Design a Personalized My Account Page for Customers

> ⚠️ **Interaction Studio Classic Only**
>
> This use case is for customers using Interaction Studio Classic (formerly Evergage Classic) *ONLY*. For customers using the Interaction Studio 'Campaigns and Templates' application, refer to the Use Case Library instead.

Customers who are familiar with your brand are always looking for new ways to interact with your website and product catalog. Your best customers want to keep up with your latest trends, new product releases, and the most relevant and exciting parts of your product catalog. Interaction Studio's machine-learning algorithms can act as a personal shopper for your customers, leveraging their Unified Customer Profile to recommend a wide variety of different products using varying algorithms. Design a "My Store" page, with a link on your nav bar, to put personalized recommendations in front of them. This is a great way to assist in product discovery, surface new and relevant products, and most importantly delight your customers!

Category	Product Recommendations	Vertical	Retail, E-Commerce
Topic	How to design a personalized page for your shoppers	ID #	2317

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Example

Create multiple recommendation zones with different titles, then create recipes that reflect the algorithm. With an entire page of real-estate at your disposal, there's a number of ways to approach designing this campaign -- work with your Customer Success Manager to figure out what recipes will work best for your campaign.
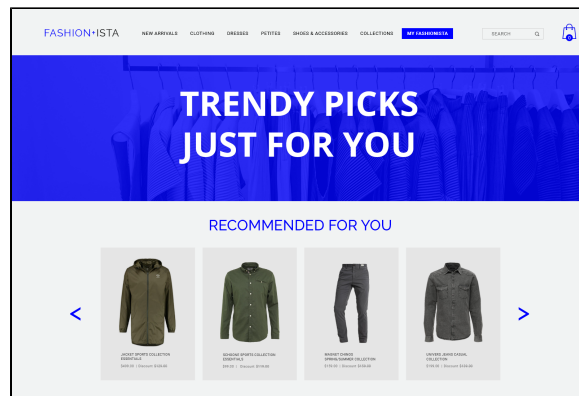
Segment

Create segments so you can target different groups like first time and returning visitors as well as logged in and anonymous visitors.

Measure

An increase in conversion rate and revenue per user are measurements of success for this play.

Setup

> ℹ️ **Reference Materials**
>
> The following articles from the *Interaction Studio Knowledge Base* will provide process steps to help you execute this play:
>
> - Create or Edit a Web Campaign
> - Inline Messages
> - Add Rules for Campaigns, Experiences, and Messages
> - Target Users Based on a Segment
> - Machine Learning
> - Create, Edit, or Delete an Einstein Recipe
> - Add Ingredients to an Einstein Recipe
> - Add Exclusions to a Recipe
> - Add Boosters to a Recipe
> - Adjust Message Settings

ⓘ Process

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

1. Use the Visual Editor to add a new element to your nav bar -- "My [website name]"
2. Configure this page on your website, then work with your Interaction Studio Customer Success Manager to map it as an Action titled "My Store". Have your new nav bar element click through to this action
3. Determine the number of Recommendation messages (strategies) you want to show. Some suggestions for messaging | algorithms are
   a. "Top Sellers" | Trending
   b. "Recommended for You" | Collaborative Filtering (with Category/Gender Boosters)
   c. "Because You Bought" | Co-Buy or Co-Browse anchored to last purchase
   d. "Recently Viewed" | Recently Viewed
   e. "Complete the Look" | SmartBundle anchored to items in the cart
4. Create recipes for your desired strategies (work with your Customer Success Manager to fine-tune the ingredients, exclusions, and boosters)
5. Create a campaign with 2 Experiences
   a. First Time Visitor vs. Returning Visitor
   b. Anonymous Vs. Logged In (be sure to use the dynamic parameter "customer name" to personalize the landing page -- "Hello Rachel, welcome to your personal shopper")
6. Use Campaign Rules to target the campaign to the "My Store" action
7. Insert messages into your experience with your desired titles for each zone. Be sure that the zone title reflects the content of the zone -- for example, don't use "Because You Bought" or "Recently Viewed" messaging and algorithms for a first-time visitor
8. Include an Item Block with your desired item template, number of recommendations, and appropriate recipe
   a. Be sure to select the "Omit Recommended Items Already Shown in Other Messages" on in the Promoted Content section of the message for EACH message
9. Choose Rule-Based in the "Setup" menu under "Experiences". Then create Target User rules to target the appropriate experience to your desired segments
10. Test your campaign and recipes thoroughly, then publish both the recipe and campaign when you're ready to go live