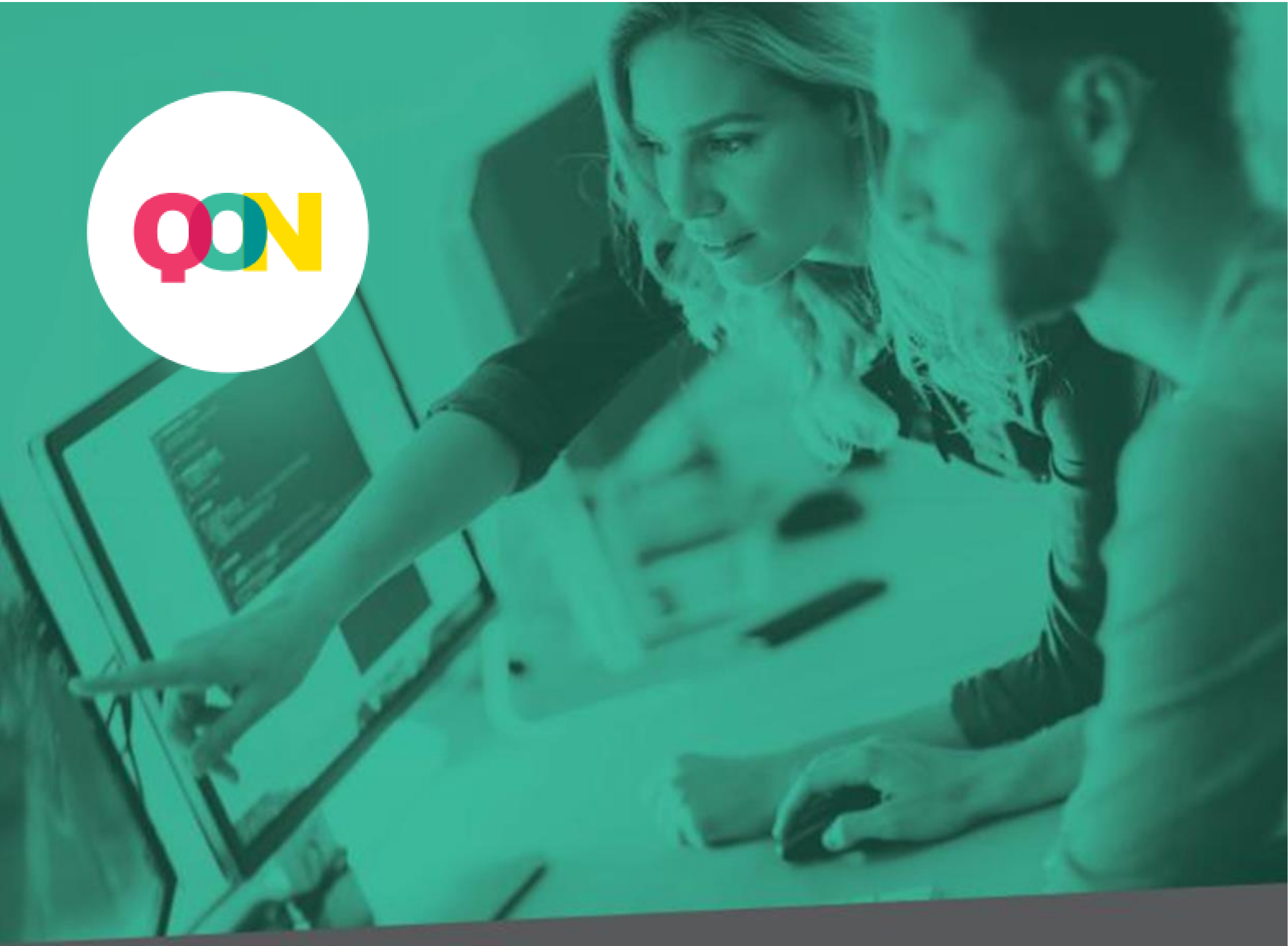


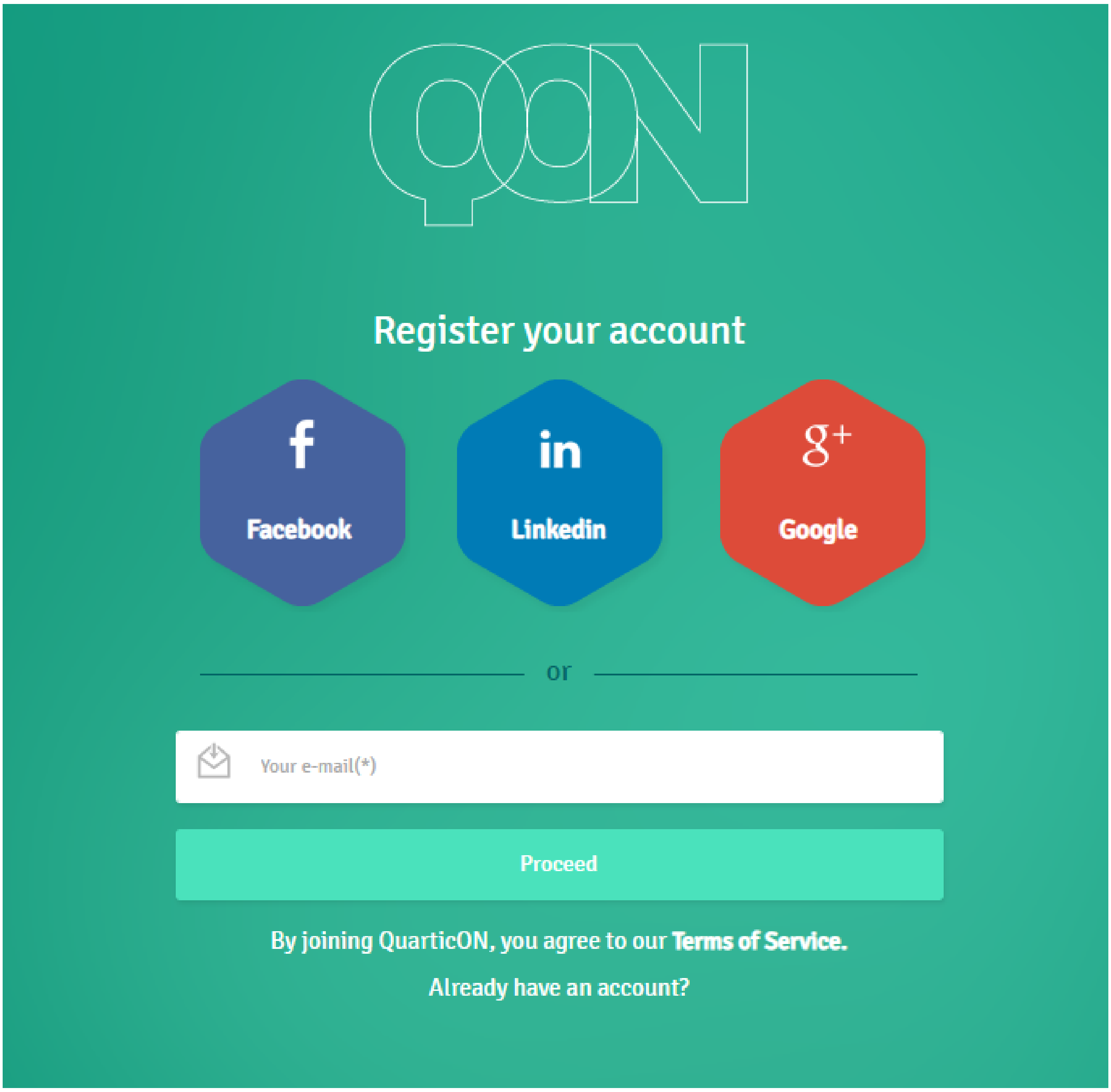
Implementation of the recommendation system

Technical documentation

QUARTICON
sales & marketing personalization cloud

1

Create an account in the Customer's Panel: https://cp.quarticon.com/register/stepone .

