

# Product Recommendations Best Practices

## PART 2



# About the Speaker

## Ondrej Horvath

Lead Business Consultant  
Bloomreach Academy Tutor

### **Bloomreach Background:**

5.5 years in Bloomreach  
Working with our T1 clients in CEE  
Implementing numerous complex reco  
use-cases and 3 years teaching at BR  
Academy

### **Before:**

Digital Specialist in a media agency



<https://www.linkedin.com/in/ondrash/>



# Slido

- Go to [slido.com](https://slido.com) and enter **#bestpractices2023**
- OR click on the link in the chat
- OR scan the QR code
- **Quiz starting soon**
- **Q&A Session** – ask questions during the session, will be answered at the end of the session





# Agenda

1. Recap of EBP Product Recommendations Part 1
2. “Intermediate” Implementations of Product Recommendations
  - Simple Post-Filtering - DEMO
  - Enhanced Blacklisting - DEMO
  - Shuffle - DEMO
3. Tracking of Recommendations
4. Reco Evaluation Best Practices
5. Q&A

# RECAP



# RECAP of Product Recommendations Best Practices PART 1

1. Introduction to Product Recommendations
  - Basics
  - Prerequisites
2. Implementation 101
  - Where to Begin?
  - Basic Model Setup - DEMO
  - Campaign Setup - DEMO
3. Best Practices
4. Q&A



# **“Intermediate” Implementations of Product Recommendations**



# Simple post-filtering - Personalized Price Threshold

DEMO





# Enhanced Blacklisting - DEMO

DEMO



# Shuffle - DEMO

DEMO



# Tracking of recommendations

In experiments, weblayers or on site

-> Use **custom event tracking** for shows and clicks

In email, mobile push, or other channels

-> Track shows **through trigger event scenario set-up**

-> Use UTMs and/or custom parameters **to distinguish clicks on recommendations from other clicks**

DEMO

# Reco Evaluation Best Practices



## Reco Evaluation Best Practices

- Monitor impressions (shows) and engagement (clicks)
- Evaluate **simple model against nothing (Control Group)**
- Then evaluate **more advanced models against successful simple ones**
- **Consider fallback results in the evaluation** (eg. when using personalized models for customers without data)
- Evaluate conversions thoroughly (post-click and post-view, recommended products and other products)
- Remember, **often it is enough to trigger interest and engagement** to get a conversion

# Q&A and Wrap-Up



# Academy and Consulting

- **Product Recommendations**
- This course is a one-stop-shop for anyone looking to make the most effective product recommendations in the market. Practical sessions with tutor included
- Starts 13th **September**

<https://academy.bloomreach.com/page/engagement-product-recommendations>

- Bespoke consulting package - **AI - Recommendations** - please reach out to your CSM
  - Identify prerequisites via data audit
  - Define KPIs and goals
  - Optimizing existing and implementing new recommendation models
  - Structured outcome report



# Q&A and final notes



- Go to [slido.com](https://slido.com) and enter [#bestpractices2023](https://slido.com/join/#bestpractices2023)
- OR click on the link in the chat
- OR scan the QR code
- **Ask any questions!**
- **Please give us feedback in the poll**
- **Next session in June - Mobile messaging - in-app, app inbox and other mobile app features**





**Thank you**

The image features a dark blue background. In the lower-left quadrant, the words "Thank you" are written in a large, bold, white sans-serif font. On the far left, the word "BLOOMREACH" is written vertically in a smaller, white, all-caps sans-serif font. The right side of the image is decorated with thin, yellow geometric lines that form a series of overlapping, curved shapes, resembling a stylized 'B' or a series of connected arcs.