

Dotdigital Integration Guide

Fast Simon smart AI cross-sell recommendations integrate with Dotdigital for highly targeted and personalized marketing and retargeting emails.

The guide below includes set up instructions and best practices for using our integration.

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Background

Personalized recommendations are powerful for retargeting email campaigns.

Fast Simon provides personalized recommendations based on:

- Shoppers behavioral activity in search and collection pages.
- Smart AI recommendation engines for semantic and visual product data
- Smart AI personalization engine

Growth opportunities

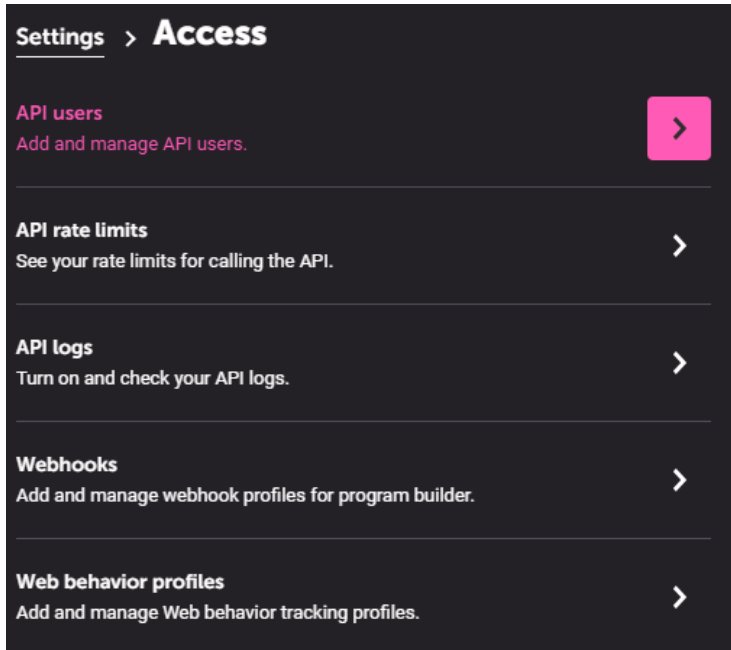
- Retarget your audience based on their last session
- Provide accurate, personalized recommendations on every email sent to your shoppers.
- Create groups of shoppers that can be targeted according to their interest (gender, style, season, specific needs such as maternity or occasion)
- Use the shopper's search query as a retargeting opportunity.
- Catchy and accurate email content: "You searched for "{shopper's query}", here are more items you might like"

