

Recommendations



Evergage [recommendations](#) present unique product and content suggestions to individual visitors. This functionality leverages advanced machine learning algorithms, a deep understanding of each visitor's behavior, and a contextual understanding of your business. Recommendations offers configurable algorithmic strategies, called "recipes", that can be used to boost content or product engagement/discovery on your site, mobile app, emails or onsite search. Once you have created and published a recommendation [recipe](#), you can use them to show promoted content any campaigns based on what others have viewed or purchased (including offline transactions). The predictive algorithms available in Evergage can even dynamically adjust to temporary shifts in consumer behavior.

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.

This Section Explains

This section details how to use recommendations to provide advanced, per-user product and content suggestions.

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