



Organize to Optimize: Perfecting Your Product Management Strategy



Introducing our hosts...





Team Introduction



Sammy Schwartz

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Agenda

1. Dynamic Categories
2. Dynamic Grouping & Group Merchandising
3. Bulk Rule Deletion



**Please add your
questions to the chat as
we go along, which
Brooke will be
monitoring!**

Dynamic Categories

Dynamic Categories

Dynamic Categories feature automates the category creation process by allowing you to **effortlessly curate product collections based on pre-defined criteria** without having to search through your entire product catalog.

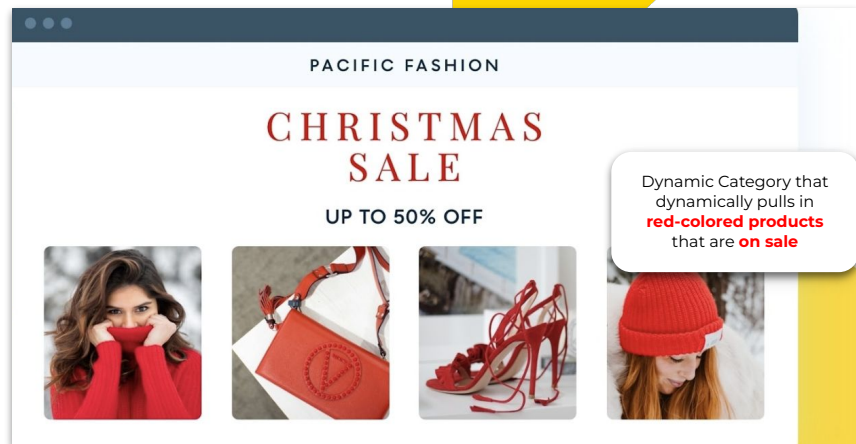
Currently only available on the Site Level. (Future iteration will allow you to create categories at the Account Level)

Problem

Customers use search results pages as makeshift "categories" or as promo/campaign pages. This impacts and muddies search performance data, making the data less reliable to utilize to draw conclusions about search performance

Solution

With Dynamic Categories, you can quickly and easily create a category that will either update products in real time or display the exact SKUs you wish to show your customer



Dynamic Categories

Key Benefits

- Saves time and effort in creating new categories
- Enables customer to categorize products dynamically based on certain product attributes
- Real Time Updates - reflects real-time changes in product attributes and conditions. As soon as a product meets the specified criteria, it is instantly added to the assortment. This ensures that the category is always up-to-date with the latest offerings and **eliminates the need for manual adjustments** or delays in updating the product selection.

Use Cases

- Quickly create a new category for a seasonal campaign or collection
- Create a New Arrivals category that will dynamically update with new products (newness attribute required)

Dependency for Enablement

- To access the desired Dynamic Category, you are required to build your own page to perform a Search API call on a page visit.
- Then, initiate an API request to Bloomreach Search API, indicating `request_type=search`, `search_type=category`, and `category_type=dynamic`.
- You'll also need to pass the generated Dynamic Category ID in the "q" parameter of the API call. Here's a sample Dynamic Category request.

Dynamic Category request

```
GET https://core.dxpapi.com/api/v1/core/?
account_id=<Bloomreach Provided Account ID>
&auth_key=jazzhands
&domain_key=example_com
&request_id=8830241055597
&br_uid_2=uid=7797686432023:v=11.5:ts=1428617911187:hc=55
&ref_url=http://www.example.com/home
&url=http://www.example.com/index.html?q=cat000922
&request_type=search #Value must be search for Dynamic Category API
&rows=20
&start=0
&fl=pid,title,brand,price,sale_price,colors,sizes,thumb_image,price_range
&q=<Dynamic Category ID>
&search_type=category
&category_type=dynamic
```