Integration

Enabling the Dotdigital Integration on the Fast Simon Dashboard

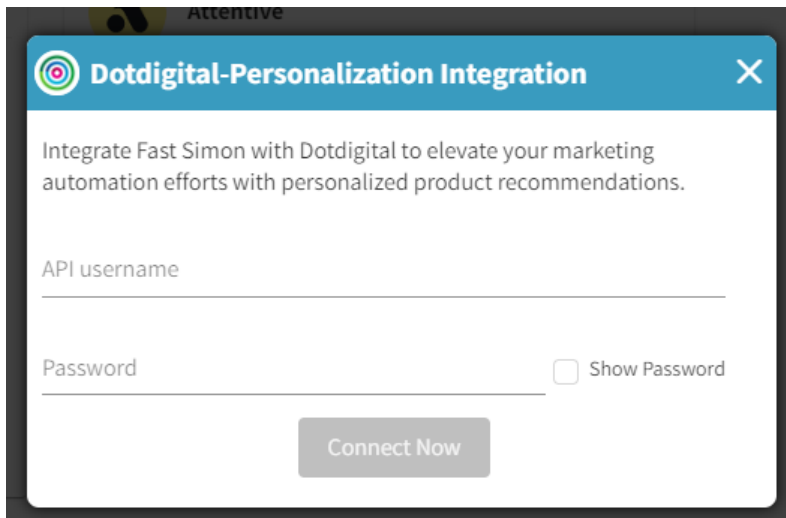
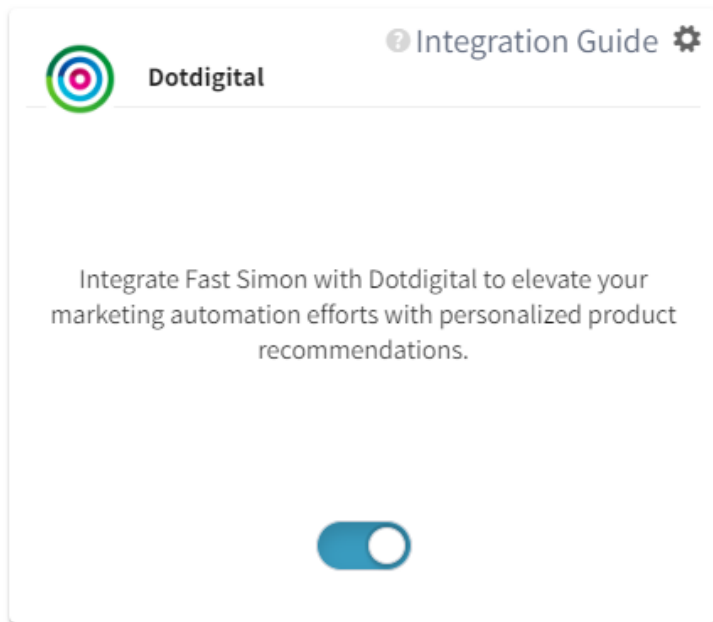
Follow these steps in order to connect Dotdigital with Fast Simon:

1. Open the Dotdigital Dashboard to find your account details in the Access page.

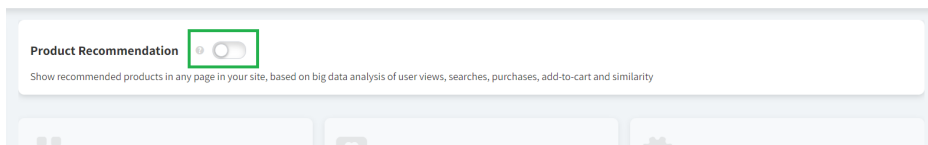


2. Create a New API user with the rate limiting set to 'Tiered' in Dotdigital (More on API users: <https://support.dotdigital.com/en/articles/8199489-create-an-api-user>)

2. Open the Fast Simon Dashboard and head to the Integrations section.
3. In the Marketing section, enable Dotdigital and add User Name, Password



4. In the Fast Simon Dashboard Upsell & Cross-sell section enable Product Recommendations:



Enabling Dotdigital's web behavior tracking

Install Dotdigital's web behavior tracking.

For Shopify::

<https://support.dotdigital.com/en/articles/8199734-add-web-behavior-tracking-to-your-shopify-store>

For rest of the platforms:

<https://support.dotdigital.com/en/articles/8199234-install-web-behavior-tracking>

You are all set!

In about an hour you will be able to see the new Fast Simon recommendations, that's a great time to read the sections below that will provide more details on how to use them.

Fast Simon Components

This integration creates a new Insight data "FastSimon". Every time a logged in shopper searches and clicks on a product, the metric will log that data and automatically generate unique AI based **Recommendations** that you can use in Dotdigital products (email campaigns, triggered emails).

FastSimon Insight Data:

- Recommendations (list of recommended products)
- RecommendationsSource (the source of the Recommendations in the customer profile, possible values: "Searched with Fast Simon" or "Browsed with Fast Simon")
- LastSearchQuery
- LastProductViewedFromSearch
- LastProductViewedFromCollection
- LastViewedCollection
- LastSearchResultsURL
- LastCollectionURL

Recommended Products and Last Viewed Product available fields:

- ItemPrice
- ProductURL
- ProductID
- ProductName
- ImageURL

The insight data can be accessed in email templates using Liquid markup block.

