

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, boosters, and variations 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

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](#), [boosters](#), and [variations](#).

Sections in this Article


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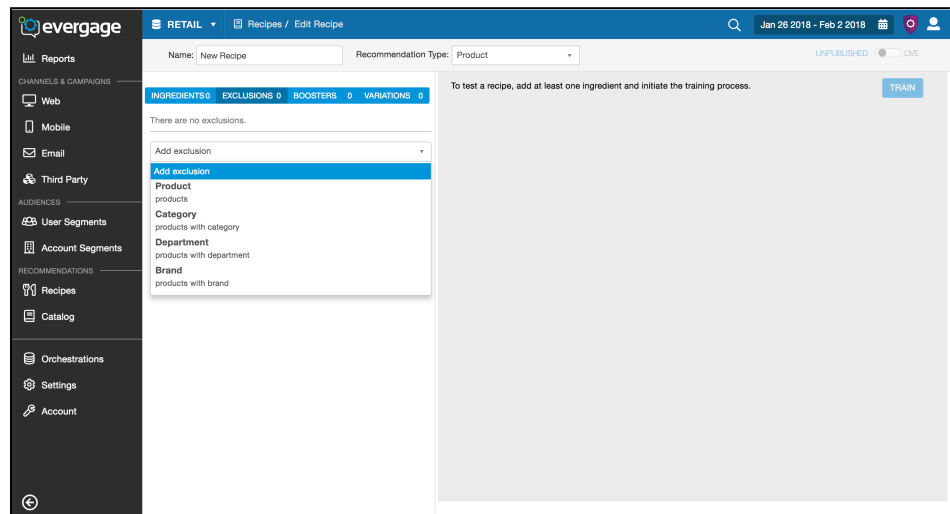
REQUIREMENTS

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. Additionally, you can incorporate [Variations](#) to further refine or expand the recommendation results shown to each visitor.

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

The list below includes the pre-configured exclusions available in Evergage. In addition to those exclusions listed below, you can [create custom dimensions](#) in your [Evergage Catalog](#) that you can include or exclude in recommendation recipes. Since catalog dimensions are completely configurable, if you remove or change a pre-configured dimension that is tied to an exclusion listed below, the exclusion may not appear as a selection on the Exclusions tab.

E x c l u s i o n	Description	Configurations	Usa ble Whi le Rec om men din g...
Pr od uct	<p>Specific products to show or not show based on what is in the cart or in a static list.</p> <p>For example, if a visitor had a pair of Gucci Loafers size 11 in the cart, those exact loafers would not show in recommendation results.</p>	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>In cart</i> - these are items already within the visitor's cart • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] • <i>Last Purchased</i> - these are products from the visitor's last purchase 	Pro du ct s
Ar tic le	<p>Articles to show or not show based on a specific attribute value or a static list.</p> <p>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.</p>	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>User Attribute</i> - The value of the selected attribute • <i>In static list</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] 	Arti cl es
Bl og	<p>Blogs to show or not show based on a specific attribute value or a static list.</p> <p>For example, if a visitor comments on a 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.</p>	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>User Attribute</i> - The value of the selected attribute • <i>In static list</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] 	Bl og s
Ke yw ord	Filter by the item keywords	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>In cart</i> - these are items already within the visitor's cart • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] • <i>Last Purchased</i> - these are products from the visitor's last purchase 	Pro du ct s, Arti cl es, Bl og s , Key w o r d s
Ite m Cl ass	Filter by the item classes	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>In cart</i> - these are items already within the visitor's cart • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] • <i>Last Purchased</i> - these are products from the visitor's last purchase 	Pro du ct s, Ite m Cl as s es
C at eg ory	<p>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).</p> <p>This can be applied to the product listing page (i.e. "Girls' Jeans" which only includes the jeans category), the product detail page (i.e. "The Simone Jean"), or any other category listing page (i.e. "Girls' Pants" which includes leggings, joggers, jeans, etc.).</p>	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>In cart</i> - these are items already within the visitor's cart • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] • <i>In static list</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] 	Pro du ct s, Arti cl es, Bl og s , Cate g o ries
		<p><i>Also exclude or include child categories</i> - The exclusion/inclusion can also be applied to items in child categories of the associated category. For example, with this option selected, an "include category being viewed" inclusion will show items with the category "Men's Shoes Sneakers" when viewing the category "Men's Shoes."</p>	

