Recommendation Activity in Adobe Test and Target

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## Settings in the Recommendation Engine

To access the Recommendations Settings options, open Target in the Adobe Marketing Cloud, then click **Recommendations** > **Settings**. The following options are available:

**Recommendation API Token**

Client Code: accentureplc

API Token: 65edb8e7-967b-4245-86f5-94d5166fdb4c



## Create a collection

1. Go to the Collections option on the left hand side of the Page and click on Create Collection button.



1. Enter the collection details as follows:
	1. **Name**: define a specific name to the collection
	2. **Description**: Description of the purpose of creating the collection.
	3. **Rules**: Set the conditions on which the collection is based (at least one condition must be created for the collection to be created)
	4. **Based** on the conditions, the products will appear in the search.



## Create a Criteria





 

 

## Create a Recommendation Activity

Use the Target Visual Experience Composer to create a Recommendations activity directly on a Target-enabled page and to modify portions of the page within Target.

1. Click **Create Activity** > **Recommendations**.



1. Specify an activity URL, and then click **Next**.

The activity URL is the page where the recommendations will be displayed.



If you prefer to use the form-based Experience Composer, select that option.

When you click Next, the Visual Experience Composer opens and shows your page. You can replace a current element with recommendations, or insert recommendations.

1. Click an element on your page, then if recommendations are available where that element is located, click either **Replace w/ Recommendations** or **Insert Recommendations** before or after the selected element.



Replacing an element with recommendations deletes the current content and replaces it with your recommendations.

1. Select a page type.



1. Select one or more criteria.

Criteria are displayed as cards that show information about each criteria. By default, the Select Criteria screen displays criteria that are compatible with your industry vertical and the page type you selected. You can change these options to display other criteria.

**Note:** Not every criterion will run correctly on every page. The page or mbox must pass in entity.id or entity.categoryId for current item/current category recommendations to be compatible. In general, it is best to show only compatible criteria. However, if you want incompatible criteria to be available for the activity, clear the **Compatible** check box.



If you select multiple criteria, traffic is split evenly between the selected criteria. For example, if you have selected two criteria and your activity is designed to display default content to 20% of activity entrants, then 40% of activity entrants will see the recommendations controlled by each criterion. There is no option to change the percentages for each criterion.

* + To search for an existing criterion (for example, if a large number of criteria cards are displayed), type in the search field until the desired criteria appears, then select the criteria and click **Done**.

Some criteria are supplied with Recommendations. You and your team can also create your own custom criteria.

* + To create a new criterion, click **Create New** > **Create Criteria**, then fill in the information for the new criteria. For information about creating new criteria, see [Creating Criteria](https://marketing.adobe.com/resources/help/en_US/target/recs/t_create_new_algorithm.html#task_8A9CB465F28D44899F69F38AD27352FE).
	+ You can also group criteria into sequences. To create a new criteria sequence, click **Create New** > **Create Criteria Sequence**.
1. Click **Next**.
2. Select a design.

A design is a template that determines the look of the locations on your page. Target includes several preconfigured designs. You can also create your own custom designs. For more information, see [Create a Design](https://marketing.adobe.com/resources/help/en_US/target/recs/t_create_design.html#task_CC5BD28C364742218C1ACAF0D45E0E14) and [Customizing a Design](https://marketing.adobe.com/resources/help/en_US/target/recs/c_customizing_a_template.html#concept_94F1554C3F2E4CDB9A2C3D78F10EDA59)



Each design shows a graphical representation of how it will look, and icons that show how many of your live and inactive activities currently use that design.

* + To select one or more existing designs, click the designs, then click **Done**.

If you selected multiple criteria, you can only select one design.

* + To create a custom design, click **Create New**, then fill in the name and code for the new design. Click **Next**, then select or upload an image and click **Done** > **Done**. For information about creating a new design, see [Create a Design](https://marketing.adobe.com/resources/help/en_US/target/recs/t_create_design.html#task_CC5BD28C364742218C1ACAF0D45E0E14).
1. Click **Next**.

You have the option to add promotions to your recommendations. For more information about adding front and back promotions, see [Adding Promotions](https://marketing.adobe.com/resources/help/en_US/target/recs/t_adding_promotions.html#task_CC5BD28C364742218C1ACAF0D45E0E14).