Basic Liquid markup block example (it will generate a grid with the recommended products images and a link to product page):

```
{% for r in contact.insight.FastSimon %}
  {% for rec in r.recommendations %}
    <h3> {{ rec.productname }} </h3><br>
    <a href="{{ rec.producturl }}">
      
    </a>
  {% endfor %}
{% endfor %}
```

More on Dotdigital Liquid:

<https://support.dotdigital.com/en/articles/8198939-personalisation-with-liquid-overview>

The recommendations are generated per shopper, per session, and can be seen in your contact insight data under “**FastSimon**” insight data “reccomendation_data” record at any time:

Overview

Data fields

Marketing preferences

Activity

Insight data

FastSimon

Search

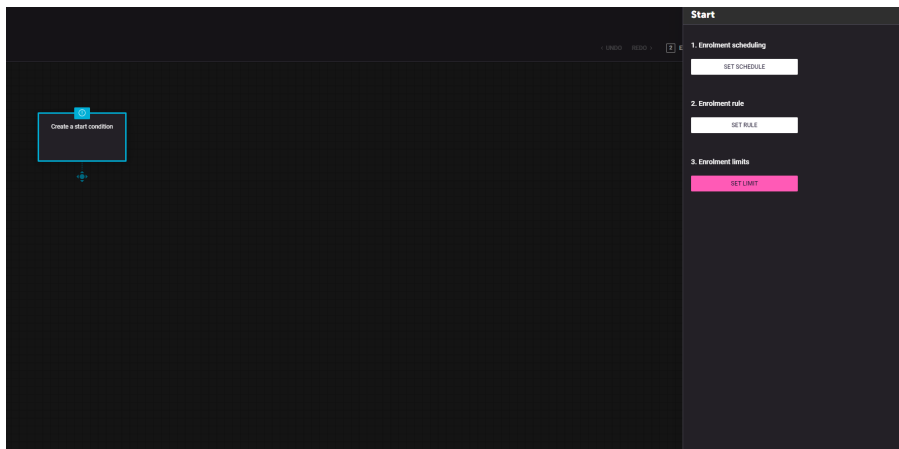
recommendations_data

Name	Value
Record	
recommendations	
recommendations 1	
productid	8665140756786
productname	The Videographer Snowboard
itemprice	885.95
producturl	isp-dotdigital.myshopify.com/products/the-videographer-snowboard
imageurl	https://cdn.shopify.com/s/files/1/0821/8725/6114/files/Main_large.jpg?v=1693472369
recommendations 2	
productid	8665140789554
productname	The Collection Snowboard: Hydrogen
itemprice	600
producturl	isp-dotdigital.myshopify.com/products/the-collection-snowboard-hydrogen
imageurl	https://cdn.shopify.com/s/files/1/0821/8725/6114/products/Main_0a0b01b-9021-48c1-80d1-a8ab4876d3d_large.jpg?v=1693472368
lastviewedcollection	all
lastcollectionurl	https://isp-dotdigital.myshopify.com/collections/all
recommendationsource	Browsed with Fast Simon
lastproductviewedfromcollection	
productid	8665140986162
productname	The Inventory Not Tracked Snowboard
itemprice	949.95
producturl	isp-dotdigital.myshopify.com/products/the-inventory-not-tracked-snowboard
imageurl	https://cdn.shopify.com/s/files/1/0821/8725/6114/products/snowboard_purple_hydrogen_large.png?v=1693472368
hasrecommendations	true

