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ZNODE MULTIFRONT PERSONALIZATION USER GUIDE

April 2016

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**.




The screenshot shows the Multifront admin dashboard. At the top, there is a navigation bar with the Multifront logo and several menu items: Dashboard (selected), Setup, Inventory, Marketing, Orders, Vendors, Reports, and Advanced. On the right side of the navigation bar, there is a user profile for 'Hello admin12345!' and links for Account, Support, Help, and Log off.

Below the navigation bar, the main content area displays a welcome message: 'Welcome admin12345'. There are five large, light gray tiles representing different dashboard sections: Setup, Inventory, Marketing, Orders, and Reports. Each tile has an icon and a brief description of its function. The Marketing tile is highlighted with a red border, indicating it is the selected section.

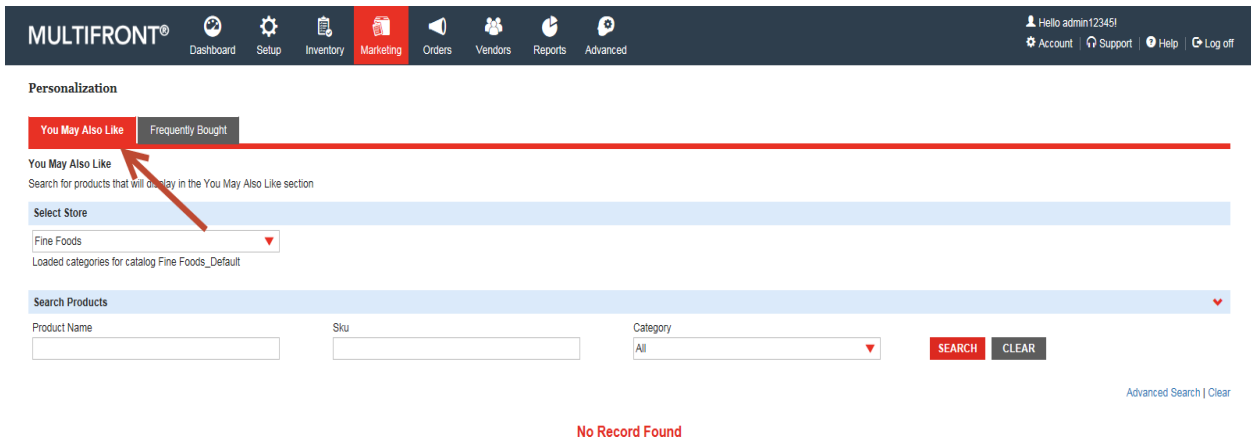
Below the tiles, there are three smaller sections: Alerts, Quick Statistics, and Customer Support. The Alerts section shows two alerts: '9 products have low inventory for Fine Foods' and '0 failed login attempts'. The Quick Statistics section displays 'Total Sales YTD' as '\$133806.05', '163 Orders YTD', and '66 Accounts Created YTD'. The Customer Support section features a smiling woman wearing a headset and the text 'WE ARE HERE TO HELP'.

2. Select the **Personalization** link.

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 You May Also Like tab as seen below:



The screenshot shows the MULTIFRONT® dashboard. The navigation bar includes Dashboard, Setup, Inventory, Marketing (highlighted), Orders, Vendors, Reports, and Advanced. The user is logged in as 'Hello admin12345!'. The 'Personalization' section is active, with the 'You May Also Like' tab selected. Below the tabs, there is a search area for products with fields for Product Name, Sku, and Category, and buttons for SEARCH and CLEAR. A 'No Record Found' message is displayed at the bottom.

