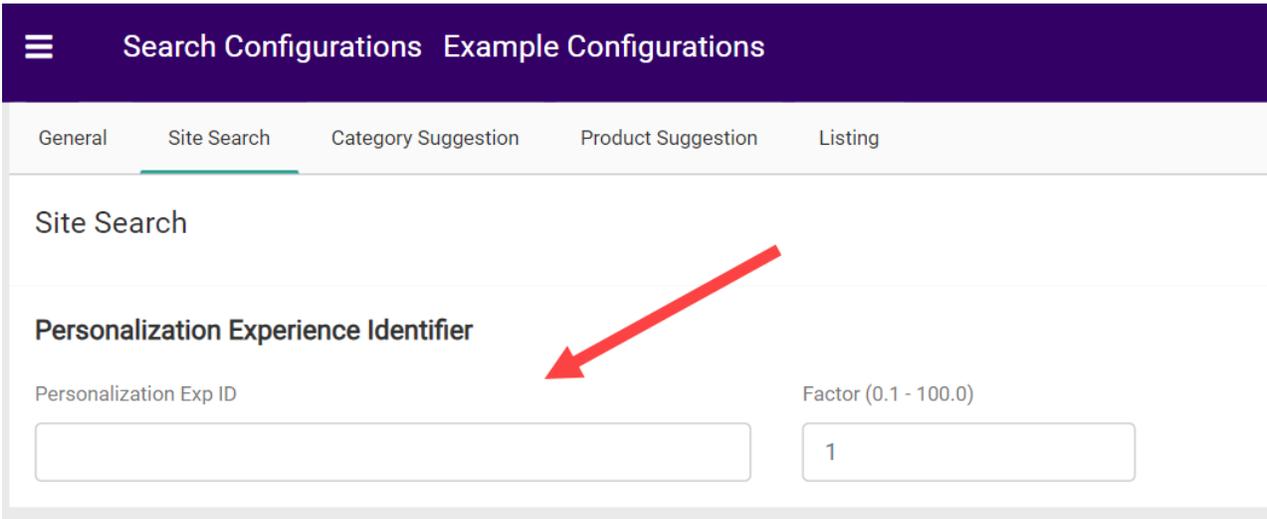


Personalized Search

Overview

If you have personalized search, recommendation strategies can be combined with this search configuration on your site.

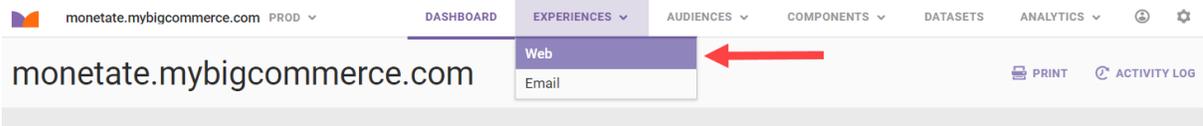
The scores from the recommendation strategies in personalization are combined with the relevancy/weighting scores to create an order within the search results. You can also apply a factor of 0.1 to 5 to your personalization scores, giving an additional weight to products from those strategies.



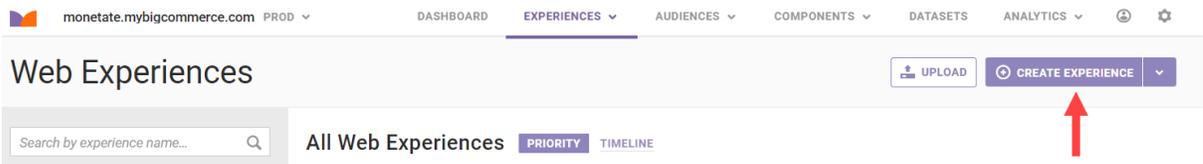
Add your Experience ID to the Search Configurations in the field shown above. Make sure your Monetate Experience is activated, not paused, when entering the Experience ID into Kibo.

Creating a Personalized Search Experience

1. On the Personalization platform (marketer.monetate.net), access this function by clicking the **EXPERIENCES** tab and then selecting **Web**.



2. Click **CREATE EXPERIENCE**.



3. When defining the WHO portion of the experience, click **To serve everyone the same experience**. Select a goal metric and secondary metrics as appropriate to complete this

definition.

