

# Create, Edit, or Delete a Recommendations 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

This article will give an overview of adding recommendations by [creating a recipe](#), [testing a trained recipe](#), [editing existing recipes](#), and [deleting recipes](#). Refer to related articles for information on adding [ingredients](#), [exclusions](#), and [boosters](#).

## Sections in this Article

- [Create a New Recipe](#)
- [Testing and Publishing a Trained Recipe](#)
- [Edit an Existing Recipe](#)
- [Delete a Recipe](#)

## 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.

## Create a New Recipe

Recipes are created and configured to support specific scenarios, such as cross-sells, content promotions, and trending products. Recipes can be managed in the *Recipes* section of the Evergage platform.

1. Log into Evergage with Editor or higher permissions
2. Select **Recipes**
3. Click **NEW RECIPE**
4. Enter a unique **Name** for your recipe
5. Select the **Recommendation Type**
6. Create your recipe by adding [Add Ingredients to a Recipe](#), [Add Exclusions to a Recipe](#), and [Add Boosters to a Recipe](#)
7. Click **SAVE** to save your recipe

Your recipe must have a unique name and at least one ingredient before you can save it

8. Click **Additional Options** to *Enable trending product fallback* or *Allow missing anchor for multi ingredient recipes*
9. Once the recipe is complete, click **TRAIN** to compile the algorithms that will power the recommendations

Name	Created	Last Updated	Status
Webinar: PDP Complete the...	Sep 24, 2015	yesterday	Live
Test Demo 6/r1 - Gender Bo...	Jun 1, 2017	Jun 1, 2017	Live
Demo: Male Homepage Recs	Oct 4, 2017	Jan 30, 2018	Live
Demo: Female Homepage R...	Aug 17, 2017	Jan 30, 2018	Live
Trending - Including Categor...	Jul 25, 2017	Jul 25, 2017	Live
Untitled Recipe 4	Feb 6, 2018	Feb 6, 2018	Untrained
Untitled Recipe 6	yesterday	yesterday	Untrained
Trending Men's Fashion	Jan 19, 2018	Jan 19, 2018	Live
PR eCampus Lab - Homepa...	Nov 26, 2017	Nov 26, 2017	Live
trending test	Jun 29, 2016	Dec 7, 2017	Live
Home Page Recipe 1	Nov 30, 2017	Feb 2, 2018	Untrained
Als with Brand Affinity	Jan 12, 2017	Oct 16, 2017	Live
Demo: PDP Similar Items	Nov 30, 2017	Jan 30, 2018	Live
Demo: Cart Recs	Jan 19, 2018	Jan 30, 2018	Live
Untitled Recipe 64	Dec 8, 2017	Dec 18, 2017	Untrained
Brand Collaborative Filtering	Jan 29, 2018	Jan 30, 2018	Live
Trending Products	Jun 29, 2016	Mar 20, 2017	Live

**Edit Recipe**

Name: Collaborative Filtering With Cat [SAVE] [CLOSE]

INGREDIENTS 2 | EXCLUSIONS 0 | BOOSTERS 2 | VARIATIONS 1

Collaborative Filtering ⓘ

Weight: [Slider]

Lookback ⓘ 30 days

Skip serving collaborative filtering recs for users with no activity [x]

Any Eligible Item ⓘ

Add Ingredient [Dropdown]

\* Additional Options

This recipe has completed training. After testing, you can publish this version or make more changes and retrain. [PUBLISH]

Test Recipe Using Test Groups [CREATE TEST GROUP]

Test Group: [Text]

Sample Test Group [SIMULATE] ⓘ

Introducing Recipe Test Groups!

What are test groups?  
Test Groups are saved groups of users selected by user name, ID, email, or using advanced audience filtering. They allow you to create a simulation of the recommendations that would be displayed to a selection of users. You can quickly build your test groups by filtering users by critical filters such as LTV, lifecycle, tenure and affinities. You can also return to these simulations in the future to test new recipes and updates.

# Testing and Publishing a Trained Recipe

Once the recipe is complete and trained, you should test it before publishing.

1. Refer to [Test a Recommendations Recipe](#) for detailed instructions on testing a recipe
2. Make adjustments to the recipe as needed to provide the desired recommendations. Depending on your selections, you may need to click **RETRAIN** when finished
3. Click **PUBLISH** to make the recommendations recipe available for use in campaigns

## Edit an Existing Recipe

If your recipe is published, edits you make will not affect the live version until you publish again

1. Log into Evergage with Editor or higher permissions
2. Select **Recipes**
3. Select the recipe
  4. View details at the right:
    1. **Overview** - lists the recommendation type, ingredients, exclusions, and boosters
    2. **Campaigns** - alphabetically lists all campaigns using the selected recipe
    3. **History** - shows a log of changes along with who made the change
5. Click **EDIT**
6. If the recipe is live, change the status to **UNPUBLISHED**
7. Make adjustments to the recipe as needed
8. Click **SAVE**
9. Click **TRAIN** to compile the changes
10. Click **PUBLISH** to make the recommendations recipe available for use in campaigns

## Delete a Recipe

1. Log into Evergage with Editor or higher permissions
2. Select **Recipes**
3. Select the recipe
4. Confirm that your recipe is not being used by any campaigns (the example at the right shows that the recipe is being used in 6 disabled campaigns)
5. Click **DELETE RECIPE**
6. Click **OK** to confirm