

# Add Static Relationships to a Recipe



## New Name: Marketing Cloud Personalization

Interaction Studio (formerly Evergage) is now known as Marketing Cloud Personalization. The new name reflects our mission and vision for innovation in Salesforce Marketing Cloud. We wish we could snap our fingers to update the name everywhere, but you can expect to see the previous name in various places until we replace it.



You can use the *Static Relationships* ingredient in *Einstein Recipes* to define which items should be recommended with other items. This ingredient is only available if you have *Einstein Recipes* and *Static Relationships* enabled on your account, and you are tracking products on the dataset.

The ingredient requires a basic setup, outlined in [Configure Static Relationships](#), in which you associate relationships between products, which can be configured individually or by uploading a CSV that includes the links between categories and/or items. Once products are linked to each other, they can be served in recommendations through the *Static Relationships* ingredient.

### This Article Explains

This article details the use of Static Relationships to define which items should be recommended with other items.

### Sections in this Article

- [Configuring Recommendations](#)

## Configuring Recommendations

Once the relationships are configured, you can create a recipe that uses one of the configured relationship types. Continuing the example outlined in the article on how to [Configure Static Relationships](#), if visitor is viewing prodB, the recommended items will be prodA and prodC. If visitor is viewing prodC, he'll see prodA. Like all recommendation ingredients, this ingredient will work with any other ingredients included in the recipe. If you create a multi-ingredient recipe, the items served up don't necessarily need to be from the static relationship ingredient. For example, even if a product is not explicitly linked to another product, it can still show up in a multi-ingredient recipe with a Static Relationship ingredient if that product is eligible to be served from another ingredient.

1. [Create or edit a recipe](#)
2. Add the **Static Relationship** ingredient
3. Set the **Weight** for this ingredient, if you will include other ingredients in the recipe
4. Select the **Anchor** item of choice (i.e. on page) and the relationship type
5. Add any [Exclusions](#), [Boosters](#), or [Variations](#) needed
6. [Train and publish](#) the recipe

The screenshot shows the configuration interface for a Static Relationship ingredient. At the top, there are tabs for 'INGREDIENTS 1', 'EXCLUSIONS 0', 'BOOSTERS 2', and 'VARIATIONS 0'. The 'Static Relationship' configuration panel includes a 'Weight' slider, an 'Anchor' dropdown menu set to 'On page', and a 'Relationship Type' dropdown menu set to 'Accessories'.