The screenshot shows the 'WHY' section of an experience definition. It includes fields for 'WHY' (Select your experience type and goal...), 'WHO' (For all visitors), 'WHAT' (A Add action...), and 'WHEN' (from Oct 16 2020, 1:06 PM ongoing). Below these fields is a question: '1 Why are you running this experience?'. There are two radio button options: 'To optimize my goal with Machine Learning.' (with a 'RECOMMENDED' badge and 'MACHINE LEARNING' icon) and 'To test multiple metrics with random traffic allocation.' (with a 'STANDARD TEST' icon). A red arrow points to the 'To serve everyone the same experience.' option, which is currently selected. A 'NEXT' button is at the bottom left.

4. When defining the WHAT portion of the experience, click **ADD ACTION**.

The screenshot shows the 'WHAT' section of an experience definition. It includes fields for 'WHY' (to optimize Revenue per session using Automated Personalization to serve the best-fit variant to each individual customer.), 'WHO' (For all visitors), 'WHAT' (A Add action...), 'WHEN' (from Oct 16 2020, 1:06 PM ongoing), and 'HOW' (Using 18 Context Variables for 1:1 decisions versus a 20% random assignment holdout). Below these fields is a 'Baseline' dropdown. A red arrow points to the 'ADD ACTION' button at the bottom right.

5. Click the **Site Recommendation** tile.

The screenshot shows the 'Action Type' selection screen. It has a 'WHAT' tab and an 'ACTION TYPE' tab. A 'RETURN TO WHAT' button is at the top right. The screen displays a grid of action type tiles: Images, HTML, Hide/Show Content, CSS, Lightboxes, Recommendation, Other, JavaScript, Create New Action, and Site Recommendation. A red arrow points to the 'Site Recommendation' tile.

6. Click the link for **Site Search Recommendations**.

The screenshot shows the 'Site Recommendations' screen. It has 'WHAT', 'ACTION TYPE', and 'SITE RECOMMENDATIONS' tabs. A 'RETURN TO ACTION TYPE' button is at the top right. The screen displays the 'Other' category with a link for 'Site Search Recommendations'. A red arrow points to this link.

7. Choose up to four Recommendation Strategies, minimum/maximum items, and optional inputs, then click **CREATE**.

WHAT ACTION TYPE SITE RECOMMENDATIONS SITE SEARCH RECOMMENDATIONS < RETURN TO SELECT ACTION

Site Search Recommendations

Inserts site search recommendations.
This action contains no built-in targeting.

Required Inputs

Recommended Items

Choose up to four (4) strategies to influence the order of search results. Results from the strategies will populate sequentially. Products from Rec Strategy A will populate first, followed by products from B, then C and finally D.

Recommendation Strategy **MMM RECOMMENDATION**
A Set A of products to recommend

Recommendation Strategy **SIMILAR TO LAST ITEMS VIEWED**
B Set B of products to recommend

Recommendation Strategy **NEWEST PRODUCTS**
C Set C of products to recommend

Recommendation Strategy **PURCHASED ALSO PURCHASED**
D Set D of products to recommend

Minimum Items
The minimum number of items needed before a fallback recommendation fires

Maximum Items
The maximum number of items to include in the recommendation

Optional Inputs

Apply this action when the following conditions are met:

ADD CONDITION

CREATE CANCEL

8. This will bring you back to the experience editor. Click **ACTIVATE** to enable the experience.

< BACK TO EXPERIENCES VIEW ANALYTICS

Search-Test

DRAFT Created: Oct 16 2020, 1:06 PM

+ ADD TAGS

ACTIVATE PREVIEW DUPLICATE ...

9. To get the Personalization Experience Identifier, click the experience from the list to load the details.

Web Experiences

UPLOAD

CREATE EXPERIENCE

Search by experience name...

All Web Experiences

PRIORITY

TIMELINE

FOLDERS	PRIORITY	NAME	STATUS	MODIFICATION	TIME
	1	Search-Test-1	ACTIVE		Oct 16 2020, 1:06 PM

- Once the experience details load, the number at the end of the URL is the data you need for the Personalization Experience Identifier within KCCP Search Configurations. Copy this number from the personalization platform and paste it into the field within Search. An example URL and Personalization Experience Identifier is shown here.

The screenshot shows a web browser window with the URL <https://marketer.monetate.org/control/a-887f2483/p/monetate.mybigcommerce.com/experience/1714431> highlighted in a red box. The browser's address bar shows the URL, and the page content below it displays the experience details, including the status 'ACTIVE' and the creation time 'Created: Oct 16 2020, 1:06 PM'. The page also features a '+ ADD TAGS' button.