Add Exclusions to a Recipe

Evergage Recommendations brings advanced, per-user product and content suggestions using complex algorithms and a deep understanding of user behavior. The solution offers configurable "recipes" that can be used to boost content or product discovery on your site. Recipes consist of ingredients, exclusions, and boosters, which can be constructed in a variety of combinations to serve up the right content or products based on the individual visitor's behavior and affinities on your site. These recipes are then queried against the proprietary Evergage Recommendations engine and the individual query results are presented to each visitor as his or her personalized recommendations.

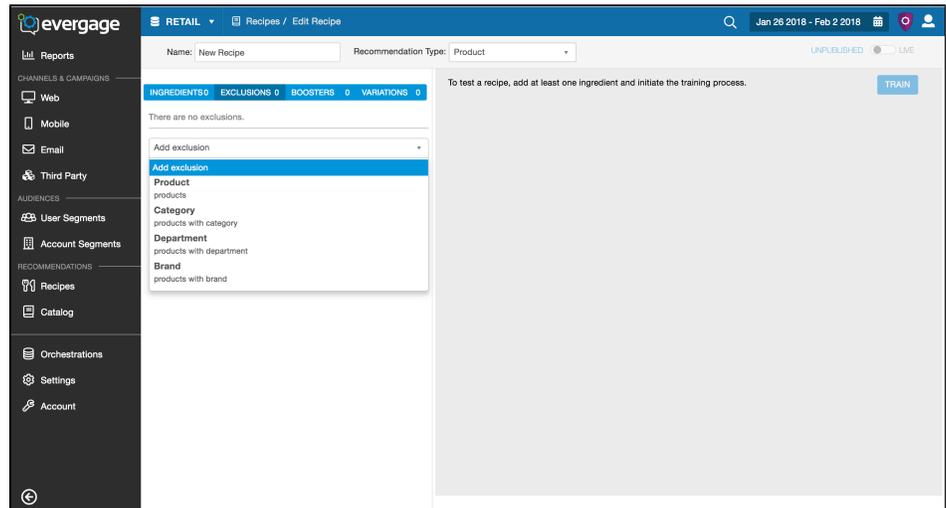| This Article Explains	Sections in this Article
This article provides an overview of the process for adding exclusions at the recipe-level. For information about adding exclusions at the message-level, please see *Create a Recommendations Campaign* . Also, please refer to related articles for information on creating recipes, and adding ingredients and boosters.	- Exclusions - Exclusion Descriptions and Configurations

> **REQUIREMENTS**
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> You must have *Evergage Recommend* integrated with the dataset in which you are configuring the recommendations. Please contact your Customer Success representative to complete your *Recommend* integration.

Exclusions

With Exclusions, you can add additional filtering criteria to your recipes. For example, you can configure an exclusion to show only other items from the same category as the item being viewed. This means that a visitor viewing hats would only see recommendations for other hats and not other frequently viewed or purchased items even from the same brand.

1. Create a new recipe or edit an existing recipe
2. On the *Exclusions* tab, click **Add an exclusion** to select the exclusion from the drop down; scroll to see all options
3. Adjust configurations for the exclusion as needed
4. Add additional exclusions as needed
5. Click 🗑 to delete an exclusion

Exclusion Descriptions and Configurations

Exclusion	Description	Configurations

Product	Specific products to show or not show based on what is in the cart or in a static list. For example, if the visitor had a pair of Gucci Loafers size 11 in the cart, those exact loafers would not be showing in recommended items.	*Exclude* or *Include* • *In cart* - these are items already within the visitor's cart • *In static list* - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter]
Article	Articles to show or not show based on a specific attribute value or a static list. For example, if a visitor comments on an article, Evergage could save the ID of this article to a custom attribute called "Most recently commented." Once you configure the article exclusion to exclude all articles with the custom attribute "Most recently commented," the visitor will not see the article he most recently commented on.	*Exclude* or *Include* • *User Attribute* - The value of the selected attribute • *In static list* - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter]
Blog	Blogs to show or not show based on a specific attribute value or a static list. For example, if a visitor comments on an blog, Evergage could save the ID of this blog to a custom attribute called "Most recently commented." Once you configure the blog exclusion to exclude all blogs with the custom attribute "Most recently commented," the visitor will not see the blog he most recently commented on.	*Exclude* or *Include* • *User Attribute* - The value of the selected attribute • *In static list* - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter]
Class	Items that share the same class as the item being viewed, in cart or in static list (e.g. Shoes, Shirts, Hats)	*Exclude or Include* • *Being viewed* - items currently being viewed by the visitor • *In cart* - these are items already within the visitor's cart • *In static list* - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter]
Category	Items that share the same category as the item being viewed, in cart or in static list (e.g. Men's shoes, Women's handbags, Children's shoes)	*Exclude or Include* • *Being viewed* - items currently being viewed by the visitor • *In cart* - these are items already within the visitor's cart • *In static list* - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter]

Department	Items that share the same department as the item being viewed, in cart or in static list (e.g. Housewares, Accessories, Mens). For example, instead of the category "Mens | Shoes" being excluded (or included), anything categorized as "Mens" would be excluded (or included)	*Exclude or Include* - *Being viewed* - items currently being viewed by the visitor - *In cart* - these are items already within the visitor's cart - *In static list* - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter]
Brand (Product only)	Filter by the item brand	*Exclude or Include* - *Being viewed* - items currently being viewed by the visitor - *In cart* - these are items already within the visitor's cart - *In static list* - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter]
Gender (Product only)	Filter by the item gender (e.g. Mens, Womens, Girls, Boys)	*Exclude or Include* - *Being viewed* - items currently being viewed by the visitor - *In cart* - these are items already within the visitor's cart - *In static list* - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter]
Purchased	Filter by items previously purchased by the visitor	*Exclude* or *Include* selected *option* purchased in the past *specified* number of days - *Product* - *Category* - *Brand* - *Class* - *Gender* - *Style* - *Size* - *Keyword*

Vie wed	Filter by items previously viewed by the visitor	*Exclude* or *Include* selected *o ption* viewed in the past *specif ied* number of days viewed for at least the *specified* number of seconds • *Product* • *Category* • *Brand* • *Class* • *Gender* • *Style* • *Size* • *Keyword*
Fa vor ited	Filter by items previously favorited by the visitor	*Exclude* or *Include* selected *o ption* favorited in the past *spe cified* number of days • *Product* • *Category* • *Brand* • *Class* • *Gender* • *Style* • *Size* • *Keyword*

Pri ce (Pr od uct onl y)	Filter by an item price range related to the product being viewed or a set price or price range	*Exclude* or *Include* selected *option* based on
		
		• *Numeric* with a price
		  • *Greater than specified* a mount
		  • *Less than specified amou nt*
		  • *Between specified amoun ts*
		
		OR
		
		• *Percentage* with a price
		  • *Less than specified* % of the price of the item being viewed
		  • *Greater than specified %* of the price of the item being viewed

Lo cati on	Filter by distance to the item being viewed. For example, show items (like a restaurant or an item only sold in specific stores) within 5 miles of the item being viewed.	*Exclude* or *Include* items within *specified* miles of *item* or *user*