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ZNODE MULTIFRONT PERSONALIZATION USER GUIDE

April 2016

Site Admin Personalization User Guide

Thefollowing 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:

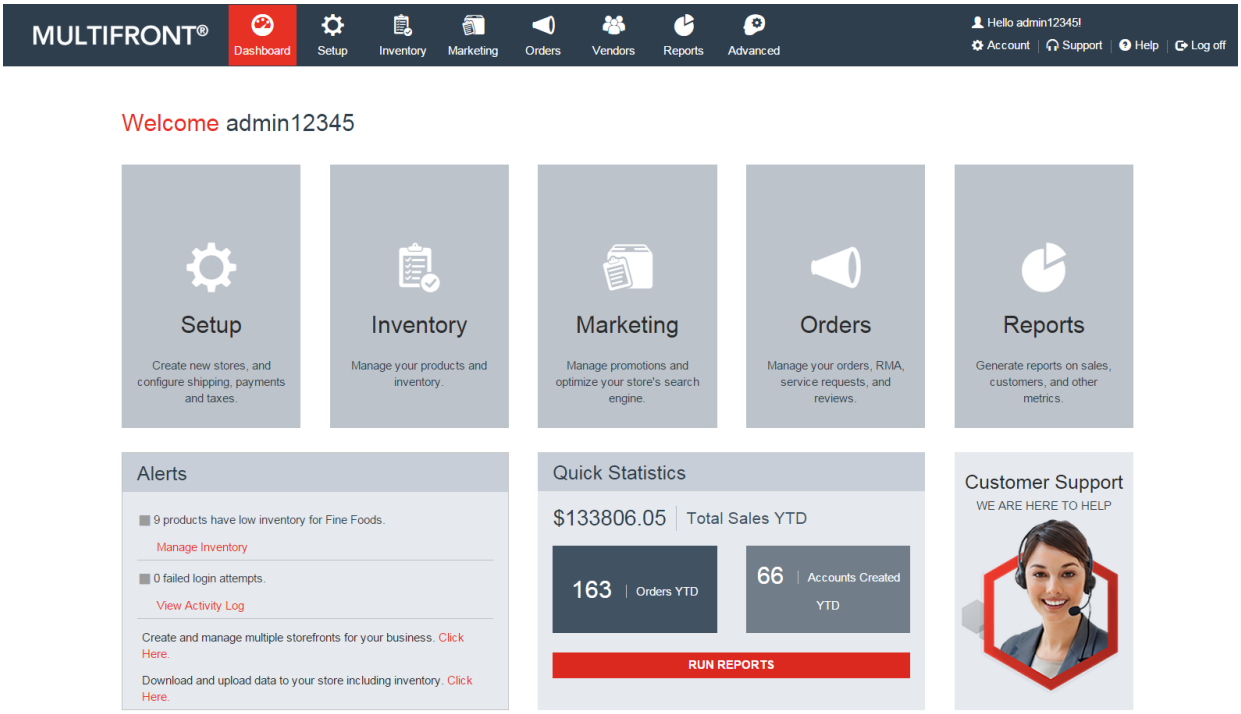
The You May Also Like section allows merchants to manually cross or upsell different products.

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**.



