

Use SmartBundle for Out of Stock Messaging



Evergage SmartBundle™ is an extension of Evergage Recommend that makes it possible for you to configure recommendation recipes to suggest a "bundle" of items from across multiple, predetermined product or content categories. Using SmartBundle, you can control what is recommended to visitors while they are engaged with particular products and content items. This eliminates the need for merchandisers to spend time manually curating "complete the look" campaigns.

Category	Extend Personalization /Machine Learning	Vertical	Retail, E-Commerce
Topic	Target traffic that has seen an out of stock PDP with a next best action that makes sense for them, including leveraging machine learning algorithms for similar products or items.	ID #	238

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Example

Take the opportunity to showcase similar styles so that if something is out of stock, you give your visitor an opportunity to continue to explore products that are of interest to him /her. In this example, the popup campaign show similar items. This can also be delivered as an inline unit on the PDP.

The screenshot shows a product page for a white Henley shirt. A popup window is displayed in the center with the text: "We're Currently Out of Stock! How about these similar styles?". The popup contains three product recommendations: "ÜNTR ESSENTIALS" for \$199.00, "XO BASICS" for \$229.00, and "UNIVERSUM BUSINESS COLLECTION" for \$399.00. Below the recommendations is a blue "VIEW MORE" button. The background shows the product details for the "UNIVERSUM - HENLEY WHITE SHIRT" with a price of \$229.00 and a "50% Off" tag. The page also features a navigation menu, a search bar, and social media icons.

Segment

You can utilize an out-of-stock segment.

Measure

A typical goal you should measure when using this machine learning algorithm for merchandising is an increase in AOV. You could see a 10% increase in AOV, 36% increase in RPU, and a 24% increase in Conversion Rate.

Setup

Process

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

1. Determine placement and behavior.
 1. Will SmartBundle work best on the cart page, within a checkout modal, as part of an exit intent message, or within the PDP?
 2. What behaviors should trigger inclusion of SmartBundle?
 3. Does customer simply view an item detail?
 4. Does this augment or replace any other recommendations campaigns on the page?
2. Associate categories within the Evergage catalog. See [Configure Static Relationships](#)
3. Create a recipe based on the SmartBundle base ingredient. Add inclusions or boosters based on placement and behavior
 1. SmartBundle is one of three co-occurrence ingredients. This ingredient looks at products which are bought together in the same cart and returns recommendations based on explicitly defined categories
 2. If you find that SmartBundle is too limiting, consider using a Co-Buy ingredient. This ingredient looks at items /content purchased or downloaded by previous buyers along with the item currently being viewed or in the cart. It's not limited to items in the same cart
4. Ensure you have an item template that will match the look and feel for your placement
5. Create a new Campaign within Evergage's Visual Editor and include the appropriate messaging and item template
6. Under the [Experience Message Settings](#), ensure the item template is set for *Promoted Content* using the SmartBundle recipe you've created
7. Test and launch as you would any other campaign

Reference Materials

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

- [Create, Edit, or Delete a Recommendations Recipe](#)
- [Understand SmartBundle](#)
- [Configure Item Templates](#)
- [Create or Edit a Web Campaign](#)
- [Add Rules for Campaigns, Experiences, and Messages](#)