



relevant ecommerce™

# ZNODE MULTIFRONT PERSONALIZATION USER GUIDE

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September 2015

## Site Admin Personalization User Guide

The following changes have been made to Site Admin to account for two new personalization features:

- You May Also Like
- Frequently Bought Together

### You May Also Like:

The You May Also Like section allows merchants to manually cross or upsell different products.

Say that your web analytics report shows a spike in Pinot Noir wines. The report also shows a high percentage of cheese products are purchased with wine. The merchant can associate different brands of Pinot Noir in the You May Also Like section when a web visitor is viewing a cheese product.

**Please Note:** In the You May Also Like section, merchants can control the order in which products will be displayed.

### How to associate products in the You May Also Like section:

1. Log into Multifront and select the **Marketing icon/link**.

**MULTIFRONT®** | Dashboard | Setup | Inventory | Marketing | Orders | Vendors | Reports | Advanced | Hello admin12345 | Account | Support | Help | Log off

Welcome admin12345

### Setup

Create new stores, and configure shipping, payments and taxes.

### Inventory

Manage your products and inventory.

### Marketing

Manage promotions and optimize your store's search engine.

### Orders

Manage your orders, RMA, service requests, and reviews.

### Reports

Generate reports on sales, customers, and other metrics.

#### Alerts

- 9 products have low inventory for Fine Foods. [Manage Inventory](#)
- 0 failed login attempts. [View Activity Log](#)

Create and manage multiple storefronts for your business. [Click Here.](#)

Download and upload data to your store including inventory. [Click Here.](#)

#### Quick Statistics

\$133806.05 | Total Sales YTD

163 | Orders YTD

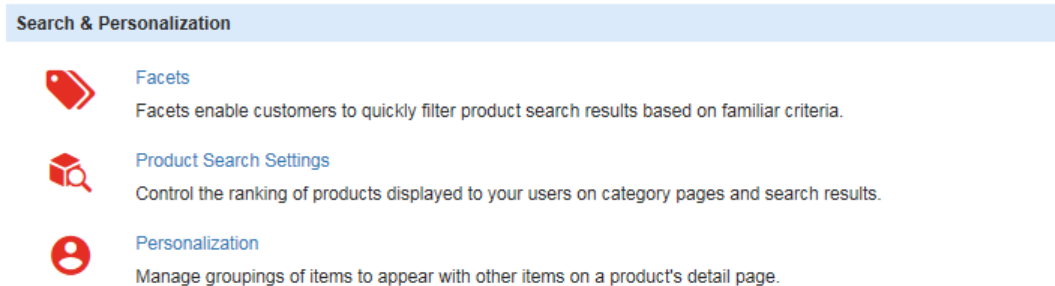
66 | Accounts Created YTD

[RUN REPORTS](#)

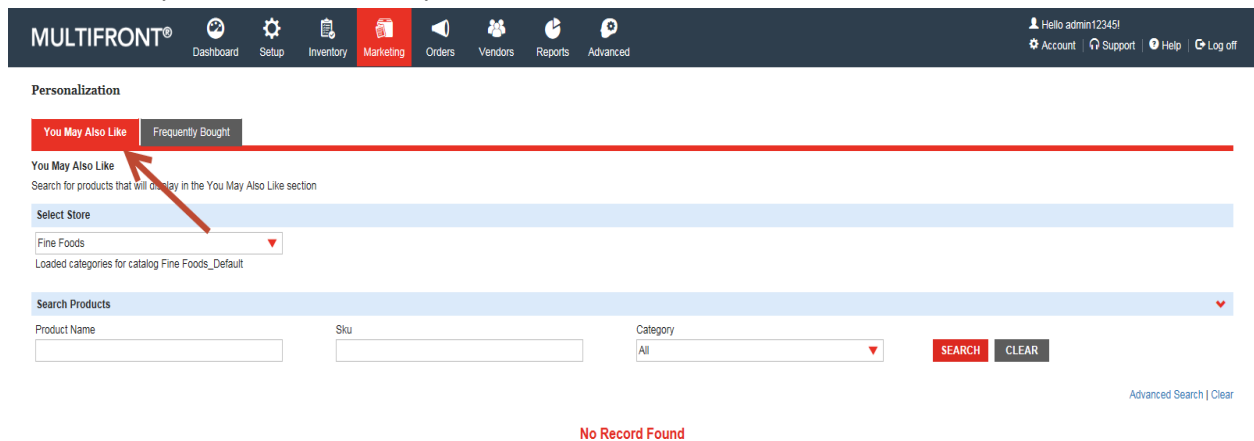
#### Customer Support

WE ARE HERE TO HELP

2. Select the **Personalization** link.



3. Confirm you are in the You May Also Like tab as seen below:



4. Perform the following functions below to view and manage You May Also Like products:

- **Select the store** – The merchant can select what store where products will be associated. For example, chocolate covered almonds most likely will have different products in the You May Also Like section than on the Nut Wholesaler store.
- **Search for a product or products that have items associated to them** – Merchants have the ability to search for a product or products to associate in the You May Also Like section. The product name, SKU or category is provided for searching.
- **Product list** – Product list will appear with associated products alphabetically along with manage and delete icons.