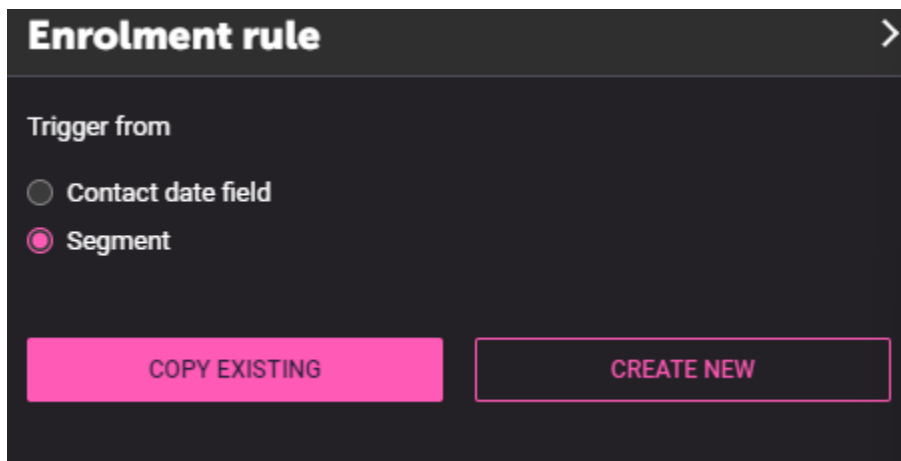
Abandoned Search Program

A Shopper visited your store, searched for “query” and then left without placing an order. The last searched term can now be used for recommending the shopper which items they might want to check out again.

Create a new program and create a new start condition:



1. Select your preferred Enrolment scheduling.
2. Set your Enrolment rule to Segment and press CREATE NEW:



3. Name the rule “Searched With Fast Simon”
4. Drag insight data block into the block named:
“Include contacts that match any of the rules in this group”

- Set the filter as the following:

Insight data

FastSimon

Contact filter ?

☒ Number of ☐ Total of ☐ Average of

The number of records is equal to 1

Record filters ?

hasrecommendations is equal to Yes

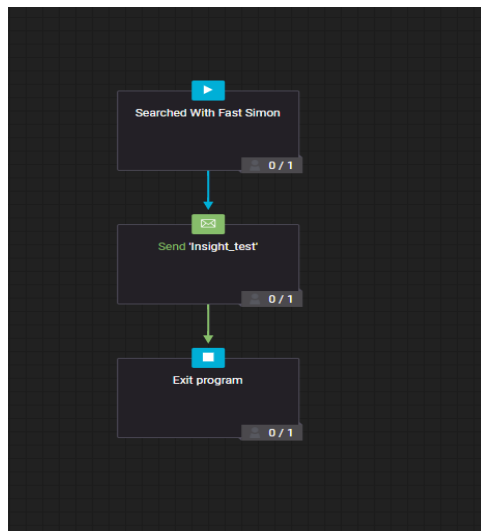
and recommendationssource is equal to Search with Fast Simon

and Select data field

OKAY CANCEL

- Set your desired Enrolment limits

Once the start condition is set, continue and set the rest of the program as you desire. An example of a program that send an email with the liquid markup block mentioned in the previous section:



Abandoned Collection Program

A Shopper visited your store, browsed a collection then left without placing an order. Similarly to the Abandoned Search Flow, you can use the last viewed collection and the Fast Simon recommendations to retarget the shopper according to their implicit intent.

Similar to the abandoned search program, set up the enrolment rule segment as the following (replace “Search with Fast Simon” with “Browsed with Fast Simon”):

The screenshot shows the 'Insight data' configuration window. At the top, there is a dropdown menu set to 'FastSimon'. Below this is a 'Contact filter' section with a help icon. It contains three radio buttons: 'Number of' (selected), 'Total of', and 'Average of'. Underneath, a rule is defined: 'The number of records' followed by a dropdown 'is equal to' and a text input '1'. Below the contact filter is a 'Record filters' section, also with a help icon. It contains two filter rules connected by an 'and' operator. The first rule is 'hasrecommendations' followed by a dropdown 'is equal to' and a dropdown 'Yes'. The second rule is 'recommendationsource' followed by a dropdown 'is equal to' and a text input 'Browsed with Fast Simon'.

Other Flows using Fast Simon Recommendations

You can use Fast Simon recommendations on any program\campaign you are already using, or would like to create in the future.

Campaigns using Fast Simon Recommendations

Similar to programs, you can use Fast Simon Recommendations in campaigns.

Accessing Fast Simon's recommendations done in the same way using Liquid markup.

Best Practices

AB Testing

- We recommend testing different wording for your emails using our components. Check if your shoppers like that you included the searched query in the email subject or within the emails text, and let us know what you found out.

Additional information

- *This section is under construction and will be updated soon!*