Configure Static Relationships

> ⚠️ **New Name: Marketing Cloud Personalization**
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> 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 *Static Relationships* enabled on your account and you are tracking products on the dataset.

The ingredient requires a basic setup 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.

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This article details the use of the *Static Relationships* ingredient in *Einstein Recipes* to define which items should be recommended with other items.	• Create a Relationship Type • Configure Product Associations

Create a Relationship Type

Before you can link products, you must create a relationship type. Each dataset is limited to 10 static relationship types. Typically, relationship types are based on how the items you want to associate relate to each other. For example, you could create an "Accessories" relationship type, but accessories could mean anything from the jewelry, belt, and shoes that go with a particular dress, to the adapter, port replicator, and monitor that go with a particular laptop.

1. Log into *Interaction Studio*
2. Select **Settings** > **Catalog and Profile Objects** from the left navigation menu
3. In the *Static Relationship Names* section, enter the name and click **ADD RELATIONSHIP NAME**
4. Click 🗑 to delete a relationship name
5. Continue to add relationship names as needed
6. Click **SAVE** to save changes

Configure Product Associations

Once you have defined the relationship types, you can associate products with each other. This can be done manually or by uploading a CSV.

Configure with CSV

Manual merchandising like this can be tedious for large amounts of products, so Interaction Studio offers the ability to upload a CSV to link all of your products together at once.

> ⚠️ **NOTE**
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> • As with individual configuration, linking is not two-way.
> • If you make a mistake, you may upload the same .CSV file and select the option to *Remove relationships from items*. Or you can manually make adjustments by following the instructions in the Configure Individually section below.
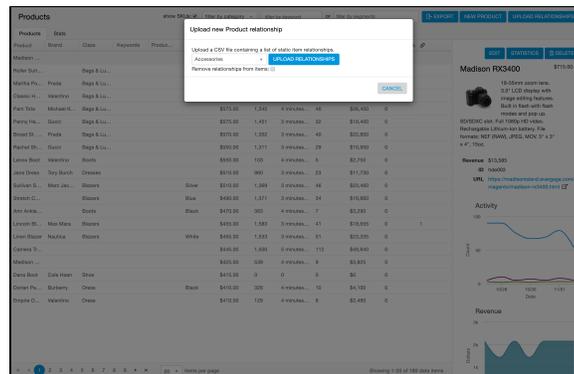
Create a CSV

The format of the .CSV file is detailed in the image at the right. The first column name should be listed as "items" in cell A1, followed by the item IDs that will serve as anchor items for the ingredient. The second column name should be listed as "linkedItems" in cell B1, followed by the item IDs you want to link (separated by commas) to each item in column A. In the example at the right, in row 2, prodB is linked to prodA and prodC; prodC is being linked to prodA in row 3, and so on.

Upload CSV to Evergage

1. Log into *Interaction Studio*
2. Select **Catalog** > **Products** from the left navigation menu
3. At the top right, click **UPLOAD RELATIONSHIPS**
4. Select the relationship type that the CSV includes
5. Select **Remove relationships from items** if you want to remove any previously associated relationships between products
6. Click **UPLOAD RELATIONSHIPS**
7. Drag and drop the CSV or click **Select files...** to choose a file location
8. Click **UPLOAD**

Configure Individually

Once you have defined the relationship types in Catalog Setup, you can associate products. Unlike linking for *SmartBundle* or *Incompatible Relationships*, *Static Relationships* are not two-way. For example, if you only link product A to product B, if product A is the anchor item, product B will not be returned unless you also link product B to product A (as shown in the CSV example).

1. Log into *Interaction Studio*
2. Select **Catalog** > **Products** from the left navigation menu
3. Double click a product you wish to link to another product (or select it and click **EDIT**)
4. Click the Relationships tab
5. Click [**➕ PRODUCT**] under the desired *Static Relationship*
6. Enter the item name or ID to search for the product
7. Press [**Enter**] to select the product
8. Add additional linked products as needed to the same or a different relationship
9. Click **SAVE** to save changes
10. Now, when this item is the anchor item for a static relationship ingredient, any linked products will be recommended