The following screen shot is the You May Also Like default view once products have been associated:

MULTIFRONT®

Dashboard
Setup
Inventory
Marketing
Orders
Vendors
Reports
Advanced

Hello admin12345!
Account
Support
Help
Log off

Personalization

You May Also Like
Frequently Bought

You May Also Like
Search for products that will display in the You May Also Like section

Select Store

Fine Foods

Loaded categories for catalog Fine Foods Catalog

Search Products

Product Name

Sku

Category
All

SEARCH
CLEAR


Advanced Search | Clear

Product Name	Associated Item	Manage	Delete
1059		⚙️	🗑️
1059		⚙️	🗑️
1059		⚙️	🗑️
1059		⚙️	🗑️
1059		⚙️	🗑️
1059		⚙️	🗑️
1060		⚙️	🗑️
1071		⚙️	🗑️
107123		⚙️	🗑️
1081		⚙️	🗑️

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5. Select the **Manage** link for the product that needs updated.

In the example below, the admin is updating apple and has associated the Bleu Cheese and Brie products. The cheese products appeared when a category search on cheese was performed.

**MULTIFRONT®** Dashboard Setup Inventory **Marketing** Orders Vendors Reports Advanced Hello admin12345! Account Support Help Log off

**Associated Products for Apple**  
Manage which items to appear with this item in the You May Also Like section.

**Search**

Product Name

SKU

Category

**SEARCH** **CLEAR**

**Unassociated Products**

- Black shoes
- Blackberries
- Bleu Cheese
- Blue Strawberry
- Brie
- Broccoli
- Brute
- Butterflies Elegant Bow Women V
- Cabernet Sauvignon
- Carnations
- Carrots
- Champagne
- Chardonnay

**Associated Products**

**SUBMIT** **CANCEL**

The following functions can be performed on the page above:

- **Search for products** - The merchant has the ability to search for a product or products to associate in the You May Also Like section. The product name, SKU or category is provided for searching.
- **Add/Remove Products** - After a search is performed, the results will appear in the unassociated section. By selecting a product(s), the admin can add or remove products to appear in the You May Also Like section when a customer is on the main product detail page.

## 6. Confirm the product(s) were associated correctly.

The screen shot below shows the two cheese products successfully associated to the apple product.

**MULTIFRONT®**
Dashboard
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**Marketing**
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Hello admin12345!
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Log off

### Personalization

You May Also Like
Frequently Bought

**You May Also Like**

Search for products that will display in the You May Also Like section

Select Store

Fine Foods

Loaded categories for catalog Fine Foods
Catalog

Search Products

Product Name
Sku
Category

All

SEARCH

CLEAR

Advanced Search | Clear

Product Name	Associated Item	Manage	Delete
A smile Toys1	Asparagus, Artichoke		
Allium	Banana, Apple, Asparagus, Artichoke, Automatic charger		
Alstroemeria			
Apple	Beans, Zucchini		
Artichoke			
Asparagus			
Automatic charger			
Banana			
Beans			
Black shoes			

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## Frequently Bought Together

The Frequently Bought Together section allows merchants the ability to manually assign a product or products that sell well with the main product. Here the customer can easily add all of the items to the cart with one click.

Say a market report on food and wine pairings shows that a bottle of Pinot Noir pairs very well with Brie and Smoked Cheddar cheeses. Here the merchant can associate the cheeses to Pinot Noir so that the cheeses display on the Pinot Noir product detail page.

**Please Note:** In the Frequently Bought Together section, merchants can control the order in which products will be displayed. The admin can associate multiple products however for demo purposes only two products will show on the frontend.

**Marketplace Note:** If a franchise admin associates a product that has been created in site admin, the change may impact the main store display of Frequently Bought Together section.

## How to associate products in the Frequently Bought Together section:

1. Log into Multifront and select the **Marketing icon/link**.

**MULTIFRONT®** Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin12345! Account Support Help Log off

Welcome admin12345

### Setup

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Generate reports on sales, customers, and other metrics.

#### Alerts

- 9 products have low inventory for Fine Foods. [Manage Inventory](#)
- 0 failed login attempts. [View Activity Log](#)

Create and manage multiple storefronts for your business. [Click Here.](#)

Download and upload data to your store including inventory. [Click Here.](#)

#### Quick Statistics

\$133806.05 | Total Sales YTD

163 | Orders YTD

66 | Accounts Created YTD


**RUN REPORTS**


#### Customer Support


WE ARE HERE TO HELP

## 2. Select **Personalization**.

Search & Personalization


[Facets](#)  
 Facets enable customers to quickly filter product search results based on familiar criteria.


[Product Search Settings](#)  
 Control the ranking of products displayed to your users on category pages and search results.