Where to Find Dynamic Categories

1. Navigation

→ Search & Merchandising > Dynamic Categories

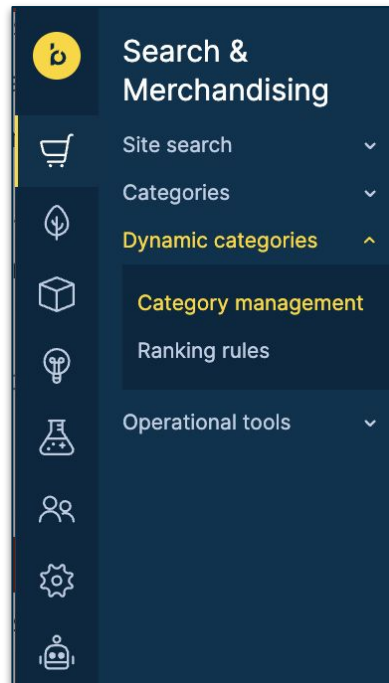
2. Select Your Desired Action

→ **Category Management:**

Define dynamic categories

→ **Ranking Rules:**

Merchandise dynamic categories





Define Dynamic Categories

1. Give your Dynamic Category a Name
2. Add Products
 - Choose to add products by either Configuring Conditions (using product attributes) OR adding products manually
3. Apply Conditions to Preview Recall Set
4. Save

**In this initial version, you can only create a rule based on Configurable Conditions OR Adding Products by ID, in future iterations you will be able to use a combination of the two

New category

Name

Name the Category

Add products

☒ Configure conditions

☐ Add products manually

Define Conditions or Manually Add Products

Configure conditions

☐ Match ANY of the following

☒ Match ALL of the following

category

matches any

116758 | Chairs / Furniture/Living Room Furniture/Chairs

--search for a category--

AND

color_groups

matches any

blue

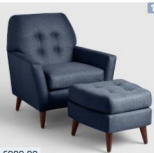
--search for a value--

+ Add filter condition

Apply conditions

Apply Conditions to Preview Recall Set

Products in this category



1

E999.99

Midnight Blue Tufted Arlo Chair and Ottoman Set

PID60593


Acc. RPV0

Acc. ATC2.71%

Acc. CR0%

Page Visits(---)

View More



2

E299.99

Azure Blue Textured Woven Abbott Chair

PID60366


Acc. RPV0

Acc. ATC0%

Acc. CR0%

Page Visits(---)

View More



3

E449.99

Textured Woven Randen Upholstered Chair with Wood...

PID59078


Acc. RPV8.90

Acc. ATC2.33%

Acc. CR2.33%

Page Visits(---)

View More



4

E179.99 E299.99

Midnight Navy Zadie Armchair

PID55798

Acc. RPV0

Acc. ATC---

Acc. CR---

Page Visits(---)

View More

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Merchandise Dynamic Categories

1. Merchandise your Dynamic Category with Ranking Rules

(the same process as other Categories, once you go to the product grid)

The screenshot displays the 'Product Grid' interface. At the top, there are tabs for 'Product', 'Attribute', and 'Insights'. The 'Attribute' tab is active, showing a 'Dynamic Category' dropdown set to 'brg_dyn_92u4xp971 - test 7'. Below this, there are sections for 'Include/Exclude Rules' and 'Boost/Bury Rules'. The 'Include/Exclude Rules' section shows a rule for 'category(1)' with value '116746' and operation 'Include Only'. The 'Boost/Bury Rules' section shows a rule for 'color_groups(1)' with value 'brown' and operation 'Bury', with a strength slider set to 100.0. On the right, there are tabs for 'Visual Editor', 'Changes', and 'External Changes'. The 'Visual Editor' tab is active, showing a grid of 8 products. Each product card includes an image, title, price, ID, and a 'View more' link. The products are: 1. Rustic Wood Brinley Fixed Dining Table (ID 65596), 2. White Wood Orrin Dining Table (ID 68292), 3. Espresso Arwen Pub Table (ID 67282), 4. Rectangular Wood Keaton Dining Table (ID 68283), 5. Black Teak Wood Althea Dining Table (ID 68274), 6. 3 Piece Breakfast Set (ID 8683), 7. Wood Farmhouse Extension Table (ID 48256), and 8. Wood and Metal Carlyle Adjustable Height Dining Table (ID 63167).

**Add to Recall is not available as a merchandising action, but you can add in 1000 products if you create the category based on a list of PIDs

**Dynamic Grouping is not available in Dynamic Categories



Note on Dynamic Categories

This feature is currently in Early Preview and we are no longer accepting customers to be added to this phase.

