

Drive Content and Product Discovery with Similar Items Recommendations



Frequently, visitors arrive directly on a page associated with a specific article or blog content deep-linked from search results. If this is a first-time or infrequent visitor, how do you get him or her to discover more of your products and offerings?

Category	Increase Engagement, Guide Through Funnel, Content Discovery / Product Discovery	Vertical	Financial Services
Topic	Drive content and product discovery to increase engagement by providing visitors with a list of recommended content	ID #	371

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Example

With Evergage, you can incorporate multiple recommendations campaigns throughout your site; each utilizing a different algorithm to drive specific content or product suggestions related to what brought the visitor to your site in the first place. This tactic drives additional discovery for related content and products, resulting in more engagement for your visitors.

The screenshot shows the FaithTrust Financial website. At the top, there are navigation links for 'Financial Advisors', 'Log In', 'Literature & Forms', and 'About Us'. Below that, the 'Fund Finder' section is visible, featuring a search bar and several filter buttons: 'Domestic Equity', 'International Equity', 'Sector/Industry', 'Fixed Income', 'Asset Allocation', and 'Alternative Asset'. To the right of the filters, there is a 'Trending Funds' section listing several fund classes. Below the fund finder, there is a 'Recently Viewed' section showing three fund cards with their respective ticker symbols (DDEJW, MDLPA, KOLRW) and fund names. Underneath that is a 'Similar Funds' section with three more fund cards (HWIAKT, LOWAN, HOWAU). At the bottom of the screenshot, there are three promotional images with captions: 'It's high time to plan for the future', 'Financial security with just one signature', and 'Take care of your family'.

Segment

This advanced-level campaign could be displayed to all site visitors, or you may choose to target a subset of visitors based upon unique characteristics associated with those visitors, including how they arrived on the site, visit frequency, and known affinities.

Measure

The campaign's effectiveness can ultimately be measured by tracking number of articles or content viewed per visit, bounce rate, and time spent on site. Depending on the placement of the recommendations banner and other key items of engagement on the site, other engagement measurements associated with lead generation or conversion from blog / article content to product related pages can be considered.

Setup

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Create segment(s) of visitor who will engage with this campaign – such as:
 1. First Time Visitors
 2. High Value Customers
 3. Existing Customers
 4. Professionals (Analysts, Agents, etc.)
2. Create inline message placeholders for the Recommendations campaign
3. Create control content and targeting to run against the Recommendations campaign
4. Create the recipe(s) (with ingredients, exclusions, and boosters as needed) required to drive the advanced recommendations for the campaign

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Create or Edit a Web Campaign](#)
- [Create a Segment](#)
- [Recommendations](#)
- [Inline Messages](#)