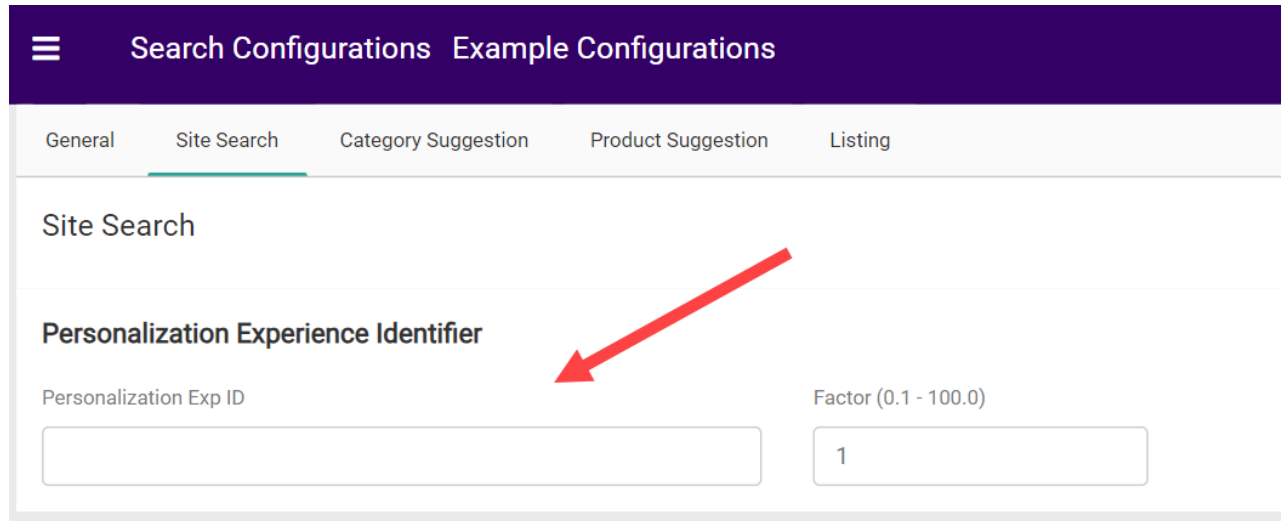


# Personalized Search

## 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.

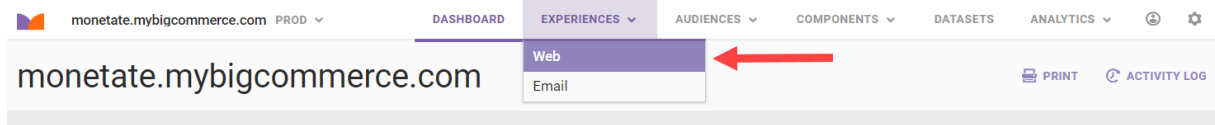


The screenshot shows the 'Search Configurations' interface with a dark purple header. Below the header is a navigation bar with tabs: 'General', 'Site Search' (selected), 'Category Suggestion', 'Product Suggestion', and 'Listing'. The 'Site Search' tab is active, showing a 'Personalization Experience Identifier' section. This section contains two input fields: 'Personalization Exp ID' and 'Factor (0.1 - 100.0)'. A red arrow points to the 'Personalization Exp ID' field, which currently contains the number '1'.

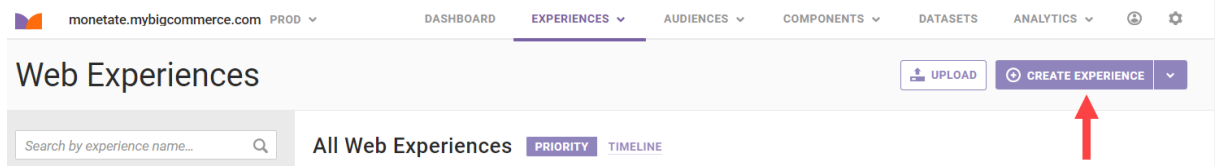
Add your Experience ID to the Search Configurations in the field shown above. Make sure your Monetate Experience is activated, not paused, when entering the Experience ID into Kibo.

## Creating a Personalized Search Experience

1. On the Personalization platform ([marketer.monetate.net](https://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.

WHY

WHO

WHAT

WHEN

1 Why are you running this experience?

☐ To optimize my goal with Machine Learning.

**RECOMMENDED**

**MACHINE LEARNING**

☒ To serve everyone the same experience.

**100% EXP**

☐ To test multiple metrics with random traffic allocation.

**STANDARD TEST**

**NEXT**

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

WHY

WHO

WHAT

WHEN

HOW

WHAT

**ADD ACTION**

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

WHAT ACTION TYPE

**Action Type**

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

WHAT ACTION TYPE SITE RECOMMENDATIONS

**Site Recommendations**

**Other**

[Site Search Recommendations](#)

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

0

The minimum number of items needed before a fallback recommendation fires



Maximum Items


1000

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

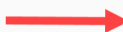
8. This will bring you back to the experience editor. Click **ACTIVATE** to enable the experience.


[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](#)**All Web Experiences****PRIORITY**

TIMELINE

FOLDERS

STATUS

TYPE



PRIORITY

NAME

STATUS

MODIFICATION

TIME



1

Search-Test-1

ACTIVE

Oct 16 2020, 1:06 PM

10. 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.

<https://marketer.monetate.org/control/a-887f2483/p/monetate.mybigcommerce.com/experience/1714431>

monetate.mybigcommerce.com PROD

DASHBOARD

EXPERIENCES

AUDIENCE EXPLORER

COMPONENTS

DATASETS

ANALYTICS

<https://marketer.monetate.org/control/a-887f2483/p/monetate.mybigcommerce.com/experience/1714431>

ACTIVE Created: Oct 16 2020, 1:06 PM

+ ADD TAGS