

Create, Edit, or Delete a Recommendations Recipe



Evergage Recommendations brings advanced, per-user product and content suggestions using complex algorithms and a deep understanding of user behavior. The solution offers configurable "recipes" that can be used to boost content or product discovery on your site. Recipes consist of ingredients, exclusions, and boosters, which can be constructed in a variety of combinations to serve up the right content or products based on the individual visitor's behavior and affinities on your site. These recipes are then queried against the proprietary Evergage Recommendations engine and the individual query results are presented to each visitor as his or her personalized recommendations.

This Article Explains

This article will give an overview of adding recommendations by [creating a recipe](#), [testing a trained recipe](#), [editing existing recipes](#), and [deleting recipes](#). Refer to related articles for information on adding [ingredients](#), [exclusions](#), and [boosters](#).

Sections in this Article

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REQUIREMENTS

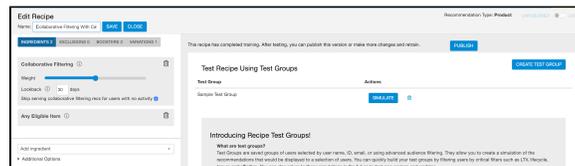
You must have *Evergage Recommend* integrated with the dataset in which you are configuring the recommendations. Please contact your Customer Success representative to complete your *Recommend* integration.

Create a New Recipe

Recipes are created and configured to support specific scenarios, such as cross-sells, content promotions, and trending products. Recipes can be managed in the *Recipes* section of the Evergage platform.

1. Log into Evergage with Editor or higher permissions
2. Select **Recipes**
3. Click **NEW RECIPE**
4. Enter a unique **Name** for your recipe
5. Select the **Recommendation Type**
6. Create your recipe by adding [Add Ingredients to a Recipe](#), [Add Exclusions to a Recipe](#), and [Add Boosters to a Recipe](#)
7. Click **SAVE** to save your recipe

Name	Created	Last Updated	Status
Blisscare - POP Complete Pk...	Aug 24, 2016	Yesterday	Live
Test Demo 671 - Gender Bl...	Jun 1, 2017	Jun 1, 2017	Live
Demco Male Homepage Recs...	Oct 4, 2017	Jan 30, 2018	Live
Demco Female Homepage R...	Aug 11, 2017	Jan 30, 2018	Live
Trending - Including Categ...	Jul 25, 2017	Jul 25, 2017	Live
Untitled Recipe 4	Feb 8, 2018	Feb 8, 2018	Untrained
Untitled Recipe 6	anybody	anybody	Untrained
Trending Men & Fashion	Jan 18, 2018	Jan 18, 2018	Live
PI @Campus Lab - Homepa...	Nov 28, 2017	Nov 28, 2017	Live
Trending Test	Jun 28, 2018	Dec 7, 2017	Live
Home Page Recipe 1	Nov 30, 2017	Feb 7, 2018	Untrained
Fix with Brand Affinity	Jan 12, 2017	Oct 18, 2017	Live
Demco POP Gender Marke...	Nov 30, 2017	Jan 30, 2018	Live
Demco Cart Items	Jan 18, 2018	Jan 18, 2018	Live
Untitled Recipe 84	Dec 8, 2017	Dec 18, 2017	Untrained
Brand Collaborative Filter...	Jan 28, 2018	Jan 30, 2018	Live
Trending Products	Jun 28, 2018	Mar 20, 2017	Live



Your recipe must have a unique name and at least one ingredient before you can save it

8. Click **Additional Options** to *Enable trending product fallback* or *Allow missing anchor for multi ingredient recipes*
9. Once the recipe is complete, click **TRAIN** to compile the algorithms that will power the recommendations

Testing and Publishing a Trained Recipe

Once the recipe is complete and trained, you should test it before publishing.