However the feature will be available to all customers in H1 2024*, so it is on its way!

Please reach out to your Account Manager or DXM for more information.

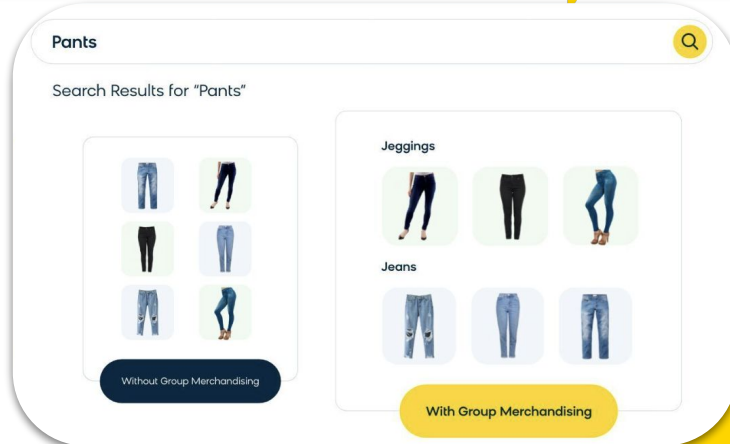
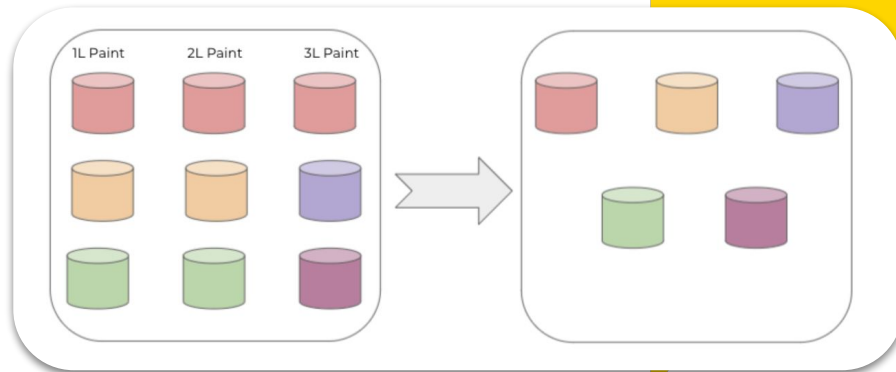
*Subject to change or delay

Dynamic Grouping & Group Merchandising

Dynamic Grouping & Group Merchandising

[Phase 1] Dynamic Grouping: Group products by brand, seller, type, or any other attribute, creating an easier browsing experience for buyers and making the most of the limited space in the product grid. Note that groups can only be defined by a single attribute.

[Phase 2] Group Merchandising: The ability to take those dynamic groupings and merchandise them, both among the groups themselves and within each individual group.



***To enable this feature, reach out to your DXM and Account Manager



Benefits

- **Efficient Browsing:** Group products on your search page or on your category page to reduce scrolling needed to see products. You can use different grouping attributes on different page types.
- **Dynamic Changes:** Products are grouped at run-time on the API request, allowing you to create changes dynamically instead of having to change anything in the product feed.
- **Flexible Control:** With Dynamic Grouping enabled, you'll still have the ability to not group products on search and category pages if you prefer to display some products independently.



Creating Dynamic Groups

(at a query level, can also be created at the Global Level)

1. Navigation

→ Once Dynamic Grouping is turned on, go to Search & Merchandising > Site Search > Ranking Rules

Search & Merchandising > Site search > Ranking rules

Account | homeoasis.bloomreach.com

Search ranking rules

Search...