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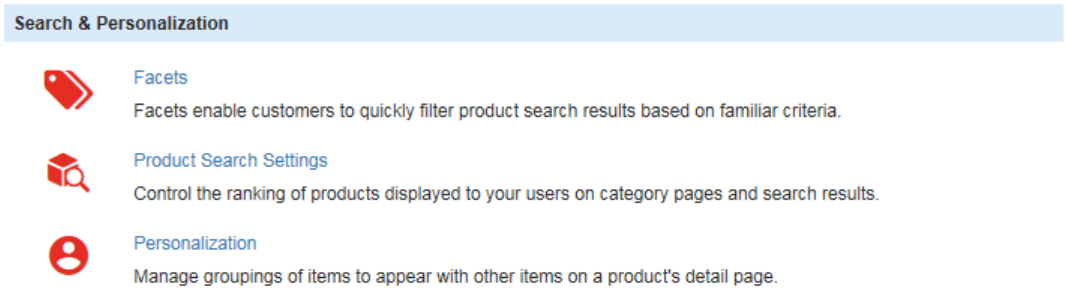
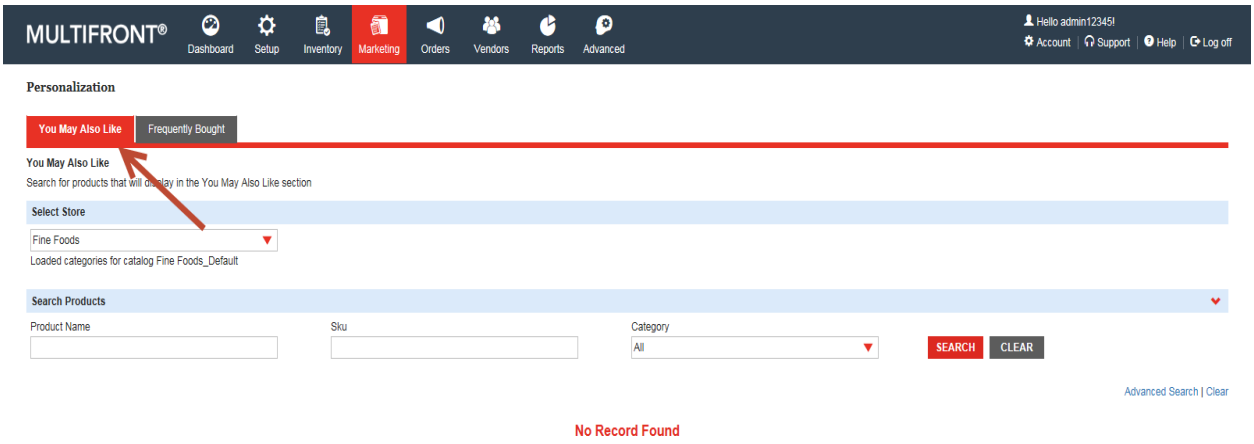
2. Select the **Personalization** link.



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.

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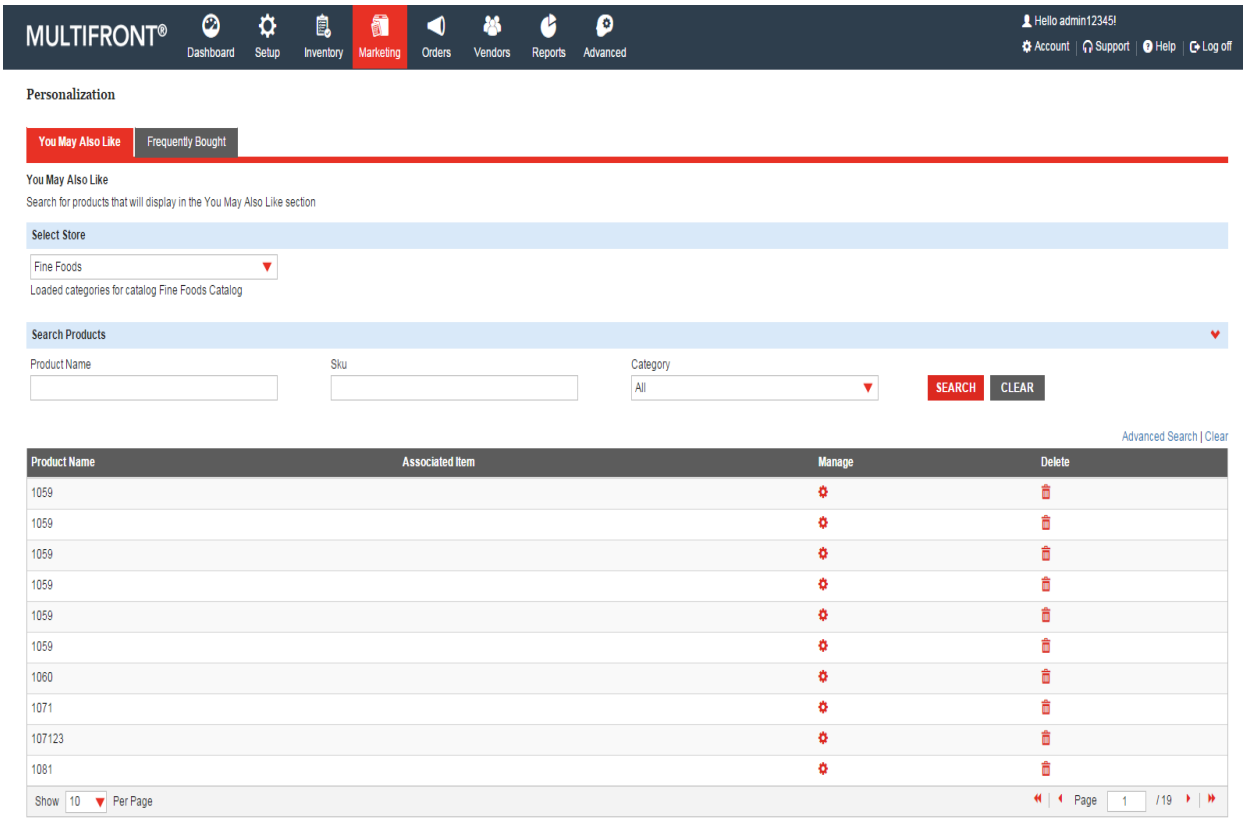
The following screen shot is the You May Also Like default view once products have been associated:



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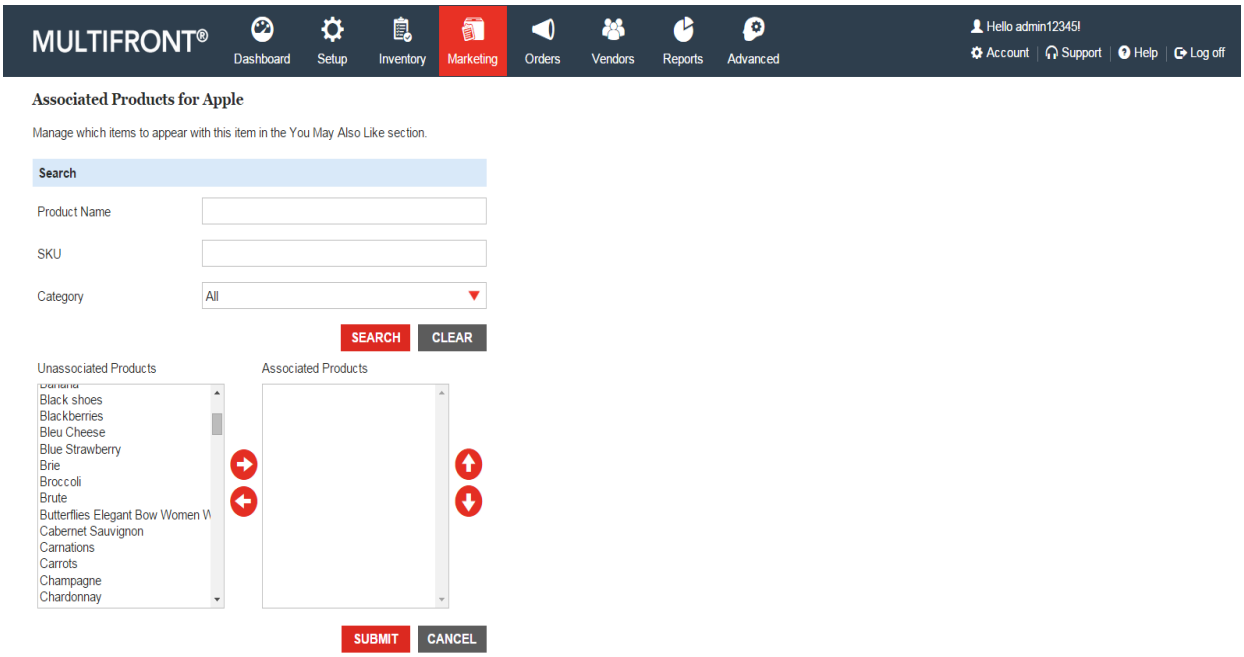
5. Select the **Manage** link for the product that needs updated.

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.



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.

