

Reccodo – Getting Started Guide

This document will describe the structure of the product feed as well as provide guidelines on how to embed the Reccodo script to your website.

PRODUCT FEED INFORMATION

The product feed from your website, will provide Reccodo with accurate information about your product range and will enable an effective content analysis.

The feed should be in either XML or JSON format. Please find examples at the end of the present document.

General Requirements

In general, your file must meet the following criteria:

- It must be available online, publicly accessible, and retrievable by a HTTP GET request.
- It must match the structure described below and all required fields should be filled in.
- There should not be any duplicate products. Duplicates may affect the quality of the results. Products are identified by their unique_id.
- Prices should include V.A.T.
- If you support multiple languages or multiple pricelists under the same domain, you need to create a separate product feed for each case and mark it accordingly in the dashboard.

You can use our [product feed validator](#) to check for errors and compliance issues. The error report will provide good indications on how to fix your errors.

Important! All products in the product feed may be recommended to the customer.

Attributes

The table below analyzes all the attributes that are accepted for each product by Reccodo. Optional fields, although not affecting the functionality of our recommendation algorithms, can significantly **improve** their performance if provided.

Reccodo – Getting Started Guide

NAME	TYPE	LENGTH	REQUIRED	EXAMPLE	COMMENTS
unique_id	String	255	Yes	4567321	
title	String	255	Yes	SuperGlasses X3 Black	Short description of the product
image	String	200	Yes	http://www.mystore.com/product/4567321.jpg	The most representative image of the product
price_with_vat	Decimal	–	Yes	134.66	Don't include currency sign
url	String	200	Yes	http://www.mystore.com/prod/4567321	
category	String	255	Yes	Eyewear > Smart Devices	Demonstrate Category tree with ">"
description	String	-	No		Detailed description of the product.
category_id	String	255	No	1567,1567SF, ...	Comma Separated Values. If applicable, will enable category recommendations
in_stock	Boolean	-	No	{true, false}	
manufacturer	String	70	No	SuperGlasses	
mpn	String	100	No	ZHD321	manufacturer identifier of the product
weight	Integer	–	No	140	
color	String	50	No	Black	
size	String	255	No	XL, L, M, S	All the available sizes for the product.
old_price_with_vat	Decimal	–	No	185.99	If product on offer, this is the original price.
optional_note	String	50	No	On offer until 2/3	

Reccodo – Getting Started Guide

PRODUCT EXTRA FEATURES

For JSON product feed, Reccodo supports the digest of custom product attributes that will provide to the shop owner greater flexibility when building strategies for recommendation, additional index info for search, and extra content for recommendation models.

NAME	TYPE	REQUIRED
extras	JSON	No

EMBED TRACKING SCRIPT

The embed script enables the data exchange between your website and Reccodo. The script needs to be present on every page similarly to analytics scripts such as Google's, hence we suggest including it in a main page template, if one is available.

We recommend placing the code in <head> section of the site or at least on top of the <body> so that it is loaded before a page is rendered on a browser. The script will load asynchronously and will not affect your page load time.

Please copy & paste the following:

```
<script>(function(d, s, id) {  
    var js, sjs = d.getElementsByTagName(s)[0];  
    if (d.getElementById(id)) return;  
    js = d.createElement(s); js.id = id;  
    js.type = 'text/javascript';  
    js.async = true;  
    js.src = "https://app.reccodo.com/static/js/reccodo.min.js";  
    sjs.parentNode.insertBefore(js, sjs);  
})(document, 'script', 'reccodo-js');  
</script>
```

Reccodo – Getting Started Guide

PAGE TAGGING

Page Tagging enables accurate user tracking throughout the website and proper recommendation rendering based on optional features.

If you support multiple pricelists the following should be present on every page.

```
<div class="sbl_i" style="display:none">
  <span class="price_tag">XXX</span>
  <span class="price_lang">el</span>
</div>
```

Tag and language values should match the respective values in the dashboard.

CATEGORY PAGE TAGGING

In category pages (a.k.a product list) you should add the respective “category” or “category_id” as declared in the product feed.

```
<div class="sbl_i" style="display:none">
  <span class="category_id">XXXXXX</span>
  <span class="price_tag">XXX</span> <!-- optional -->
  <span class="price_lang">el</span> <!-- optional -->
</div>
```

PRODUCT PAGE TAGGING

In product pages you should add the respective product id that matches the “unique_id” attribute in the product feed.

```
<div class="sbl_i" style="display:none">
  <span class="prod_id">XXXXXX</span>
  <span class="price_tag">XXX</span> <!-- optional -->
  <span class="price_lang">el</span> <!-- optional -->
</div>
```

Reccodo – Getting Started Guide

BASKET TRACKING

Tagging shopping cart aims to improve overall recommendation performance, analyze and produce frequent item sets to increase basket value and track abandoned carts to retarget customers.