Identifier	Variants	Enable	Last changed	Actions
<input type="checkbox"/> chairs	<input checked="" type="checkbox"/> 2	On	Dec 18, 2023 charu@bloomreach.com	Edit
<input type="checkbox"/> blue chair	<input checked="" type="checkbox"/> 2	On	Dec 18, 2023 charu@bloomreach.com	Edit
<input type="checkbox"/> dress for kids Read-only	<input checked="" type="checkbox"/> 2	In Testing	Dec 14, 2023 ashwin.lh@bloomreach.com	View
<input type="checkbox"/> white chair	<input checked="" type="checkbox"/> 1	<input checked="" type="checkbox"/>	Dec 12, 2023 tara.quinn@bloomreach.com	Edit

+ New rule

Search rule

Search rule with group-by



Creating Dynamic Groups

2. Group Results by an Attribute

- Enter the search term in the search query field
- Now go to the Attribute tab and click **Group-by attribute**. This opens up a list of product attributes to group the search results. Select the desired attribute and then click “Done”
- The Visual Editor now shows search results grouped by the selected grouping attribute. The groups are ranked based on the score of the best-performing product of the group, which is by default ranked at position 1 by the algorithm. Products within groups are ranked based on the score in descending order.

The screenshot displays the Bloomreach Product Grid interface. At the top, there's a search bar with 'Table' entered, and filters for 'Broad', 'Audience' (ALL (Default)), and 'Duration' (All Time). The 'Attribute' tab is selected, showing a 'Group-by attribute' dropdown set to 'collection_type'. A red callout box highlights the 'Visual Editor' section, stating: 'The Visual Editor shows results grouped by the chosen grouping attribute'. The results are grouped into four collections:

- 1 Ping Pong Table Collection**: Ping Pong Table Smoked Wood Gaming Table, Price: 6895.00, ID: qb13217446, ATC: 0%, RPV: 0.00, CR: 0%. (2 products)
- 2 Poker Table Collection**: Poker Table Smoked Wood Gaming Table, Price: 4995.00, ID: qb13217546, ATC: 0.01%, RPV: 0.00, CR: 0.01%. (1 products)
- 3 I'LI Take The Corner Table Collection**: I'LI Take The Corner Table Tuxedo Black And Whisper Of Gold Finish Occasional Table Set, Price: 3655.00, ID: qb13419023, ATC: 0.01%, RPV: 0.00, CR: 0.01%. (1 products)
- 4 Acrylic Collection**: Acrylic Nesting Table 3-Pc Table Set Display Stands, Price: 170.75, ID: qb1243036, ATC: 0.01%, RPV: 0.00, CR: 0.01%. (2 products)



Creating Dynamic Groups

3. Explore Products within Groups

→ Click the button at the bottom of the group to view the products in that group.


Visual Editor

Changes

External Changes 10

20 groups displayed | 7629 algo default groups

13 Farmhouse Collection



Farmhouse Gathering Table

801.79

ID qb13328741

ATC









0%

RPV

0.00


CR

0%



21 products

14 Newport Collection



Newport Corona Del Mar Center Table 01-0924-925C

2628.00

ID qb13266484

ATC









0.01%

RPV

0.00


CR

0.01%



74 products

15 Archivist Collection



Archivist Trestle Table With 2-18 Inch Leaves

1931.37

ID qb1230837

ATC




5.36%

RPV

0.00


CR

0%



4 products

16 Bolanburg Collection



Bolanburg Dining Room Table

519.33

ID qb1167487

ATC









3.28%

RPV

0.74

CR

0.14%



23 products

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Creating Dynamic Groups

3. Explore Products within Groups

→ You can also switch to a different product group using the dropdown at the top of the group view panel. After viewing the products, click Back to view the grid with all the groups.

Visual Editor

Changes

External Changes 10


21 products displayed | 21 algo default products

< Back

Group-by: collection_type :

Farmhouse Collection

1



Farmhouse Gathering Table


\$801.79 ID qb13328741

brand Liberty

collectio... Farmhouse Collection

colors white

2



Farmhouse Fixed Top Trestle Table


\$852.15 ID qb13328745

brand Liberty

collectio... Farmhouse Collection

colors white

3



Farmhouse Trestle Table


\$903.90 ID qb13328746

brand Liberty

collectio... Farmhouse Collection

colors white

4



Farmhouse Aged Whiskey Chairside Table


\$315.40 ID qb1240423

brand Legends Furniture

collectio... Farmhouse Collection

colors brown


5



Farmhouse Aged Whiskey Occasional Table Set

\$1114.00 ID ab1313949


6



Farmhouse Barnwood Occasional Table Set

\$1106.61 ID ab1313921


7



Farmhouse Barnwood Chairside Table

\$314.18 ID ab1313867

8



Farmhouse Barnwood Coffee Table

\$869.98 ID ab1313868



Merchandising Dynamic Groups

4. Merchandise Products within Groups

→ Click the + in the product card's top right corner. This opens up a dropdown with the available merchandising operations:

Boost to top: Rank the product at the 1st position in the group recall.