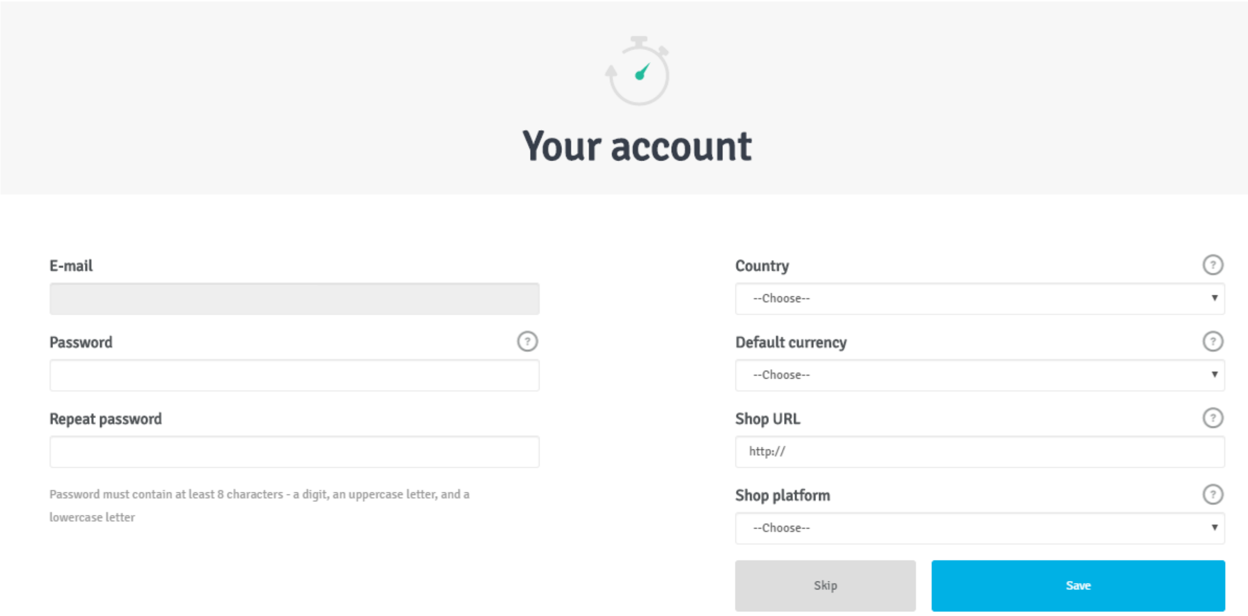


2

After logging in you can use the tutorial which will guide you through the basic functions of the Panel in a few simple steps.

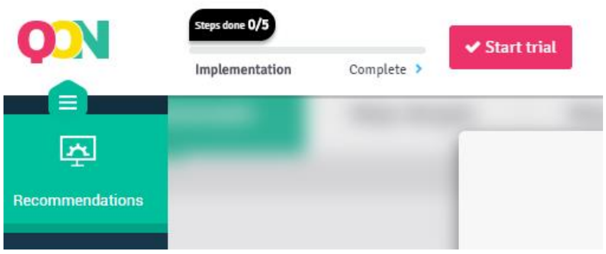
3

After going through the tutorial (or missing this step) you need to fill in your account details.