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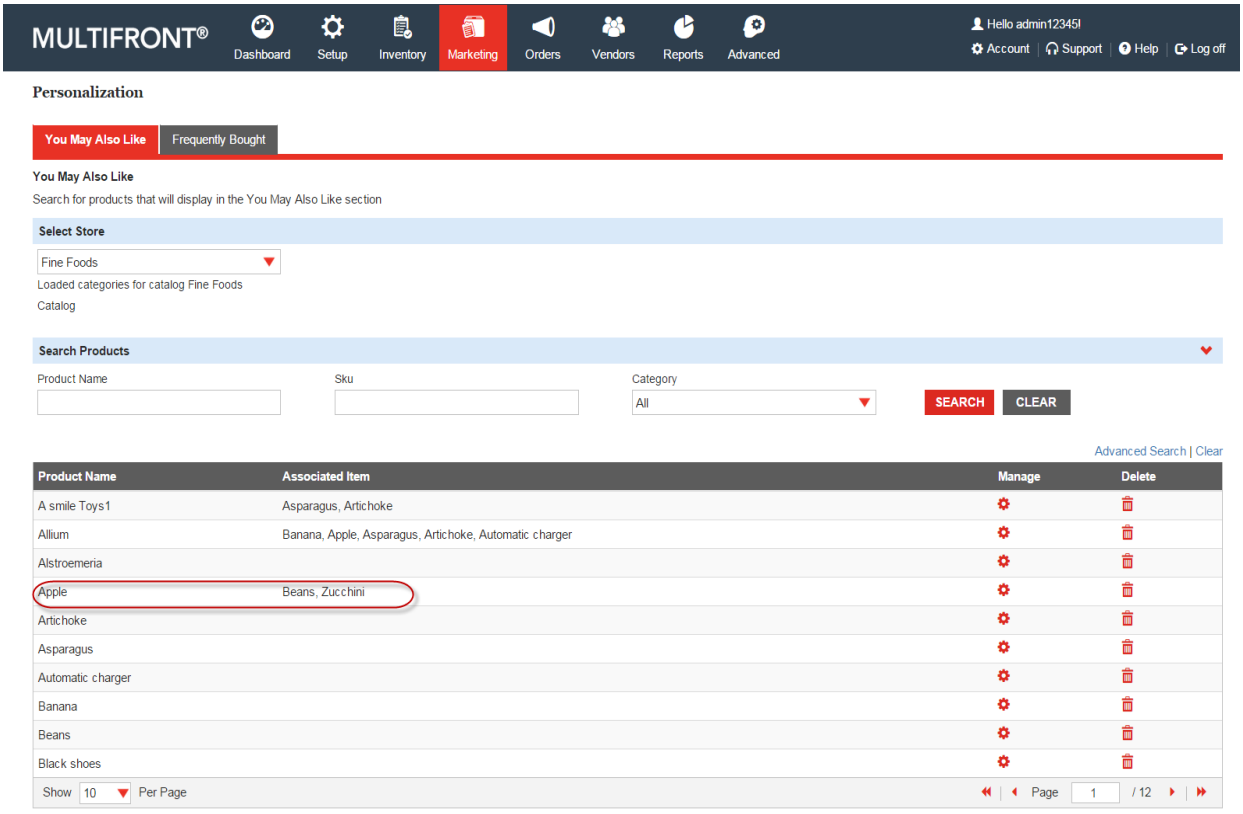
6. Confirm the product(s) were associated correctly.

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



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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.

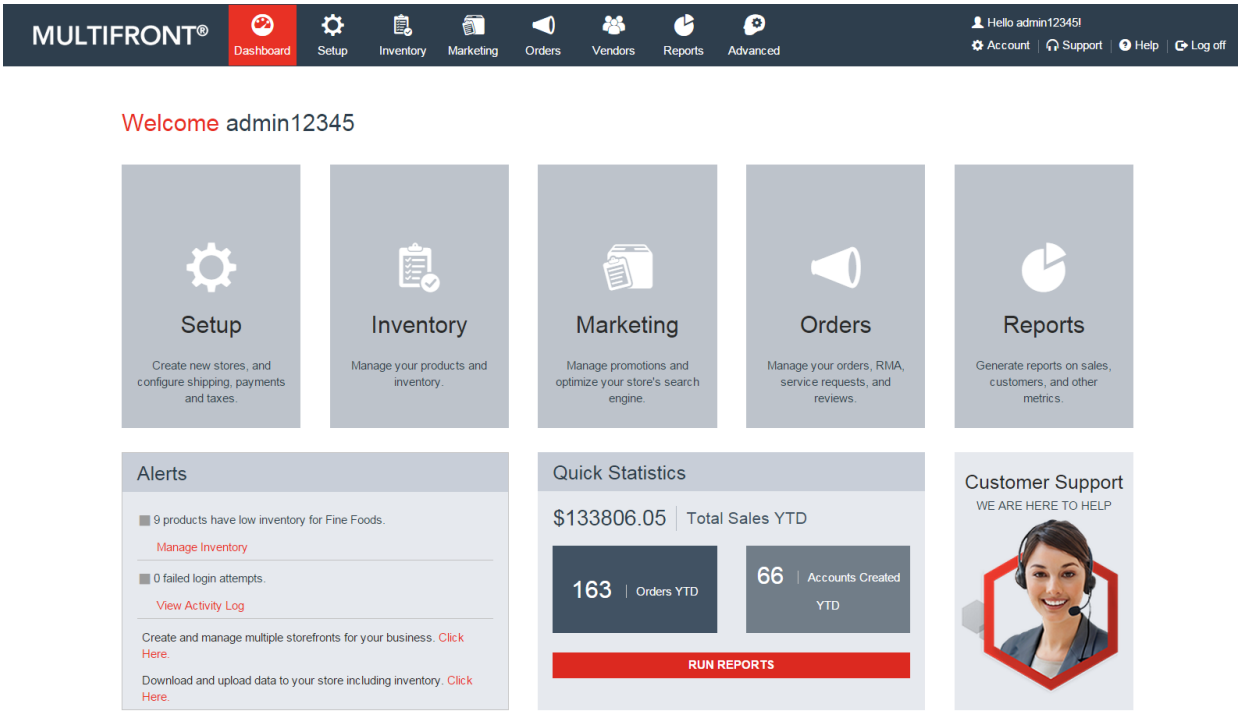
Say a market report on food and wine pairings shows that a bottle of Pinot Noir pairs very well with Brie and Smoked Cheddar cheeses. Here the merchant can associate the cheeses to Pinot Noir so that the cheeses display on the Pinot Noir product detail page.

