Add Item Blocks

Item blocks are an element type that can be used along with an item template to easily deploy product or content recommendations to any web page. Rather than designing your own dynamic content and styling the message yourself, you can insert an *Item Block* element to add a pre-formatted layout to your message. An item block is a container for content - similar to how a picture frame is a container for a photograph or a piece of art.

This Article Explains	Sections in this Article
This article reviews the dataset prerequisites needed for item blocks then detail the process for adding item blocks to a message.	- Dataset Prerequisites - Using Item Blocks

Dataset Prerequisites

- Select at least one *Item Type* (Products, Articles, or Blogs) in **Catalog** > **Catalog Setup**
- Define at least one *Item Template*
- Select *Enable Dynamic Campaign Content* in **Settings** > *Integration Setup* > **General Setup** > **Advanced Options**
- Confirm your *Beacon Version* is 10 or later in *Channels & Campaigns* > **Web** > *Web Setup* > **Beacon Version**
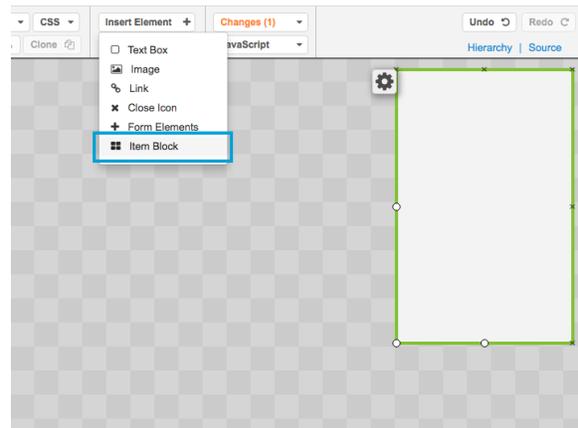
Using Item Blocks

Add an Item Block Element

1. Log into the *Evergage Platform* or *Visual Editor*
2. Create or edit a campaign and create or edit a message
3. Item Blocks will work in any type of campaign, so, if needed, you can change the message type to inline or infobar before adding the Item Block
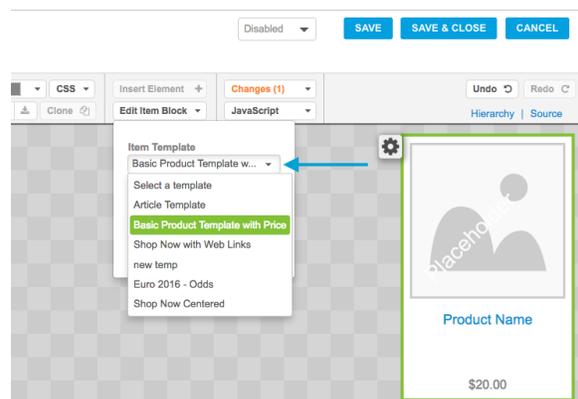4. Click **Insert Element ✛** and select **Item Block**

> ⚠️ **NOTE**
>
> Only one item block may be added per message, however you may have multiple messages in the same experience with different item blocks in each one.

Select an Item Template

Once you add an *Item Block* element, you'll configure the way it looks and what information is displayed using *Item Templates*. You must define at least one item template before continuing. See the article on *Item Templates* for guidance.

1. Select **Edit Item Block ▾**
2. Select **Item Template**
3. Select the item template you want to use for this *Item Block* element