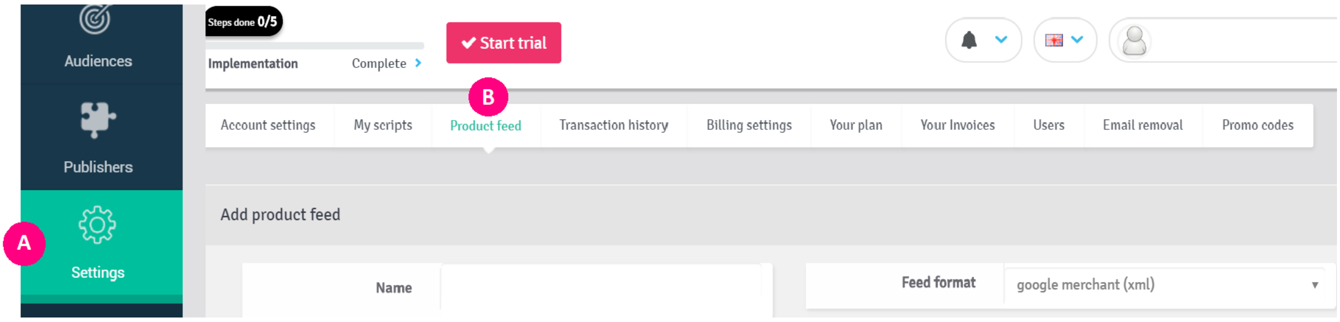
4

A recommendation frame creation window will appear. If you do not have a precise vision of how the recommendation frames should look like on the site, we recommend you to leave this step for later and go to the *Settings* panel on the left side (A).



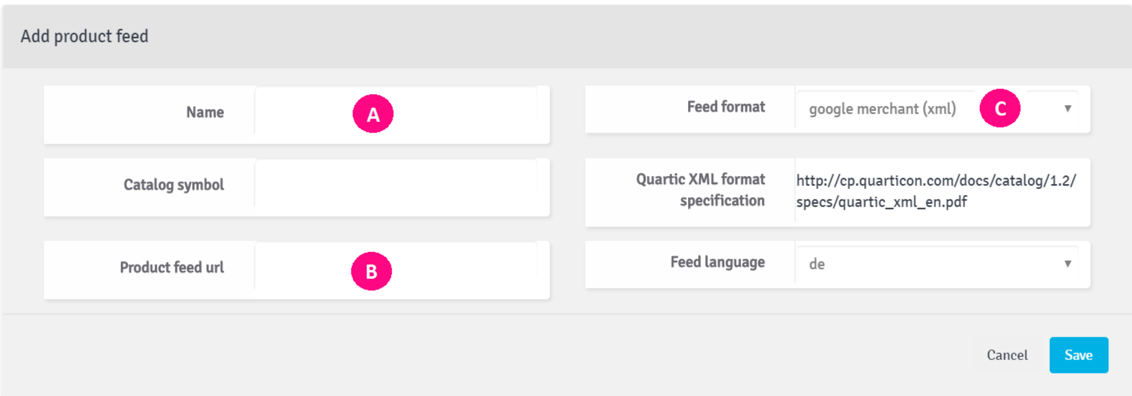
5

The next step is to set the product catalogue on which the system will be based.
To do this, in the *Settings* tab on the left side of the Panel (A), select the Product Feed (B) option.



6

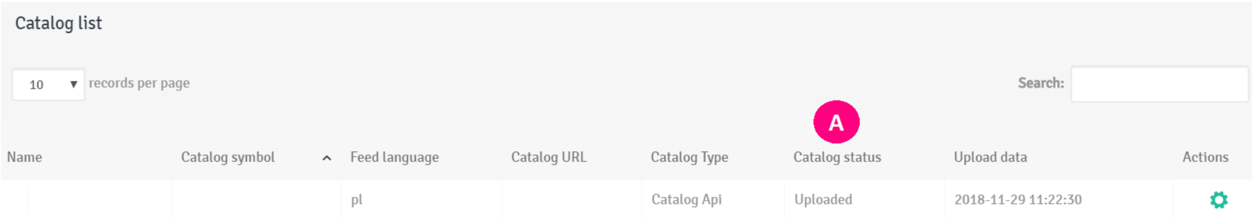
Complete the name (A) and paste the link to the catalogue (B), and then select its format (C):



If you have a Google Merchant or Ceneo catalogue, you can immediately provide a link to one of them. If you do not have these catalogues, please prepare your own one according to our specifications:
https://cp.quarticon.com/docs/catalog/1.2/specs/quartic_xml_en.pdf .