1. Refer to [Test a Recommendations Recipe](#) for detailed instructions on testing a recipe
2. Make adjustments to the recipe as needed to produce the desired recommendations. Depending on your selections, you may need to click **RETRAIN** when finished
3. Click **PUBLISH** to make the recommendations recipe available for use in [campaigns](#)

Edit an Existing Recipe

If your recipe is published, edits you make will not affect the live version until you publish again

1. Log into Evergage with Editor or higher permissions
2. Select **Recipes**
3. Select the recipe
4. View details at the right:
 - a. *Overview* - lists the recommendation type, ingredients, exclusions, and boosters
 - b. *Campaigns* - alphabetically lists all campaigns using the selected recipe
 - c. *History* - shows a log of changes along with who made the change
5. Click **EDIT**
6. If the recipe is live, change the status to **UNPUBLISHED**
7. Make adjustments to the recipe as needed
8. Click **SAVE**
9. Click **TRAIN** to compile the changes
10. Click **PUBLISH** to make the recommendations recipe available for use in **campaigns**

Name	Created	Last Updated	Status
Webinar: PDP Complete the look	Sep 24, 2018	yesterday	Live
Test Demo 01 - Gender Be...	Jan 1, 2017	Jan 1, 2017	Live
Demis: Male Homepage Recs	Oct 4, 2017	Jan 30, 2018	Live
Collaborative Filtering - Tren...	40 minutes ago	14 minutes ago	Live
Demis: Female Homepage R...	Aug 17, 2017	Jan 30, 2018	Live
Training - Including Campaign...	Jul 26, 2017	Jul 26, 2017	Live
Untitled Recipe 4	Feb 8, 2018	Feb 8, 2018	Unpublished
Untitled Recipe 6	yesterday	yesterday	Unpublished
Thinking Men's Fashion	Jan 19, 2018	Jan 19, 2018	Live
PH Campus Lab - Homesp...	Nov 26, 2017	Nov 26, 2017	Live
Intending test	Jan 25, 2018	Dec 7, 2017	Live
Home Page Recipe 1	Nov 30, 2017	Feb 2, 2018	Unpublished
Ads with Brand Affinity	Jan 12, 2017	Oct 18, 2017	Live
Demis: PDP Gender Be...	Nov 26, 2017	Jan 30, 2018	Live
Demis: Carl Recs	Jan 18, 2018	Jan 30, 2018	Live
Untitled Recipe 64	Dec 8, 2017	Dec 18, 2017	Unpublished
Brand Collaborative Filtering	Jan 29, 2018	Jan 30, 2018	Live
Thinking Products	Jan 29, 2018	Mar 20, 2017	Live
Test ALS (Created by Andre...	Jan 21, 2018	Dec 15, 2016	Live
Webinar - Homepage Prods...	Jul 19, 2017	Jan 31, 2018	Live

Edit Recipe | Collaborative Filtering With Co...

Overview | Campaigns | History

Test Recipe Using Test Groups

Introducing Recipe Test Groups!

What are test groups?

Test groups are named groups of users selected by user name, ID, email, or using advanced Audience Builder. They allow you to create a selection of the recommendations that are to be tested by a number of users. You can quickly build your test group by filtering users by gender, race, age, etc. Recipes, items and affiliates. You can also filter by those attributes if it fits the look to test our recipe and address.

To test recipe, click **ENABLE** next to your group. There is a separate group address configuration for recipe users. On the Test Group screen in the Recipe Builder, you can see the recommendations that the configured recipe will return for the selected recipe users. Click Create new test group to define a new test group.

Enhanced user details

1. User personal data
2. User current cart contents
3. User address
4. Product details

For more information and related instructions, refer to the "Test Recommendations Recipe" article in the Evergage Knowledge Base.

Delete a Recipe

1. Log into Evergage with Editor or higher permissions
2. Select **Recipes**
3. Select the recipe
4. Confirm that your recipe is not being used by any campaigns (the example at the right shows that the recipe is being used in 6 disabled campaigns)
5. Click **DELETE RECIPE**
6. Click **OK** to confirm

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