Select an Item Layout

Item Layout controls the layout of your items in the *Item Block*. For example, you can choose to display four items at a time as a 1 x 4 single row, or as a 2 x 2 grid. The maximum layout is 12 items displayed as a 6 x 6 grid.
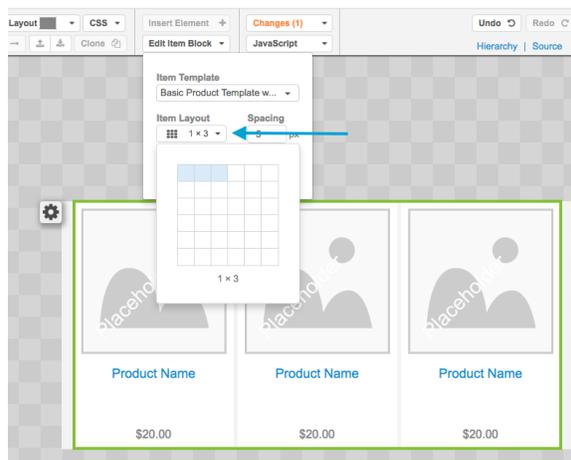
1. Still in **Edit Item Block ▾**
2. Select **Item Layout**
3. Drag your mouse across the grid to select the layout

⚠️

4. Click again to register the selection

> ⚠️ **NOTE**
>
> The item block will automatically increase the message size to accommodate a larger grid, but will not decrease the size if you choose a smaller grid. You can manually adjust the message size by selecting the message and using the container handles to make the message smaller
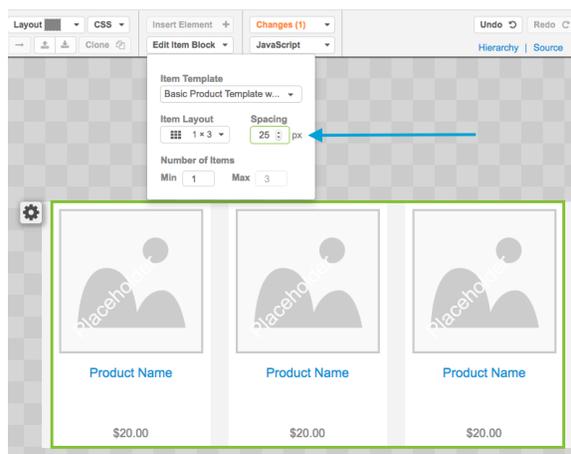
5. *Number of Items*, **Min** and **Max** will automatically be adjusted based on the layout, but you can change **Min** value to be less than or equal to the **Max** value

Configure Cell Spacing (optional)

Cell spacing is an option which is used to define the distance between Items in the Item Block.

1. Still in   **Edit Item Block** ▾
2. Select **Spacing**
3. Enter or select the pixel distance between items, from 5 to 25
4. Click to register the selection
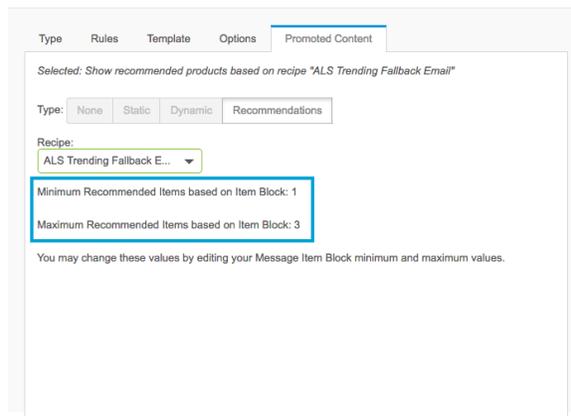
Configure Promoted Content

As with any *Promoted Content* campaign, you must select the promoted content which is displayed. For example, you could use an *Evergage Recommend* recipe to determine which Products appear in your campaign (shown at right).

1. Click 🛠️ next to the message
2. Select **Message Settings**
3. Select **Promoted Content**
4. Select the type of promoted content (in the example at the right, *Recommendations* is selected)
5. Configure any additional settings. For example, select the **Recipe**. For more information, see the article on *Adjust Message Settings*
6. Click **OK**

> ⚠️ **NOTE**
>
> Unlike with other *Promoted Content* messages, if you select **Recommendations** you cannot set the *Minimum* and *Maximum Recommended Items*. These values are based on the selected *Item Layout*. While you may increase the value for *Min* items defined in the Item Block settings dropdown, the value for *Max* items is calculated by multiplying the number of columns in the *Item Layout* by the number of rows.