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**.



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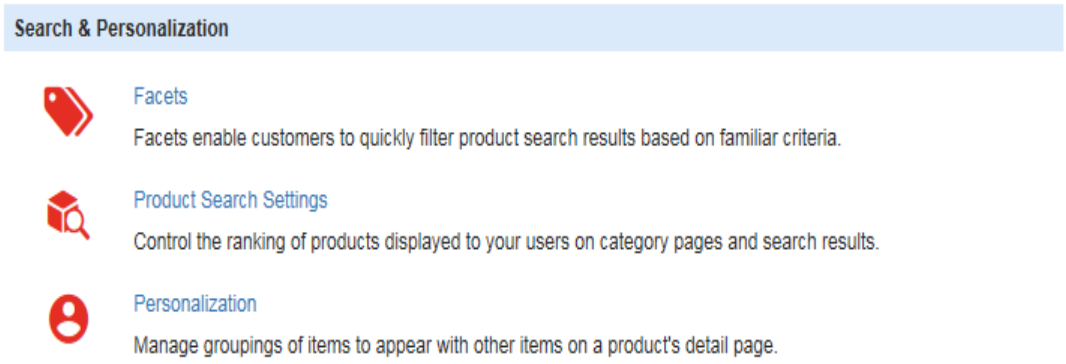
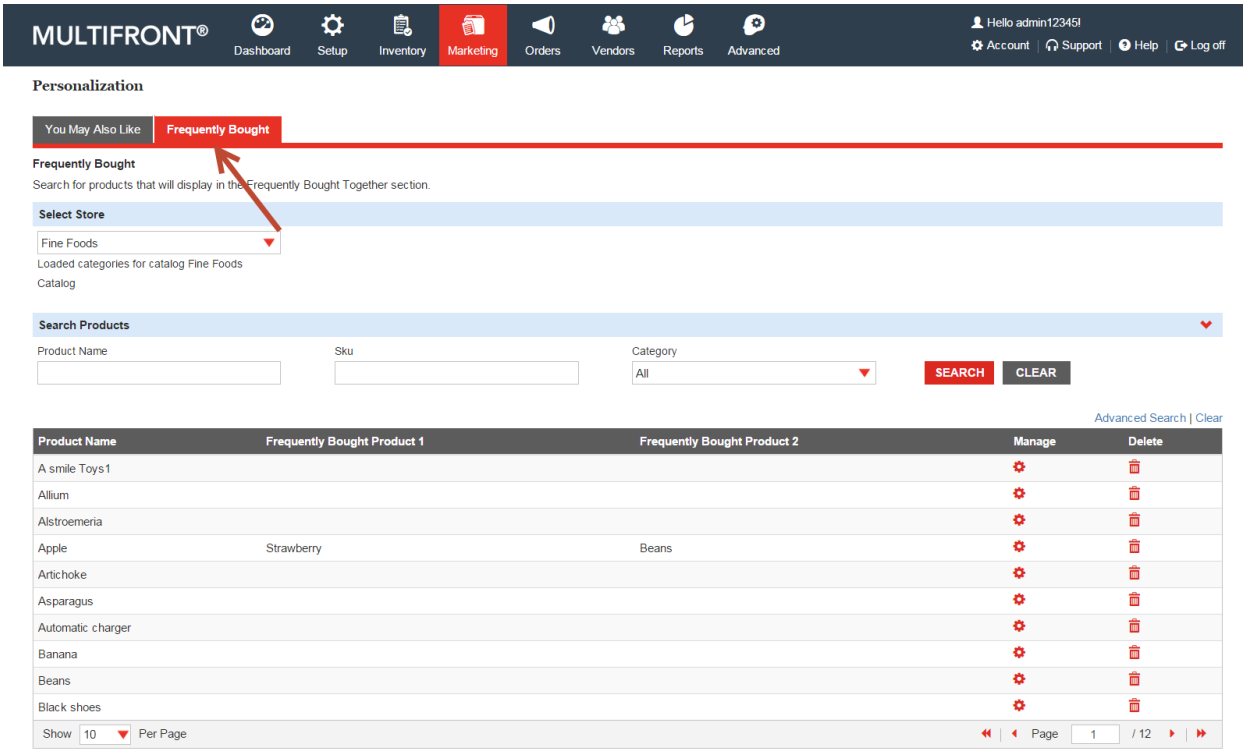
2. Select **Personalization.**