1. Click **Save**.

The Visual Experience Composer screen displays the recommendation design on your page.

1. (Optional) Click **Preview** to see how the activity will appear to visitors.

Preview mode allows you to interact with your recommendations, much as a visitor would.

When you are finished previewing your recommendations, click **Compose**.

1. Review your recommendation in the visual composer, then click **Next**.

The flow diagram opens.

1. Review your Recommendations activity in the flow diagram and make any necessary changes.



The flow diagram leads you through the steps of choosing the audience for the activity, setting up experiences, and specifying success metrics. From the flow diagram, you can do the following:

* + Change the audience that will see the recommendations

**Note:** In addition to selecting an existing audience, you can combine multiple audiences to create ad hoc combined audiences rather than creating a new audience. For more information, see [Combining Multiple Audiences](https://marketing.adobe.com/resources/help/en_US/target/target/c_combining-multiple-audiences.html#concept_A7386F1EA4394BD2AB72399C225981E5).

By default, all users see the recommendations. However, you can target recommendation to a specific audience.

For a Recommendations activity, the control group sees the page without any recommendations.

* + View the criteria
	+ Change the collection (next to the Criteria label)
	+ Change the percentage of entrants who see the control experience
	+ View the design code
	+ Change or remove a design
1. Click **Next** when finished.
2. Specify your activity settings.

For example, type a name (required) and objective (optional) for the activity. For information about the settings.

**Note:** If you specify a Recommendation activity name that already exists for another activity in Recommendations Classic, the new activity is resynced with a new name. The new name is the original name appended with a timestamp to make it unique. This new name is displayed in both Target Standard/Premium and Recommendations Classic.

1. When finished, click **Save**.

An overview of your activity is displayed. From the overview page, you can:

* + Activate the activity
	+ Edit the activity
	+ Pin the activity to your Marketing Cloud board
	+ View your experience URLs
	+ Download data
	+ Change the percentage of activity entrants who see the control experience
	+ Show or hide criteria details
	+ View the code for your designs
1. (Optional) Open the Reports tab to view the report that shows the performance of your Recommendations activity.
2. (Optional) Open the Collisions tab to view any [activity collisions](https://marketing.adobe.com/resources/help/en_US/target/target/c_activity_collisions.html) that might occur.

Activity collisions occur when multiple activities are set up to deliver content to the same page, and may cause unexpected content to be displayed.

## Add the category to the page.

1. CREATE a DTM property for the configuration with Adobe Target tool created.



Target Tool settings:



1. Add the DTM setting in AEM Cloud service:
	1. Go to tools 🡪 Cloud Settings and click on Dynamic Tag Management



1. Add the targetPageParams()method passing the values in the page.
	1. In the page which has to be configured for recommendations, add the following code in the <head></head> section of the page.
		1. Category Page: <script>

 function targetPageParams() {

return {

 "entity": {

 "categoryId": "my\_category"

 }

 }

}

 </script>

* + 1. Product Page: <script> function targetPageParams() {

 return {

 "entity": {

 "id": "32323",

 "categoryId": "My Category",

 "value": 105.56,

 "inventory": 329

 }

 }

} </script>

* 1. After this provide the DTM property which points to the adobe target configuration.

**<script src="//assets.adobedtm.com/9708e57c8de6ec6716f79f649f73ccd0435014fb/satelliteLib-bc6d5d95ea8be705d6dc41a6c8642ed7a494a552-staging.js"></script**>

METHOD 2:

1. Add the following Javascript method passing the values in the page in the head section of the page. Type of the Recommendation Activity page is Product Page.

<script>

mboxCreate('staticMboxProduct',

'entity.id=67833',

'entity.name=GIANTS VS ROCKIES 5/12',

'entity.categoryId=BASEBALL, GIANTS, SF BAY AREA',

'entity.pageURL=../baseball/giants-tix/giantsvrockies5.12.2000-67833',

'entity.venue=AT&T PARK',

'entity.secondary=ROCKIES',

'entity.thumbnailURL=../baseball/giants-tix/giants-136px.gif',

'entity.message=FAMILY SPECIAL',

'entity.value=15.99',

'entity.inventory=1'

);

</script>

</script src="/etc/designs/mwadesign/bs\_functional/js/mbox.js"></script>