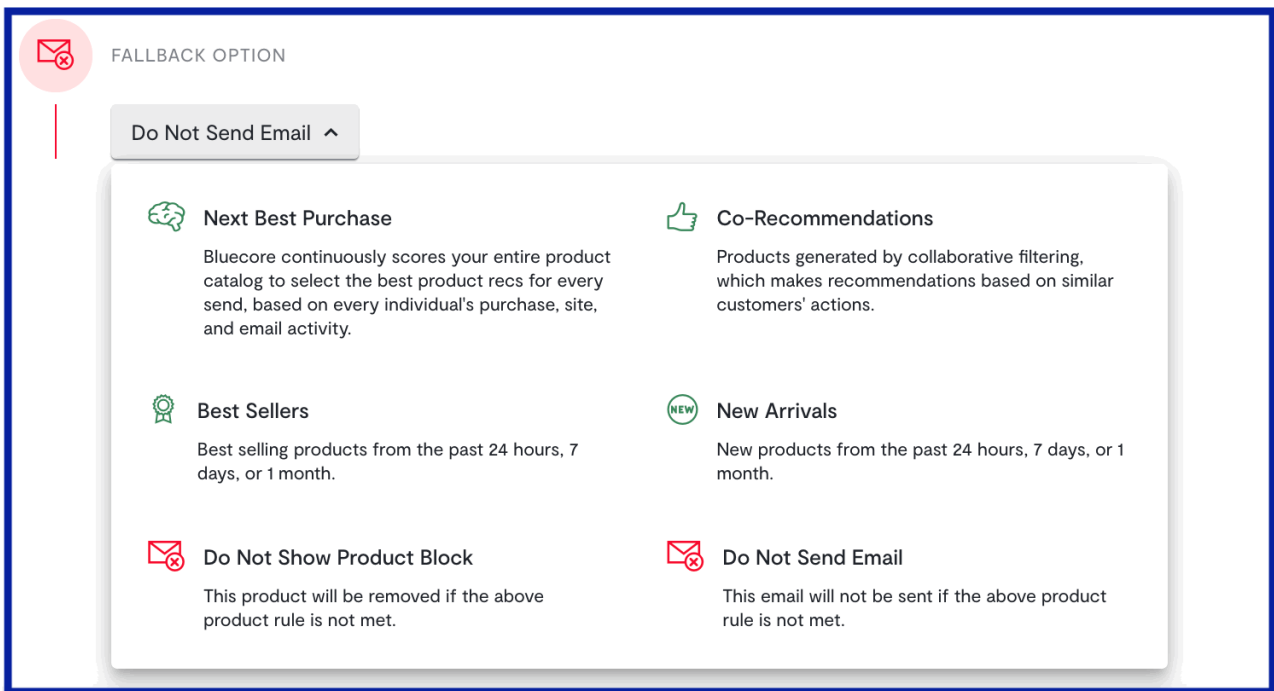
FALLBACK OPTION

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 (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.



Examples

A customer purchased a pack of Ticonderoga pencils, a Mead notebook, and a pack of Lisa Frank folders. If you use the Products Customer Purchased rule, the customer would receive an email with a block populated with these exact products.

A customer searches for sweaters, lands on a results page, and then leaves your site. If you use the Products Customer Searched rule, the customer would receive an email with a block populated with the products that resulted from the sweaters search term.

A customer added a pack of floppy disks, a CD player, and a rotary phone to their cart and then left your site. If you use the Products Customer Added To Cart rule, the customer will receive an email with a dynamic block populated with the pack of floppy disks, CD player, and rotary phone.