Create a Recommendations Campaign

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.

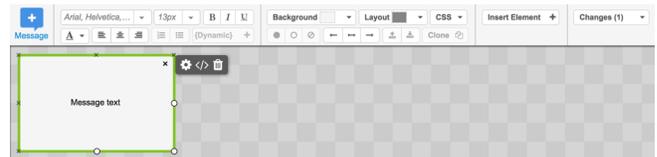| This Article Explains	Sections in this Article
This article covers the process for creating a campaign with promoted content using *Evergage Recommend*. For additional information about recommendations campaign placement, please refer to *Choose a Location for Recommendations.*	- Create a Campaign and a Message - Add Promoted Content - Add Message Level Exclusions - Add Dynamic Message Content

Create a Campaign and a Message

Any type of message can be driven by recommendations - popup, infobar, inline, or callout. Once you create your campaign and message, you'll configure it to add promoted content and exclusions, if desired, before adding either dynamic content or item blocks to show the recommendations.

1. Create a new campaign or edit an existing campaign
2. Add a new message
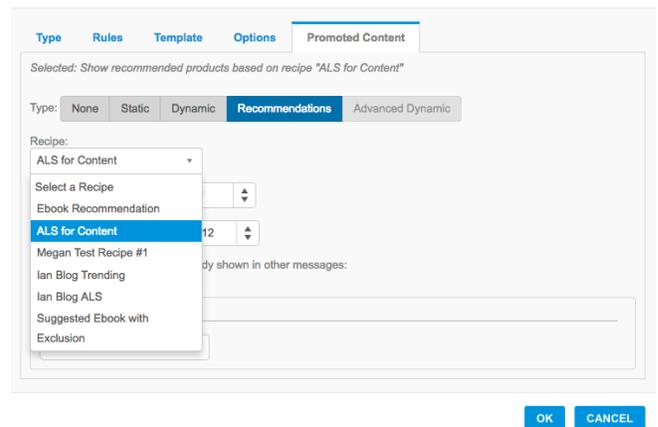3. Configure the message **Type** as needed

Add Promoted Content

After you create your message, you need to configure it to use promoted content.

1. Click ⚙ next to the message
2. Select **Promoted Content**
3. Select **Recommendations**
4. Select the **Recipe** you want to use as the basis for the recommended items or content
5. Set the **Minimum** and **Maximum Recommended Items**
6. As needed, select **Omit recommended items already shown in other messages**
7. Click **OK**

Add Message Level Exclusions

While you may *Add Exclusions to a Recipe*, exclusions can also be added at the message level to give you the flexibility to use the same recipe for multiple messages, while excluding certain items in each message. For example, you could have four areas showing recommendations driven by the same recipe, but each one could exclude a different category of items. Rather than cloning the recipe three times and changing the exclusions in each one, you can use the same recipe and control the exclusion at the message level.

> **NOTE**
>
> - If there is a conflict, exclusions, whether at the recipe or the message level, always take precedence over inclusions
> - In the email message editor only, Evergage does not support recipes or exclusions that require an anchor item

1. Still in *Message Settings*, click **Add exclusion**
2. Select the type of exclusion

> **NOTE**
>
> Exclusion types are based on the selected recipe's recommendation type, so the exclusion options will change depending on the recipe. For example, price exclusions are not applicable to recipes based on brands because brands don't have a price.

3. Select whether to **Exclude** or **Include** this category
4. Select the type of items to exclude (or include). In the example at the right, items from the *Department* being viewed are included

Add Dynamic Message Content

Once you have created the message and set it up for promoted content or items driven by recommendations, you need to either add dynamic content and style the message yourself or use item blocks to add a pre-formatted layout to your message with minimal styling required. The instructions below are for adding dynamic content. For more information, reference the following articles: *Style Evergage Messages*, *Use Dynamic Message Content*, *Add Item Blocks*, and *Advanced Dynamic Content Cheat Sheet*.

1. Select the existing message text box or add a new text box (**Insert Element** > **Text Box**)
2. Click {Dynamic} +
3. Select **Promoted Item** then select the content type from the list to generate the dynamic code that will pull item information from your catalog
4. To add an *Image URL*:
   1. Click {Dynamic} +
   2. Select **Promoted Item**
   3. Select **Image URL**
   4. Copy the *Image URL* dynamic text string (example: ${item.imageUrl})
   5. Click **Insert Element**
   6. Select **Image**
   7. Paste the **Image URL** dynamic text string in the *Image Source URL* field