

Exponea

/ Getting started

Exponea is an external cloud-based e-commerce experience platform by Bloomreach. It specializes in B2B services in marketing automation, product discovery, and content management system.

Tau Ceti platform integrates with Exponea, allowing Yves Rocher employees to configure AI product recommendations and personalized content and inject it into desired places on the website.

Remember

In order to use the Exponea panel under URL <https://app.exponea.com/> you have to have an account with proper access. Yves Rocher provides access to Yves Rocher Exponea, so if you require access please get in touch with your superior.

Remember

You can learn more about using the Exponea panel in Bloomreach documentation under URL <https://documentation.bloomreach.com/engagement/docs>

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/ Configuration

Exponea integration connects to the Yves Rocher website with a unique project token and keys. Every country using exponea has separate projects for each country, so their content is separated.

You can find the Exponea configuration in:

System > System / Settings > Integrations > Exponea

Visualization of the

In the Exponea configuration you can find the following options:

- **Functionality enabled** - A switch that enabled the integration support.
- **Project token** - An Exponea project key.
- **Public key** - An Exponea public integration key
- **Private key** - An Exponea private integration key
- **Exponea: Product view count weblayer id** - An ID of an Exponea web layer, which is used to count the amount of times products on a website have been viewed. It is necessary for proper AI product recommendations.
- **Use non-flickering experiments snippet** - A switch that defines if a non-flickering snippet for experiments should be used. You can find more about it under URL <https://documentation.bloomreach.com/engagement/docs/flickering-effect-in-experiments>
- **Webpush support enabled** - A switch that defines if webpush support should be enabled. If this switch is turned on the built-in web push support should be disabled.
- **Show popup with webpush subscription proposal on all pages** - A switch that defines if a newsletter subscription proposal web push should be displayed on all pages for the customer. Whenever it is disabled it will be visible only on a homepage.

With all necessary fields filled Exponea integration is ready to use and projects set up in the Exponea panel will affect the selected Yves Rocher website.

/ Exponea product recommendation

Exponea can be configured to recommend customers products that might interest them based on their purchase history and view history. Bloomreach is using an AI technology, to find the most

likely products that customer will purchase, when recommended.

In the Tau Ceti admin panel these recommendations can be configured in:

CMS > Exponea / Recommend product block

Below you will find a description of all possible actions you can perform in the Select block section.

Visualization of the

- Select the **Show X entries (1)** field to set the number of product recommendations, displayed on one page (min 10 / max 100).
- The names of the columns **(2)** that contain information about a target product recommendation. Each column is susceptible to sorting. To sort the records, click on the title of the column.
 - **ID** - An internal ID of the Exponea product recommendation
 - **Name** -
 - **Is active?** -
 - **Actions** - List of buttons with possible actions that can be done to the desired recommendation:
 - **Edit** - Edit desired product recommendation. Editing has exactly same actions as adding new one, so the list of actions can be found in [Creating a product recommendation](#) chapter.
- Select the **Add (3)** button to go to the adding the new Exponea product recommendation. You can learn more about adding of the recommendations in [Creating a product recommendation](#) chapter.
- **Search box (4)** where you can search for desired recommendation by using their name.
- **Page buttons (5)**, which allows user to change the page of the recommendation list.

Creating a product recommendation

While creating or editing a new product recommendation we have to have prepared a correct recommendation ID from the Exponea panel. You can find more information about this topic and recommendation examples in the Bloomreach documentation under URL

<https://documentation.bloomreach.com/engagement/docs/recommendations#section-4-implement>

Below you can find field descriptions in the Tau Ceti panel

- **Name** - An internal product recommendation name.
- **Recommendation ID** - Exponeas recommendation ID
- **Size** - A number of recommended items to return i.e. 5 will result in 5 items shown.
- **Items** - Information about currently viewed product by the browsing user. Represented as dictionary '**product_id: weight.**' Please use only single item in the dictionary with weight = 1.
- **Strategy** -
- **Picture** - This field is only visible when creating a new product recommendation.
- **Category id** - This field is only visible when creating a new product recommendation.
- **Block title** - This field is only visible when creating a new product recommendation.
- **Anti** -
- **Similarity** - A switch that decides the similarity between two items. When it's turned on the AI will try to recommend similar items to the customer.
- **Anonymous** -
- **Consider known items** -
- **Active** - A switch which defines if a selected recommendation is active on the Yves Rocher website.

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