Department	<p>Items that share the same department as the item being viewed, in cart, or in static list (e.g. Housewares, Accessories, Mens).</p> <p>For example, instead of the category "Mens Shoes" being excluded (or included), anything categorized as "Mens" would be excluded (or included). Departments are created at the category level:</p> <ol style="list-style-type: none"> 1. In Everpage, select Catalog > Categories 2. Select the item you want to elevate to department 3. Click Edit 4. In the <i>Attributes</i> section, select Is Department 5. Click Save <p>Each lineage of categories may only be associated with one department. For example, if you have a category structure that includes: Mens Shoes Loafers, Mens Shoes Boots, and Mens Shoes Lace-ups and you want to select Mens Shoes Boots as the department, you cannot create departments for loafers and lace-ups</p>	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>In cart</i> - these are items already within the visitor's cart • <i>In static list</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] 	Products, Articles, Blogs
Brand	Filter by the item brand	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>In cart</i> - these are items already within the visitor's cart • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] • <i>In static list</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] 	Products, Articles, Blogs, Brands
Gender	Filter by the item gender (e.g. Mens, Womens, Girls, Boys)	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>In cart</i> - these are items already within the visitor's cart • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] • <i>In static list</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] 	Products, Genders
Badge	Filter by item badge	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>In cart</i> - these are items already within the visitor's cart • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] • <i>Last Purchased</i> - these are products from the visitor's last purchase 	Products, Badges
Product List	Filter by the static product list the item is part of	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>In cart</i> - these are items already within the visitor's cart • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] • <i>Last Purchased</i> - these are products from the visitor's last purchase 	Products
Author	Filter by the author	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] 	Articles, Blogs, Authors
Content Class	Filter by the content class	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • <i>Being viewed</i> - items currently being viewed by the visitor • <i>From explicit selection</i> - manual exclusion or inclusion of specific items. Enter the name of the product and press [Enter] 	Articles, Blogs, Content Classes

Purchased	Filter by items previously purchased by the visitor	<p><i>Exclude or Include</i> selected <i>option</i> purchased in the past <i>specified</i> number of days</p> <ul style="list-style-type: none"> • <i>Product</i> • <i>Category</i> • <i>Brand</i> • <i>Class</i> • <i>Gender</i> • <i>Style</i> • <i>Size</i> • <i>Keyword</i> 	Products
Viewed	Filter by items previously viewed by the visitor	<p><i>Exclude or Include</i> selected <i>option</i> viewed in the past <i>specified</i> number of days viewed for at least the <i>specified</i> number of seconds</p> <ul style="list-style-type: none"> • <i>Product</i> • <i>Category</i> • <i>Brand</i> • <i>Class</i> • <i>Gender</i> • <i>Style</i> • <i>Size</i> • <i>Keyword</i> 	All
Favorited	Filter by items previously favorited by the visitor	<p><i>Exclude or Include</i> selected <i>option</i> favorited in the past <i>specified</i> number of days</p> <ul style="list-style-type: none"> • <i>Product</i> • <i>Category</i> • <i>Brand</i> • <i>Class</i> • <i>Gender</i> • <i>Style</i> • <i>Size</i> • <i>Keyword</i> 	All
Recommended	Filter by items previously recommended to the user	<p><i>Exclude or Include</i> item type being recommended a <i>specified</i> number of times in the past <i>specified</i> number of days</p>	Products, Articles, and Blogs
Price	Filter by an item price range related to the product being viewed or a set price or price range	<p><i>Exclude or Include</i> selected <i>option</i> based on</p> <ul style="list-style-type: none"> • <i>Numeric</i> with a price <ul style="list-style-type: none"> • <i>Greater than specified</i> amount • <i>Less than specified</i> amount • <i>Between specified amounts</i> <p>OR</p> <ul style="list-style-type: none"> • <i>Percentage</i> with a price <ul style="list-style-type: none"> • <i>Less than specified</i> % of the price of the item being viewed • <i>Greater than specified</i> % of the price of the item being viewed <p>OR</p> <ul style="list-style-type: none"> • <i>User's current cart value</i> <ul style="list-style-type: none"> • <i>Specify the target cart value, and only items worth more than (target value - total amount in user's cart) will be included or excluded</i> • <i>If user doesn't have an open cart, this exclusion/inclusion will not apply</i> 	Product
Location	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.	<p><i>Exclude or Include</i> items within <i>specified</i> miles of <i>item</i> or <i>user</i></p>	All
Rating	Filter items with an average rating above, less than, or between selected values.	<p><i>Exclude or Include</i></p> <ul style="list-style-type: none"> • Items within specified rating score • Option for item to be part of exclusion or inclusion if the score is null or zero 	All

Inventory Count	Filter items with an inventory count above, less than, or between selected values	<i>Exclude</i> or <i>Include</i> items with an inventory count in the <i>specified</i> range	Product
Compatibility	<p>Restrict tags or categories compatible or incompatible with the current anchor items.</p> <p>For example, as an exclusion: if brand1 is marked as incompatible with brand2, and brand1 is an anchor item, nothing from brand2 will be served.</p> <p>Conversely, as an inclusion: if brand1 is marked compatible with brand2, and brand1 is the anchor item, only items from brand2 will be served.</p> <p>Tags and categories must be explicitly declared as "compatible" or "incompatible" with one another through the item relationship screen. Like SmartBundle relationships, Compatible/Incompatible relationship linking is two-way, and must be configured through the items screen for individual categories or tags.</p>	<p><i>Exclude</i> items explicitly marked incompatible with the <i>specified</i> anchor item</p> <ul style="list-style-type: none"> • <i>Product</i> • <i>Category</i> • <i>Brand</i> • <i>Class</i> • <i>Gender</i> • <i>Style</i> • <i>Size</i> • <i>Keyword</i> • <i>Product List</i> • <i>Author</i> • <i>Content Class</i> 	Products, Articles, Blogs