[Personalization](#)  
 Manage groupings of items to appear with other items on a product's detail page.

## 3. Confirm you are in the Frequently Bought tab as seen below.

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[Marketing](#)
[Orders](#)
[Vendors](#)
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Hello admin12345!
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[Help](#)
[Log off](#)

Personalization

[You May Also Like](#)
[Frequently Bought](#)

**Frequently Bought**  
 Search for products that will display in the Frequently Bought Together section.

**Select Store**  
 Fine Foods  
 Loaded categories for catalog Fine Foods  
 Catalog

**Search Products**

Product Name  Sku  Category

[Advanced Search](#) | [Clear](#)

Product Name	Frequently Bought Product 1	Frequently Bought Product 2	Manage	Delete
A smile Toys1				
Allium				
Alstroemeria				
Apple	Strawberry	Beans		
Artichoke				
Asparagus				
Automatic charger				
Banana				
Beans				
Black shoes				

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»

## 4. Perform the following functions below to view and manage Frequently Bought Together products:



- **Select the store** – The merchant can select what store they would like to associate products to.
- **Search for a product or products that have items associated to them** – Merchants have the ability to search for a product or products to associate in the Frequently Bought Together section. The product name, SKU or category is provided for searching.
- **Product lists** – Product list will appear with associated products alphabetically along with manages and delete icons.

The following screen shot is the Frequently Bought Together default view:

MULTIFRONT®

Dashboard
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Advanced

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Personalization

You May Also Like

Frequently Bought

Frequently Bought

Search for products that will display in the Frequently Bought Together section.

Select Store

Fine Foods

Loaded categories for catalog Fine Foods

Catalog

Search Products

Product Name

SKU

Category

All

SEARCH

CLEAR

Advanced Search | Clear

Product Name	Frequently Bought Product 1	Frequently Bought Product 2	Manage	Delete
A smile Toys1			⚙️	🗑️
Allium			⚙️	🗑️
Alstroemeria			⚙️	🗑️
Apple	Strawberry	Beans	⚙️	🗑️
Artichoke			⚙️	🗑️
Asparagus			⚙️	🗑️
Automatic charger			⚙️	🗑️
Banana			⚙️	🗑️
Beans			⚙️	🗑️
Black shoes			⚙️	🗑️

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## Personalization

You May Also Like

**Frequently Bought**

### Frequently Bought

Search for products that will display in the Frequently Bought Together section.

#### Select Store

Fine Foods

Loaded categories for catalog Fine Foods  
Catalog

#### Search Products

Product Name

SKU

Category

All

SEARCH

CLEAR

[Advanced Search](#) | [Clear](#)

Product Name	Frequently Bought Product 1	Frequently Bought Product 2	Manage	Delete
A smile Toys1				
Allium				
Alstroemeria				
Apple	Strawberry	Beans		
Artichoke				
Asparagus				
Automatic charger				
Banana				
Beans				
Black shoes				
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5. Select the **Manage** link for the product that needs updated.

In the example below, the admin is associating Brie and Smoked Cheddar products to Pinot Noir. The cheese products appeared when a category search on cheese was performed.

**MULTIFRONT®** Dashboard Setup Inventory **Marketing** Orders Vendors Reports Advanced Hello admin12345! Account Support Help Log off

**Associated Products for Allium**  
Manage which items to appear with this item in the Frequently Bought Together section.

**Search**

Product Name

SKU

Category

**SEARCH** **CLEAR**

A smile Toys1  
Alstroemeria  
Apple  
Artichoke  
Asparagus  
Automatic charger  
Banana  
Beans  
Black shoes  
Blackberries  
Bleu Cheese  
Blue Strawberry  
Brie  
Dried

**SUBMIT** **CANCEL**

The following functions can be performed on the page above:

- **Search for products** - The merchant has the ability to search for a product or products to associate in the Frequently Bought Together section. The product name, SKU or category is provided for searching.
- **Add/Remove Products** - After a search is performed, the results will appear in the unassociated section. By selecting a product(s), the admin can add or remove products to appear in the Frequently Bought Together section when on the main product detail page.

- Confirm the product(s) were associated correctly. The screen shot below shows the two cheese products successfully associated to the wine product.

MULTIFRONT®

Dashboard

Setup

Inventory

Marketing

Orders

Vendors

Reports

Advanced

Hello admin12345!

Account

Support

Help

Log off

Personalization

You May Also Like

Frequently Bought

Frequently Bought

Search for products that will display in the Frequently Bought Together section.

Select Store

Fine Foods

Loaded categories for catalog Fine Foods Catalog

Search Products

Product Name

SKU

Category

All

SEARCH

CLEAR

Advanced Search | Clear

Product Name	Frequently Bought Product 1	Frequently Bought Product 2	Manage	Delete
A smile Toys1				
Allium	Bleu Cheese	Blue Strawberry		
Alstroemeria				
Apple	Strawberry	Beans		
Artichoke				
Asparagus				
Automatic charger				
Banana				
Beans				
Black shoes				

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