7

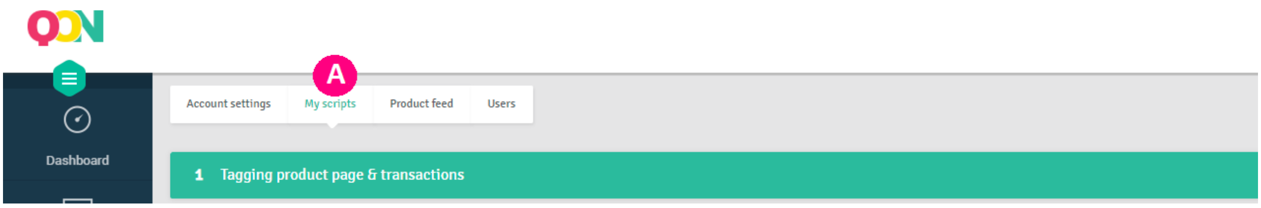
After providing the link to the catalogue and clicking on Save, you can track the status of the operation. The file will be checked by us and you will find out from the status whether the catalogue has been accepted or whether there are problems with its validation (A).



If the file has been accepted, the status will change to "During processing" and finally to "Uploaded". If problems occur during processing, the status "Error" will appear. Then check the file or contact our team to help identify the source of the problem.

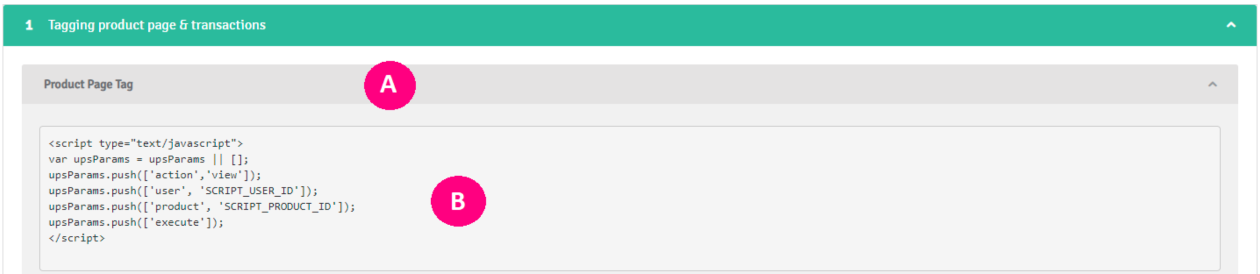
8

Then go to My scripts (A). You will find there the main engine code, which must be placed on each subpage of the shop, as high as possible in the following section `<head>`.



9

Now proceed to step 1. Registration of data from the page (**A**), copy the script available in the Product Data section (**B**) and place it on the product card in such a way that it is triggered on each product page.

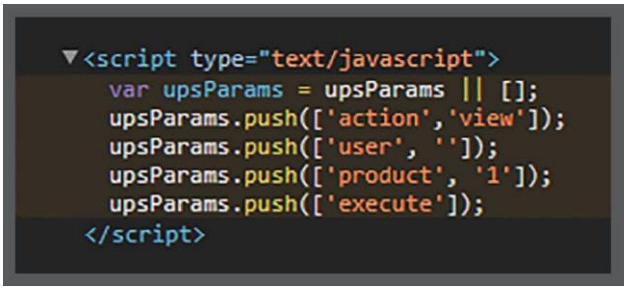


Then complete the script with variables:

> `SCRIPT_USER_ID` – the variable is optional. It is an identifier assigned by the shop platform after logging in as a customer. If `user_id` (unique customer identifier) is available, insert it here. If not, leave the string blank.
>
> If logging in as a client is not possible, you can remove the entire line from the code.

> `SCRIPT_PRODUCT_ID` – the variable is obligatory. Please enter your product ID here. Remember that the given ID should match the ID in the catalogue.

At this stage you can verify that the script is working properly. To do this, go to the product tab, open the source page and check if there is any code added.