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



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

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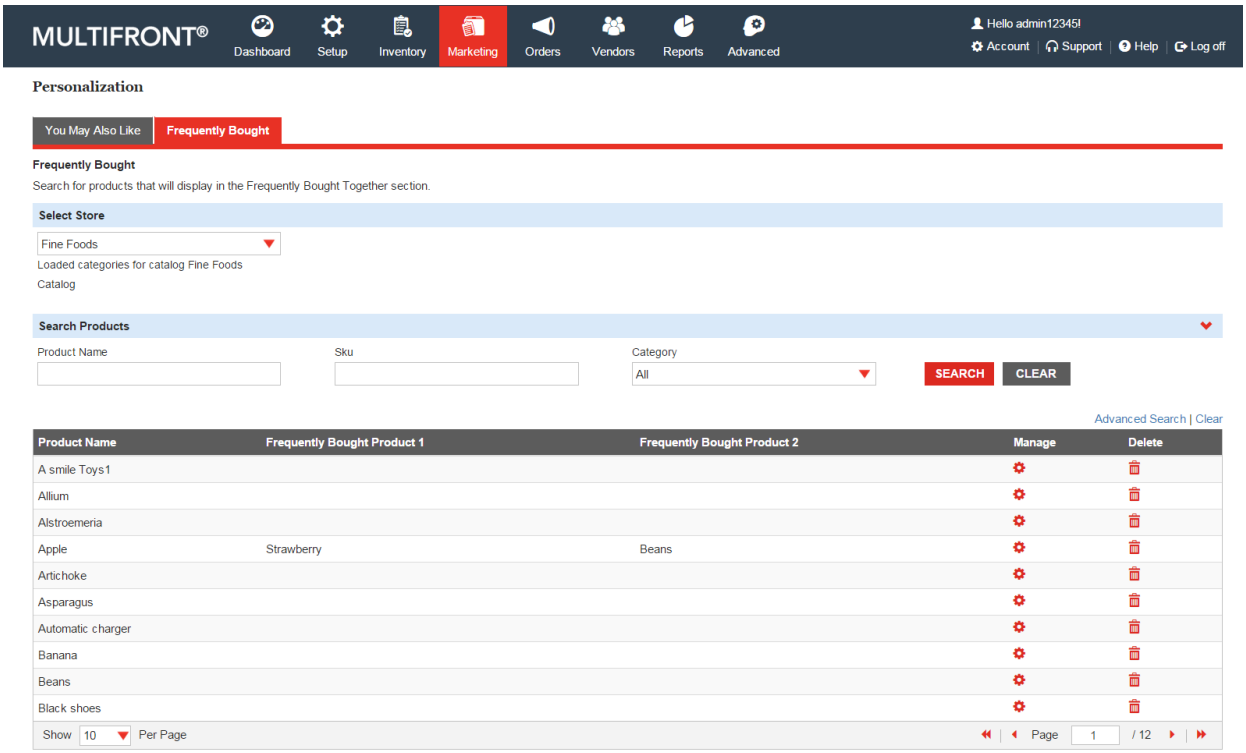
- **Select the store** – The merchant can select what store they would like to associate products to.