On each page that contains a shopping cart – including the mini-shopping cart modal usually placed on the top right-hand corner - you should add the following snippet in the page, with the products that are **currently in the basket**. Basket tracking should be activated after the submission of the product feed.

```
<div class="scibyl_cart" style="display:none">
  <div class="scibyl_cart_item">
    <span class="product_id">XXXXXX</span>
    <span class="quantity">2</span>
    <span class="unit_price">501.30</span>
    <span class="currency_code">EUR</span>
    <span class="size">M</span>
  </div>
  <div class="scibyl_cart_item">
    <span class="product_id">YYYYYY</span>
    <span class="quantity">3</span>
    <span class="unit_price">61.50</span>
    <span class="currency_code">EUR</span>
    <span class="size">M</span>
  </div>
  .
  .
</div>
```

In the order confirmation page (the page where the user lands after a successful purchase), you should **replace** it with the following snippet to confirm the purchase.

```
<div class="scibyl_cart_purchased" style="display:none">
  <div class="scibyl_cart_item">
    <span class="product_id">XXXXXX</span>
    <span class="quantity">2</span>
    <span class="unit_price">501.30</span>
    <span class="currency_code">EUR</span>
    <span class="size">M</span>
  </div>
  <div class="scibyl_cart_item">
    <span class="product_id">YYYYYY</span>
    <span class="quantity">3</span>
    <span class="unit_price">61.50</span>
    <span class="currency_code">EUR</span>
    <span class="size">M</span>
  </div>
  .
  .
</div>
```

Reccodo – Getting Started Guide

If the webpage is built as a single page application, or the cart is changing dynamically, you may update the basket by calling the following JS function:

```
<script>
var b = new Basket();
b.basket_update();
</script>
```

EMBED WIDGET

Upon creating your account at Reccodo, you should configure the recommendations widgets. There are several widget types that you can choose from, each of them carrying a separate configuration.

1. Homepage recommendations
2. Product Related Recommendations
3. Category Recommendations (*category_id should be present in product feed)
4. Frequent Item set (Bundles)
5. Checkout page recommendations

For each of them you should reserve a space in your website for Reccodo to present them. This is done by adding a snippet like the following in the HTML.

The exact snippet will be **autogenerated** in the dashboard when you create a widget.

```
<div id="sbl_recommendations" data-widget-uid="....." data-widget-type="....."></div>
```

Reccodo – Getting Started Guide

ADD TO CART SUPPORT

Regarding the “add to cart” functionality, Reccodo approaches the issue as follows.

Reccodo's recommendations are "living" within an iframe of our host domain. So, the safest way to communicate with the host is through the `postMessage` API of the browser.

The host should listen to an event and add the respective items to cart.

Reccodo Snippet:

```
window.parent.postMessage('{"basket_prod_ids":"' + prod_unique_ids + '"}', domain);
```

Example payload:

```
'{"basket_prod_ids":"a,b,c"}'
```

Host should be able to listen to the message with following JS code:

```
function receiveMessage(event){
    if (event.origin !== 'https://app.reccodo.com') ||
        (event.origin !== '<HOST_DOMAIN>')
        return;
    var results = JSON.parse(event.data);

    if (results['basket_prod_ids']) {
        var basket_prod_ids = results['basket_prod_ids'].split(',')
        // client code to add the items to cart
    }
}
window.addEventListener("message", receiveMessage, false).
```

Reccodo – Getting Started Guide

XML EXAMPLE

```
<?xml version="1.0" encoding="UTF-8"?>
<store>
  <products>
    <product>
      <unique_id>322233A</unique_id>
      <title>MadBiker 600</title>
      <image>http://www.mystore.com/product/322233A.jpg</image>
      <price_with_vat>322.33</price_with_vat>
      <url>http://www.mystore.com/product/322233A</url>
      <category>Sports > Extreme Sports</category>
      <category_id>category_id1,category_id2</category_id>
      <manufacturer>SuperGlasses</manufacturer>
      <mpn>ZHD332A</mpn>
      <ean>9780471117094</ean>
      <weight>360</weight>
      <lang>en</lang>
      <color>Black</color>
      <old_price_with_vat>413.45</old_price_with_vat>
      <optional_note>On Offer until 2/3</optional_note>
    </product>
    <product>
      <unique_id>322233B</unique_id>
      <title>MadBiker 613</title>
      <image>http://www.mystore.com/product/322233B.jpg</image>
      <price_with_vat>345.13</price_with_vat>
      <url>http://www.mystore.com/product/322233B</url>
      <category>Sports > Extreme Sports</category>
      <category_id>category_id1,category_id2</category_id>
      <manufacturer>SuperGlasses</manufacturer>
      <mpn>ZHD332B</mpn>
      <ean>9780471117095</ean>
      <weight>460</weight>
      <color>Black</color>
      <lang>en</lang>
      <old_price_with_vat>433.45</old_price_with_vat>
      <optional_note>On Offer until 2/3</optional_note>
    </product>
  </products>
</store>
```


Reccodo – Getting Started Guide

JSON EXAMPLE

```
{
  "store": {
    "products": [
      {
        "product": {
          "unique_id": "322233",
          "title": "MadBiker 600",
          "image": "http://www.mystore.com/product/322233.jpg",
          "price_with_vat": 322.33,
          "url": "http://www.mystore.com/product/322233",
          "category": "Sports > Extreme Sports",
          "category_id": "category_id1,category_id2",
          "manufacturer": "SuperGlasses",
          "mpn": "ZHD332",
          "ean": "9780471117094",
          "weight": 360,
          "color": "Black",
          "lang": "en",
          "old_price_with_vat": 433.45,
          "optional_note": "On Offer until 2/3"
        }
      },
      {
        "product": {
          "unique_id": "322233B",
          "title": "MadBiker 613",
          "image": "http://www.mystore.com/product/322233B.jpg",
          "price_with_vat": 345.13,
          "url": "http://www.mystore.com/product/322233B",
          "category": "Sports > Extreme Sports",
          "category_id": "category_id1,category_id2",
          "manufacturer": "SuperGlasses",
          "mpn": "ZHD332B",
          "ean": "9780471117095",
          "weight": 460,
          "color": "Black",
          "lang": "en",
          "old_price_with_vat": 433.45,
          "optional_note": "On Offer until 2/3",
          "extras": {
            "type": "Extreme",
            "Warranty": "Lifetime",
            "Campaign": "BlackFriday30"
          }
        }
      }
    ]
  }
}
```