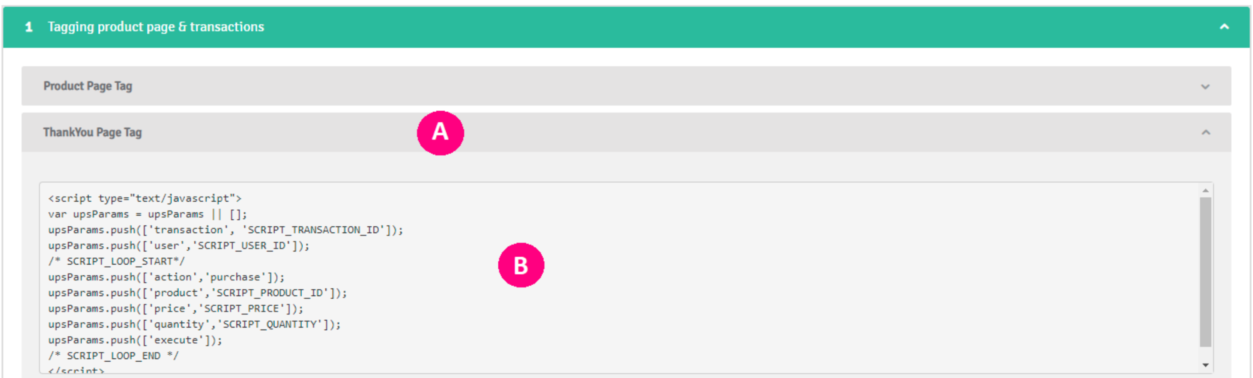
You can also go to the **Network** (**C**) section of the Dev Tools tool and check if it contains request `t.php` (**D**)*.

* This description refers to Google Chrome browser.

10

Go to Transaction Data Collection (**A**).

The script (**B**) shown there should be placed on the *Thank you* page (visible after the purchase).



Then complete the script with the required variables:

> `SCRIPT_TRANSACTION_ID` – the variable is obligatory. Please provide us with a unique transaction identifier here.

> `SCRIPT_USER_ID` – the variable is optional. If after logging in the shop as a customer `user_id` is available, insert it here. If not, leave the string blank.

> `/* SCRIPT_LOOP_START*/` – at this point, a loop should be created, which will jump over all purchased products and extract from them the data described below:
>
> > `SCRIPT_PRODUCT_ID` – the variable is obligatory. The ID of the purchased product should be provided here. Remember that the ID should match the ID given in the catalogue.
> >
> > `SCRIPT_PRICE` – the variable is obligatory. This is the unit price of the product purchased.
> >
> > `SCRIPT_QUANTITY` – the variable is obligatory. This is the quantity/number of items purchased.
>
> `/* SCRIPT_LOOP_END */` – closing the loop.

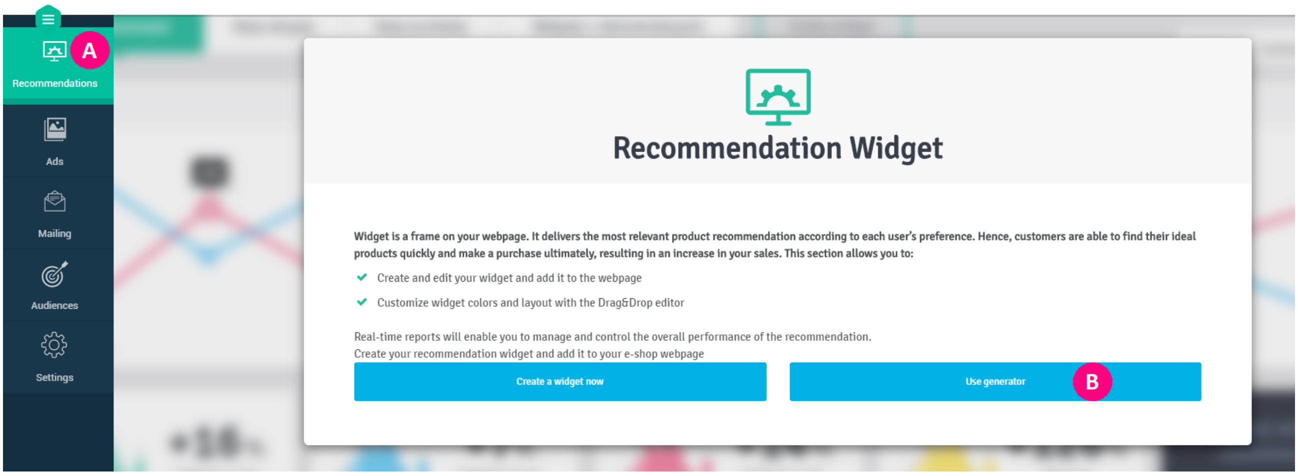
To verify the correct work of the script, check if the completed code appeared in the source page.