- **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:



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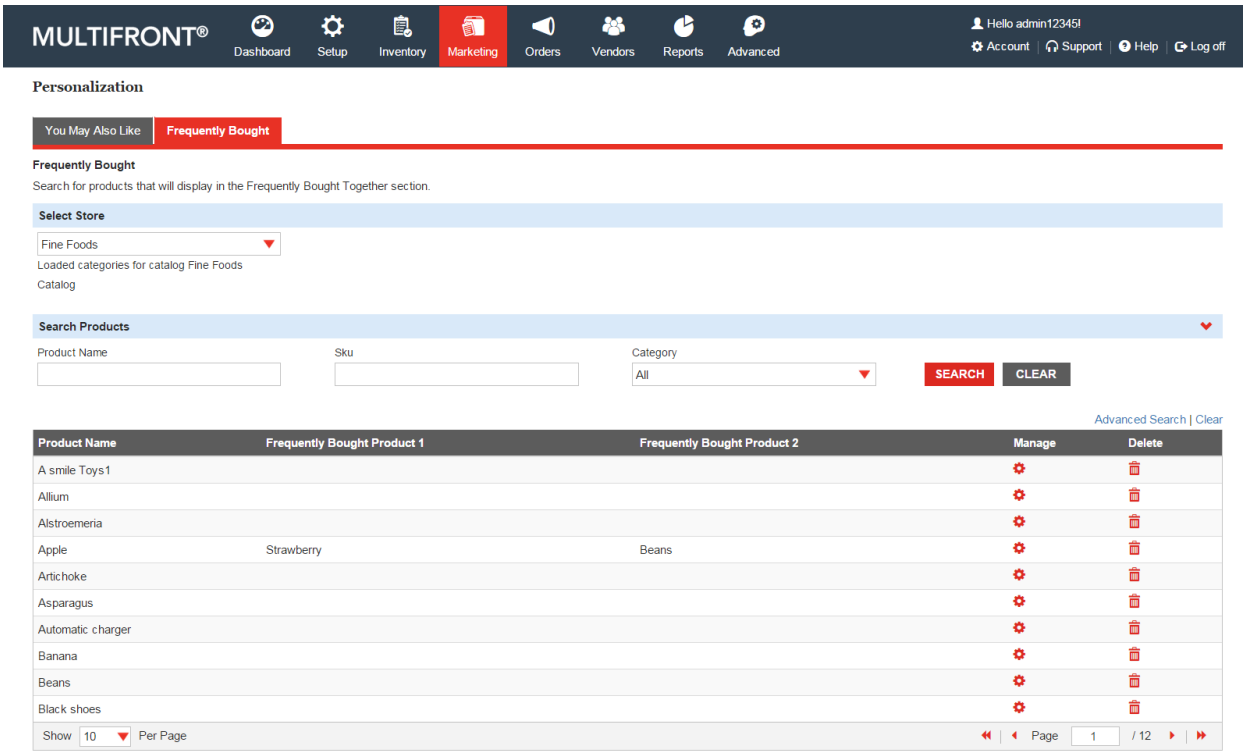

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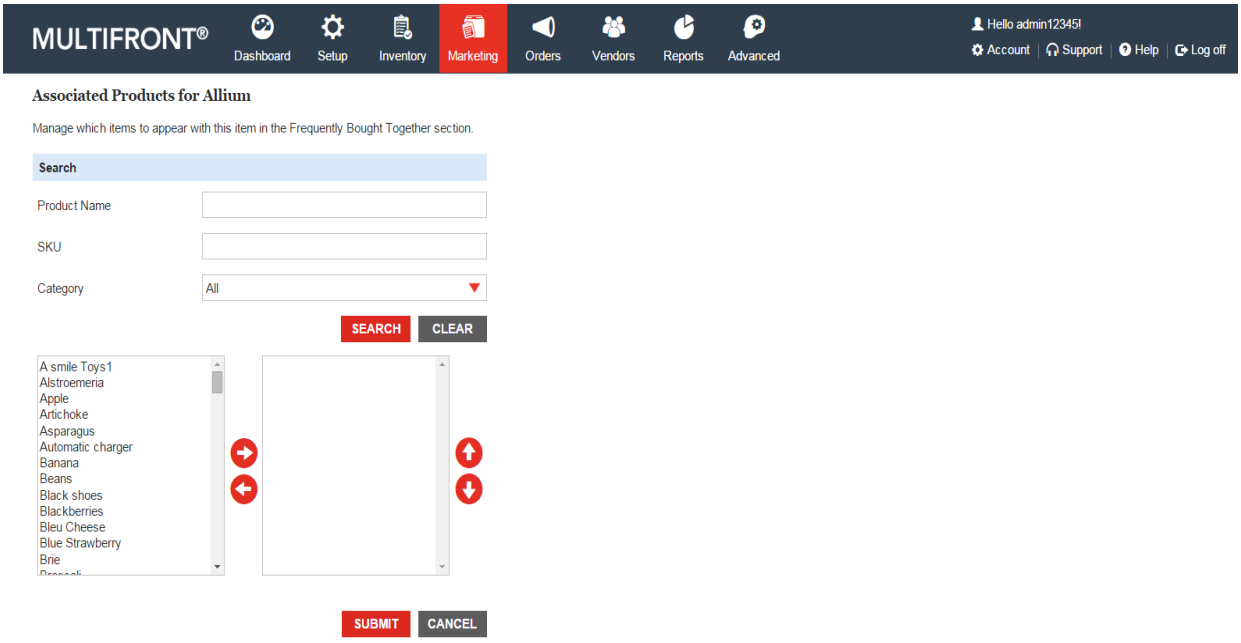
5. Select the **Manage** link for the product that needs updated.