Bury to bottom: Hard bury the product in the group recall.









Block: Remove the product from the group recall.

→ **Sequential Lock** is also available to lock products in a desired order

Visual Editor | Changes | External Changes 10

21 products displayed | 21 algo default products

< Back | Group-by: collection_type : Farmhouse Collection

1  Farmhouse Gathering Table \$801.79 ID qb13328741 brand Liberty collection... Farmhouse Collection colors white	2  Farmhouse Fixed Top Trestle Table \$852.15 ID qb13328745 brand Liberty collection... Farmhouse Collection colors white	3  Farmhouse Trestle Table \$903.90 ID qb13328746 brand Liberty collection... Farmhouse Collection colors white	4  Farmhouse Aged Whiskey Chairside Table \$315.40 ID qb1240423 brand Legends Furniture collection... Farmhouse Collection colors brown
5  Farmhouse Aged Whiskey Occasional Table Set \$1114.00 ID qb1313949	6  Farmhouse Barnwood Occasional Table Set \$1106.61 ID ab1313921	7  Farmhouse Barnwood Chairside Table \$314.18 ID ab1313867	8  Farmhouse Barnwood Coffee Table \$869.98 ID ab1313868



Merchandising Dynamic Groups

5. Merchandise Product Groups

→ Click the three-dot icon in the group card's top right corner. This opens up a dropdown with the available merchandising operations:

[Group] Boost to top: Rank the group at the 1st position in the recall.

[Group] Bury to bottom: Hard bury the group in the recall.


[Group] Block: Remove the group and its products from the recall.

→ **Sequential Lock** is also available to lock your groups in a specific order

Visual Editor | Changes 6 | External Changes 10 | 100 groups displayed | 7629 algo default group

Group-by: collection_type


1 Ping Pong Table Collection



Ping Pong Table Smoked Wood Gaming Table


6895.00 ID qb13217446

ATC	RPV	CR
0%	0.00	0%



2 products

2 Poker Table Collection




Poker Table Smoked Wood Gaming Table

4995.00 ID qb13217546

ATC	RPV	CR
0.01%	0.00	0.01%

1 products

3 I'LI Take The Corner Table Collection




I'LI Take The Corner Table Tuxedo Black And Whisper Of Gold Finish Occasional Table Set

3655.00 ID qb13419023

ATC	RPV	CR
0.01%	0.00	0.01%

1 products


4 Acrylic Collection



Acrylic Nesting Table 3-Pc Table Set Display Stands

170.75 ID qb1243036

ATC	RPV	CR
0.01%	0.00	0.01%



2 products



Merchandising Dynamic Groups

6. Make Attribute Based Customizations on Groups

You can make attribute-level changes at the group level, but not within individual groups. For instance, when an attribute boost rule is applied, the products in every group will be given a boost first. Then, the groups will be re-ranked based on the top products within each group.

- Click “Create New Attribute Rules.”
- Now click “Product Description Attributes” to reveal the list of product attributes.
- Choose the desired attribute value that you’d like to boost/bury/include/exclude. In the case of boost/bury operations, set the strength of the attribute rule.
- Hit Done. The groups are now ranked as per the new attribute rule.

The screenshot displays the Bloomreach Visual Editor interface. On the left, a sidebar shows the 'Attribute' tab with options to 'Group-by attribute' and 'Group-by: collection_type', and a 'Create New Attribute Rule' button. The main area is titled 'Visual Editor' and shows 'Group-by: collection_type' with 10 external changes. It displays four product collections: Warnerton Collection (Warnerton Chocolate Power Reclining Sofa), Avondale Collection (Avondale Sofa Convertible in Sydney Ocean), Maryland Collection (Maryland Sofa Convertible in Heavenly Dark Sky Blue), and Miami Collection (Miami Sofa Convertible in Heavenly Linen). Each collection shows a product image, name, price, ID, and performance metrics (ATC, RPV, CR). A '20 groups displayed / 3234 algo default groups' indicator is in the top right.