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

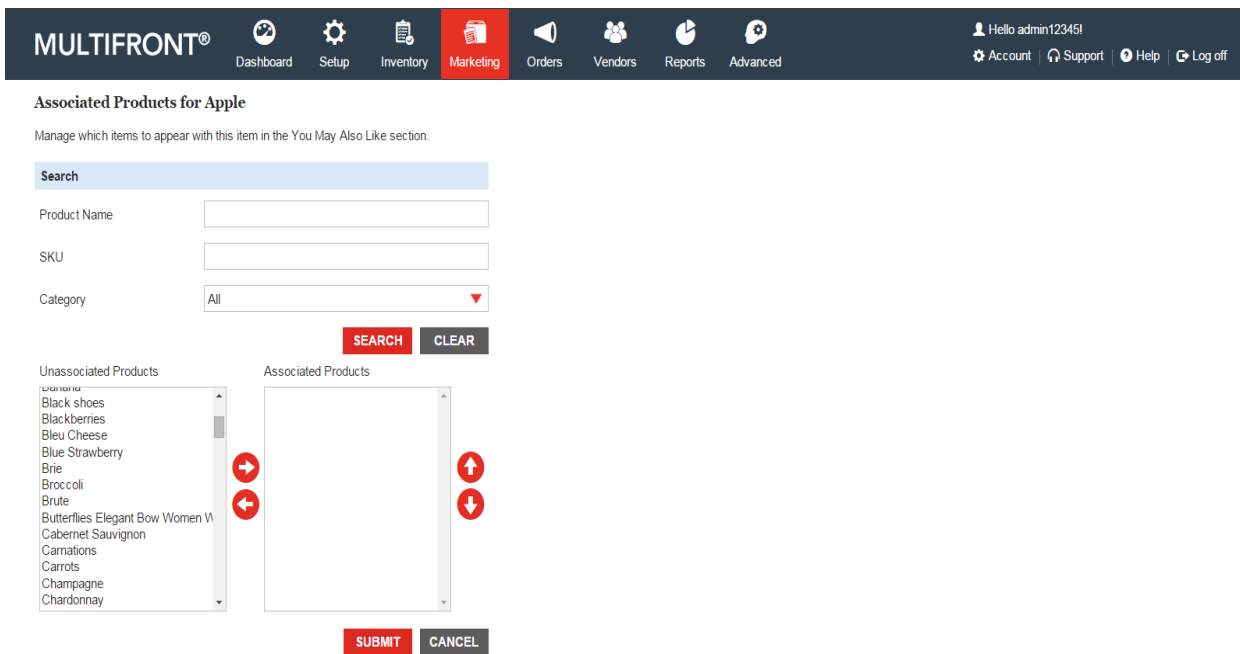
Advanced Search | Clear

Product Name	Associated Item	Manage	Delete
1059		⚙️	🗑️
1059		⚙️	🗑️
1059		⚙️	🗑️
1059		⚙️	🗑️
1059		⚙️	🗑️
1059		⚙️	🗑️
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.



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.

The screenshot shows the MULTIFRONT Personalization interface. At the top, there is a navigation bar with icons for Dashboard, Setup, Inventory, Marketing (highlighted), Orders, Vendors, Reports, and Advanced. On the right, it says 'Hello admin12345!' and includes links for Account, Support, Help, and Log off.

Under the 'Personalization' section, there are two tabs: 'You May Also Like' (selected) and 'Frequently Bought'. Below this, there is a search area for products to display in the 'You May Also Like' section. A 'Select Store' dropdown is set to 'Fine Foods'. Below that, there is a 'Search Products' section with input fields for Product Name, Sku, and Category (set to 'All'), along with 'SEARCH' and 'CLEAR' buttons.

The main content is a table of product associations:

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			

At the bottom of the table, there is a pagination control showing 'Show 10 Per Page' and 'Page 1 / 12'.

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**.




The screenshot displays the Multifront dashboard. The top navigation bar features the 'MULTIFRONT®' logo and a series of icons for 'Dashboard', 'Setup', 'Inventory', 'Marketing', 'Orders', 'Vendors', 'Reports', and 'Advanced'. The 'Dashboard' icon is highlighted in red. On the right side of the navigation bar, the user is identified as 'Hello admin12345!' with links for 'Account', 'Support', 'Help', and 'Log off'.