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.



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.

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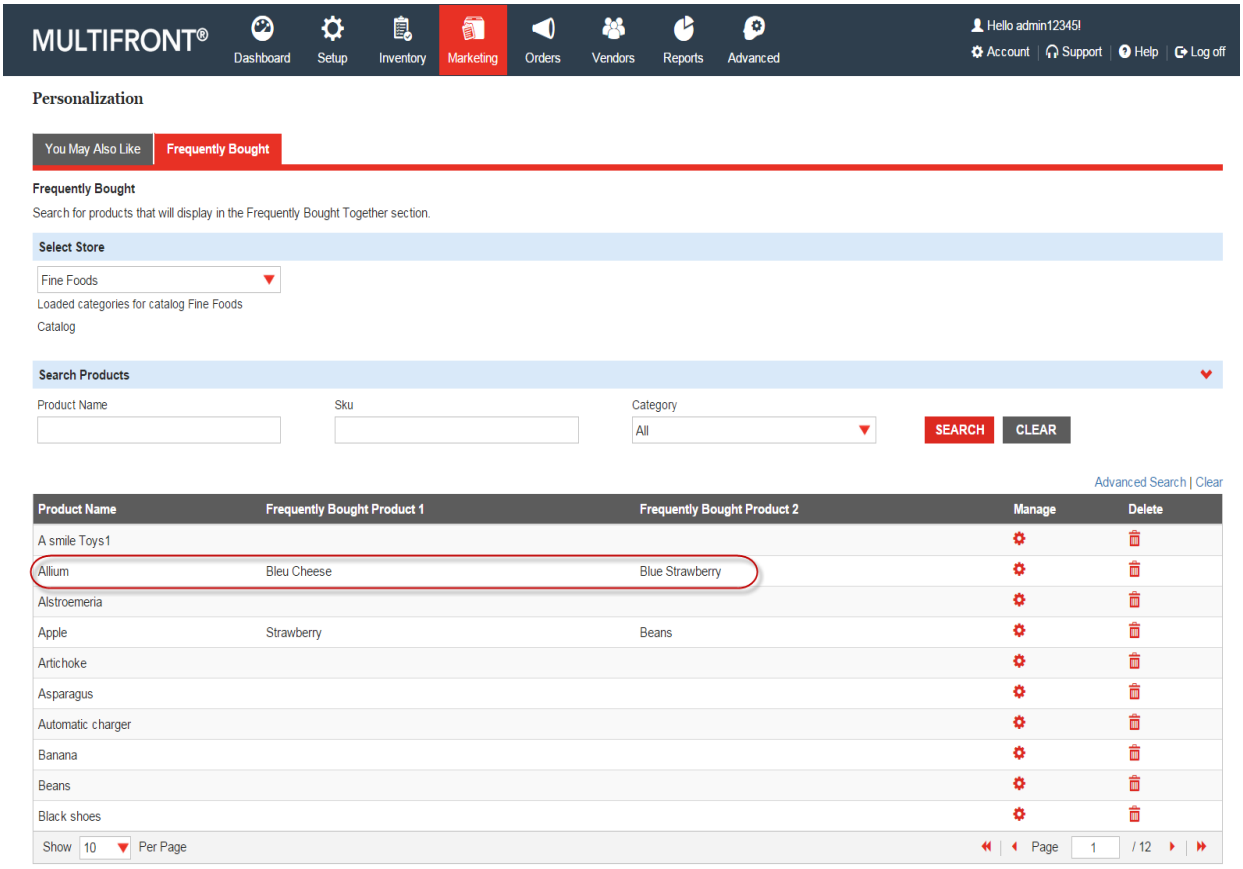
6. Confirm the product(s) were associated correctly. The screen shot below shows the two cheese products successfully associated to the wine product.



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