Collection	Product Name	Price	ID	ATC	RPV	CR
Warnerton Collection	Warnerton Chocolate Power Reclining Sofa	1302.13	qb1209995	17.83%	4.93	0.39%
Avondale Collection	Avondale Sofa Convertible in Sydney Ocean	986.19	qb13291176	4.77%	11.67	1.2%
Maryland Collection	Maryland Sofa Convertible in Heavenly Dark Sky Blue	689.33	qb13291178	4.32%	0.00	0%
Miami Collection	Miami Sofa Convertible in Heavenly Linen	626.75	qb13291167	3.93%	0.00	0%



Merchandising Dynamic Groups

7. Review Changes

- To see a summary of the changes, you can go to the Changes tab and review all the merchandising operations applied to the groups
- Use the Preview functionality to see a preview of how the page will look.

Product Grid

Search Terms: Broad Audience Duration: Settings

Product Attribute

Group-by attribute

Group-by: collection_type

Add Additional Attribute Rule

Boost/Bury Rules

colors(1)

antique white x

Operation: Boost

Strength: 61.4

Visual Editor | Changes 10 | External Changes 10

19 groups displayed | 3234 algo default groups

Group-by: collection_type

1 Gorsedd Collection

Gorsedd Sofa

2809.28 ID qb1236220

ATC 4.24% RPV 0.00 CR 0%

3 products

2 Barn Door Collection

Barn Door Sofa Table In Antique White

380.15 ID qb13387337

ATC 0.01% RPV 0.00 CR 0.01%

6 products

3 Arlington Collection

Arlington Sofa Table

296.50 ID qb1237081

ATC 0.01% RPV 0.00 CR 0.01%

2 products

4 Ariolo Collection

Ariolo Sofa Table

342.29 ID qb13262753

ATC 0.01% RPV 0.00 CR 0.01%

1 products

Bulk Rule Deletion



Bulk Operations Support for Ranking Rules

You can now Enable, Disable, or Delete multiple Ranking Rules at once by selecting them.

Problem

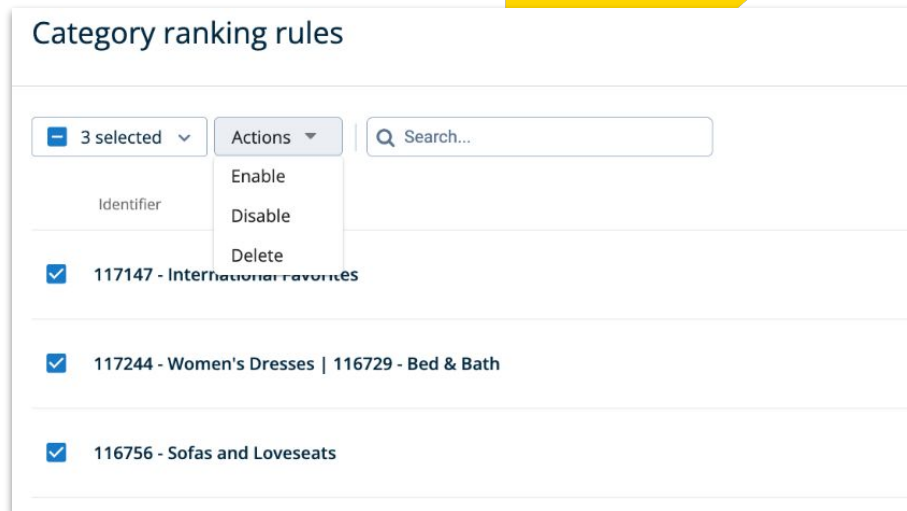
- On a large merchandising team where everyone is often working at full capacity, old rules are easily forgotten and can end up having a negative impact on conversion. However, it can be time consuming to delete each old rule individually

Key Benefits

- Available at the Global or Query/Category level
- Save time when working with a large number of rules simultaneously

Use Cases

- Clean up old Ranking Rules in bulk
- Disable seasonal ranking rules in bulk



Q&A

Thank you

The background is a solid dark blue. On the right side, there are several thin, yellow, curved lines that sweep across the space, creating a modern, abstract design.