Below the navigation bar, the main content area begins with a 'Welcome admin12345' message. The dashboard is organized into several sections:

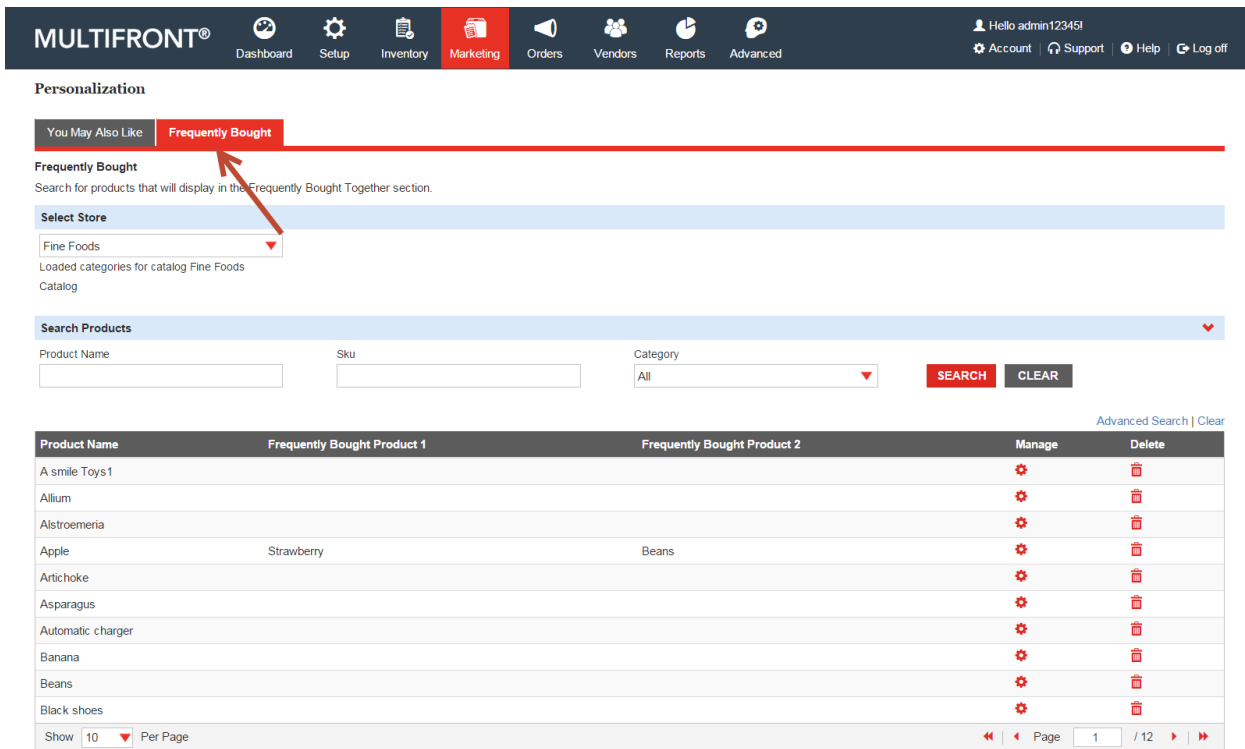
- Setup:** Create new stores, and configure shipping, payments and taxes.
- Inventory:** Manage your products and inventory.
- Marketing:** Manage promotions and optimize your store's search engine.
- Orders:** Manage your orders, RMA, service requests, and reviews.
- Reports:** Generate reports on sales, 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:**
 - Total Sales YTD: \$133806.05
 - 163 Orders YTD
 - 66 Accounts Created YTD
 - [RUN REPORTS](#)
- Customer Support:** WE ARE HERE TO HELP. Includes an image of a customer support agent.

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.



The screenshot shows the Multifront admin interface. The top navigation bar includes 'MULTIFRONT®' and various menu items: Dashboard, Setup, Inventory, Marketing (highlighted in red), Orders, Vendors, Reports, and Advanced. On the right, it says 'Hello admin12345!' with links for Account, Support, Help, and Log off.

Below the navigation bar is the 'Personalization' section. It has two tabs: 'You May Also Like' and 'Frequently Bought' (which is selected and highlighted in red). An arrow points to the 'Frequently Bought' tab.

Under the 'Frequently Bought' tab, there is a description: 'Search for products that will display in the Frequently Bought Together section.' Below this is a 'Select Store' dropdown menu currently set to 'Fine Foods'. Underneath, it says 'Loaded categories for catalog Fine Foods' and 'Catalog'.