If all required variables have been correctly defined and the script has run, a request `t.php` (**D**)* should appear in *Network* (**C**).

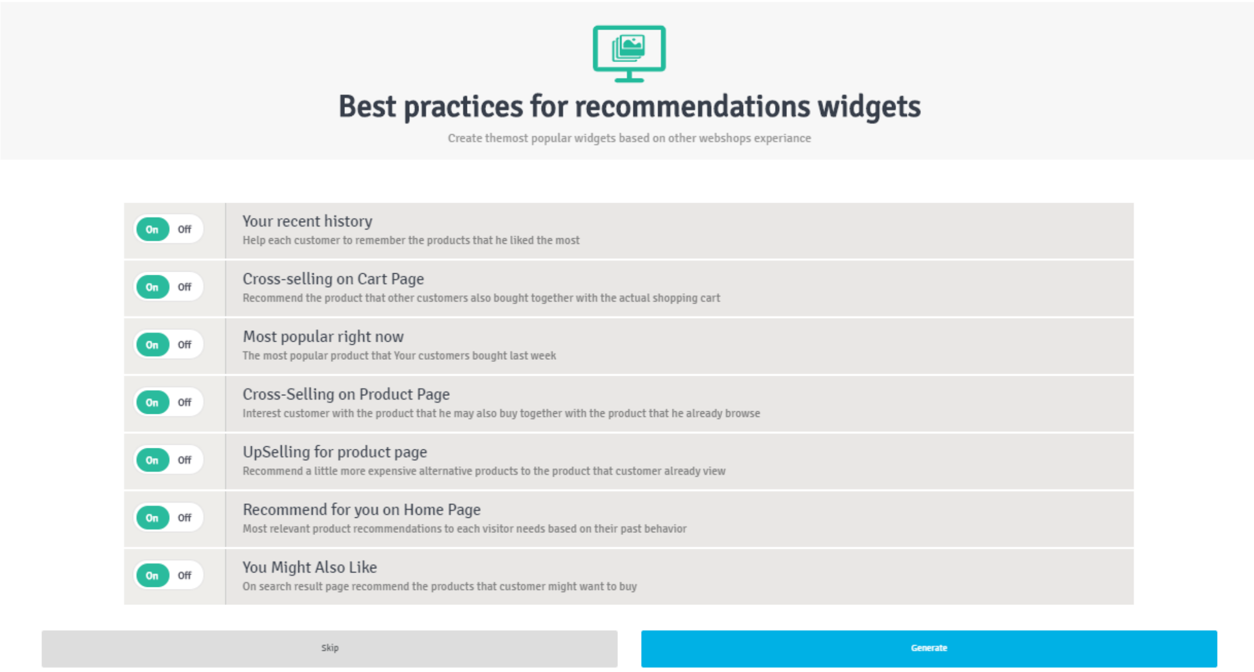
* This description refers to Google Chrome browser.

11

The next step is to place frames on the page. Return to the **Recommendations** tab (**A**). If you already have a specific vision of how the frames should be placed, you can create recommendation frames from scratch. If not, we suggest creating recommendation frames based on our best practices (**B**).