There is a 'Search Products' section with input fields for 'Product Name', 'SKU', and 'Category' (set to 'All'). There are 'SEARCH' and 'CLEAR' buttons.

At the bottom, there is a table with columns: 'Product Name', 'Frequently Bought Product 1', 'Frequently Bought Product 2', 'Manage', and 'Delete'. The table lists various products like 'A smile Toys1', 'Allium', 'Astromeria', 'Apple', 'Artichoke', 'Asparagus', 'Automatic charger', 'Banana', 'Beans', and 'Black shoes'. Each row has a gear icon in the 'Manage' column and a trash icon in the 'Delete' column.

At the bottom of the table, there is a pagination control showing 'Show 10 Per Page' and 'Page 1 / 12'.

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:

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 **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 SEARCH CLEAR

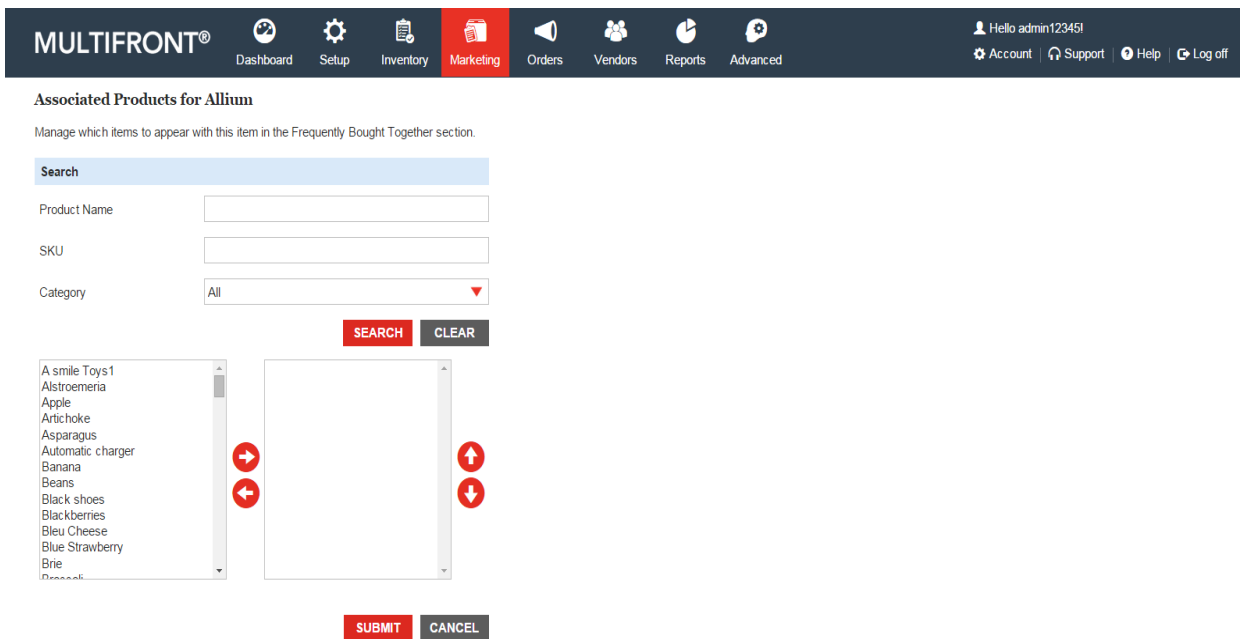
[Advanced Search](#) | [Clear](#)

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.



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 Toys 1			⚙️	🗑️
Alium	Bleu Cheese	Blue Strawberry	⚙️	🗑️
Alstroemeria			⚙️	🗑️
Apple	Strawberry	Beans	⚙️	🗑️
Artichoke			⚙️	🗑️
Asparagus			⚙️	🗑️
Automatic charger			⚙️	🗑️
Banana			⚙️	🗑️
Beans			⚙️	🗑️
Black shoes			⚙️	🗑️

Show 10 ▾ Per Page

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