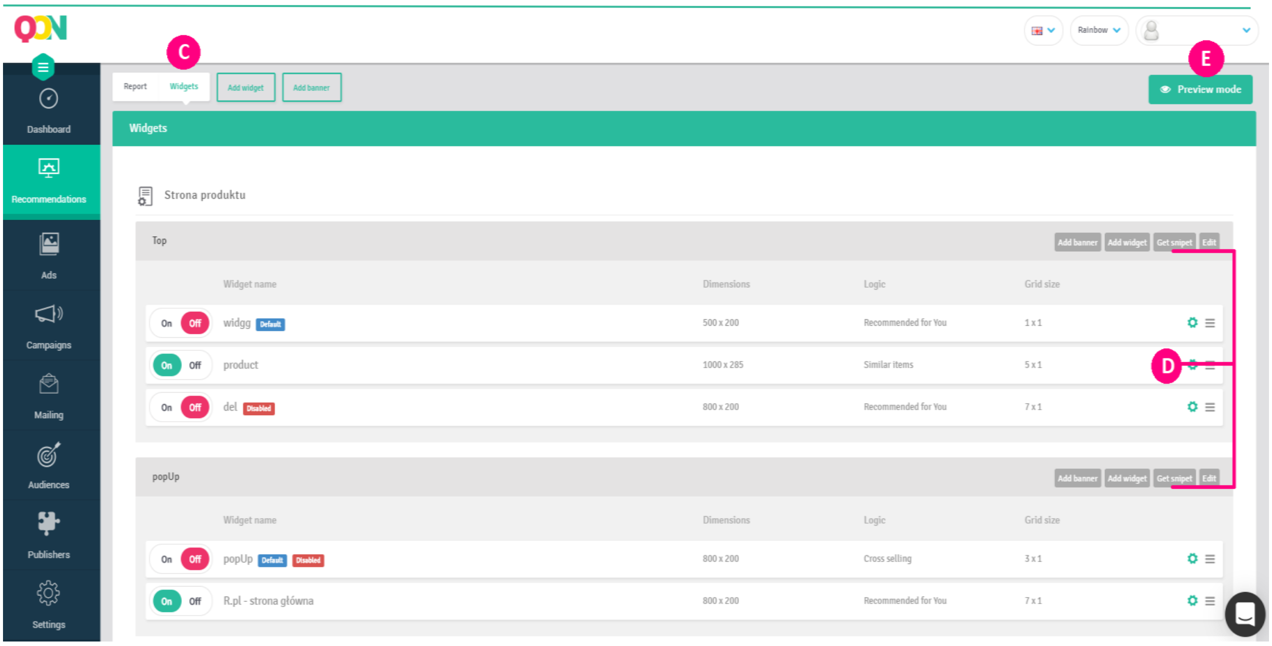
Simply select the frames you want to place on the page and click on Create to automatically generate recommendation frames.



After the generation is completed, go to the Recommendation frames tab, which can be found at the top of the page (**C**). A list of created recommendation frames will be displayed there.

To insert the recommendation frame on the page, click on the Download snippet button that is located next to each frame (**D**) and copy the code. Then insert the code to the final destination on the page where you want the frame to appear.

Go to preview mode. To do this, click on the Preview Mode button in the top right corner of the Panel (**E**). Browsers like to block it, so please make sure your browser does not block pop-up windows. If everything goes as it should, you will be redirected to your website where an additional label will appear - a frame which should already be displayed at the destination. The described steps should be repeated for each frame, placing its code on the appropriate page.



12

In the next step, add the parameter (`data-product`) in the frame snippet on the product page, which is responsible for transferring the product ID. Thanks to this, the products recommended in the frames will be adjusted to the products currently under review.

> For example:
>
> ```
> 
> ```

13

The same should be done on the shopping cart page. Insert the parameter `data-products`, in which we will forward the ID of the products in the shopping cart.

> Finally, the snippet will look like this:
>
> ```
> 
> ```

14

If you want our frames to be filtered to a specific category, you should provide the `data-filter` parameter in our frame and enter the category ID in it. It is important that the ID corresponds to the one given in the catalogue.

> For example, if you are on the "Footwear" category page, which has an assigned category number "10", then the `data-filter` must contain exactly this number:
>
> ```
> 
> ```

15

The last stage will be to adjust the appearance of our frames to the layout of the website. This can be done using the built-in Drag&Drop tool which allows you to freely edit the design of recommendation frames.

More advanced styling using HTML, CSS and JS is also possible. At this address you will find an article describing when and how to use it: “HTML or JavaScript recommendation frame”.

16

There is also an option to supply our engine with historical data. At the start of the project, the quality of the recommendations will increase. More information can be found at the link: http://img.quartic.com.pl/help/Transaction-history_QON_EN.pdf.

QuarticOn S.A.

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