Adobe Product Recommendations

Adobe

About Manav

Manav Padhariya is a certified Content & Commerce Technology expert with around seven years of experience, currently working as Technical Lead for Magneto IT Solutions & Bytes Technolabs. He specializes in content strategy and user experience optimization for global enterprise brands. Manav has a proven track record as an Adobe Commerce SME and a certified AEM professional, creating high-performance and scalable commerce solutions through extensibility frameworks.

As the **APAC User Group Leader** and **President** of the Adobe Commerce Champions Class 25-26, Manav is a passionate community leader and speaker at multiple Adobe Commerce events. He actively shares practical insights on enterprise implementations, bridging Adobe's innovation roadmap with real-world business needs. His unique multi-solution expertise drives him to transform the digital commerce ecosystem through collaborative efforts.

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About Michael Schenck

Hobbies

- Live Music and Audio Engineering
- Camping, Hiking and Canoeing
- Cooking

Family

- 3 Kids – 2 Girls (16) , 1 Boy (13)
- 1 Dog – Sadie (Husky - 1 ½)

Work

- 2025-2026 Adobe Commerce Champion
- Over 20 years in eCommerce with a business operations and marketing generalist background.
- Started out selling on Ebay in the early 2000s, then founded a local food distribution platform in 2008- Lots of B2B and D2C experience, focus on brands and CPG.
- Extensive Magento / Adobe Commerce experience over the past 10 years, focusing on catalog management, CMS and front end development as well as back end solutions architecting.

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Why does your commerce need AI?

AI analyzes pixel patterns to recommend products that feel the same, even if metadata differs. it automates user's taste.

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Changing Customer Behaviours

Changes in customer behaviours mean that Experiences driven by personalised content are back in consumer minds.

Organisations that deliver innovative solutions will deliver greater business and customer value.

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The Landscape is rapidly evolving

Heightened Customer Expectations

Customers are demanding compelling experiences that feel authentic and personalized, in real-time and across multiple touchpoints and channels

Digital Experience Acceleration

Brands are improving their approach to Content & Commerce delivery across markets, channels, and business models to deliver the experiences that customers demand in an increasingly competitive world

Increasing Competitive Pressure Demanding Digital Transformation

To deliver personalization at scale, companies are transforming their digital commerce approaches to data management, use of AI/ML, and internal agility

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Recommendation Engines

Problem with monolithic search & recommendations engine

Without Catalog Services:

All processing is performed and rendered within the core commerce application.

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Solution – Adobe Catalog Services, SaaS offloading

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Adobe Commerce product recommendations architecture (Powered by Adobe Sensei)

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Case Study

Jaipur Living - Problem Statement / Use Case

Business Problem:

Massive, highly visual catalog of artisan rugs where traditional keyword search fails because customers buy based on vibe and color, not only the product details.

Complexity of selling 20,000 unique, visual SKUs across many similar items.

The business cost of a slow site and manual merchandising.

Discovery is expected to be quick and intuitive.

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Jaipur Living - Problem Statement / Use Case

Business Problem:

Users report frustration trying to find similar items when items are out of stock.

Discovery through Filters can be slow, frustrating and not intuitive.

Product attribution can be very subjective, making discovery through specific attribute filtering nearly impossible.

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Product Recommendation Options

Add to page directly:

- Home Page
- Category
- PDP
- Cart
- Order Confirmation

Add to Page Builder CMS Pages & Blocks

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Adobe Product Recommendations

Product Recommendation modules can be placed throughout the site on CMS / PDP / PLP pages.

PDP Module:

Homepage Module:

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Adobe Product Recommendations

Product Recommendations are configurable via the admin panel, which allows inclusions / exclusions as well as detailed analytics to see what is working in real time at a glance.

Real Time Analytics data includes:
Impressions, Views, Clicks, Revenue, LT Revenue and CTR.

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Getting Started & Installation

Install Product Recommendation

Install the magento/product-recommendations module with composer:

```
composer require magento/product-recommendations
```

Add Page Builder Support:

```
composer require magento/module-page-builder-product-recommendations
```

Add Visual Similarity Recommendation Type:

```
composer require magento/module-visual-product-recommendations
```


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After Installation

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Configure Catalog Services

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Synchronize Catalog Services

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Manage Product Recommendation

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Manage Product Recommendation

Product Recommendations

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Last 7 days

Settings

Create Recommendation

NAME	PAGE TYPE	TYPE	STATUS	CREATED	LAST EDITED	IMPRESSIONS	vIMPRESSIONS	VIEWS	CLICKS	REVENUE	LT REVENUE	VIEWABILITY	CTR	vCTR
PDP More Like This	Product detail	More like this	Active	Aug 5, 2025	Nov 25, 2025	576	98	210	1	-	$112.50	17%	0%	1%
CMS-6X HP: For You	Page Builder	Recommen... for you	Active	Nov 25, 2025	Nov 25, 2025	-	-	-	-	-	-	-	-	-
CMS-6x HP Trending Products	Page Builder	Trending	Active	Jul 17, 2025	Nov 25, 2025	35	2	3	-	-	-	6%	-	-
CMS-4x Reccomen...	Page Builder	Recommen... for you	Active	Aug 5, 2025	Aug 24, 2025	-	-	-	-	-	-	-	-	-

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Create Product Recommendation

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Create Product Recommendation

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Inclusions – Similar Category

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Exclusions – Lower Price, Out Of Stock, Low Stock

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Activate New Recommendation

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New Recommendations Activated

New Rec Top ATC are now Active. Metrics will be available once sufficient data has been collected.

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Product Recommendations

Last 7 days

Settings

Create Recommendation

NAME	PAGE TYPE	TYPE	STATUS	CREATED	LAST EDITED	IMPRESSIONS	vIMPRESSIONS	VIEWS	CLICKS	REVENUE	LT REVENUE	VIEWABILITY	CTR	vCTR
CMS-6X HP: For You	Page Builder	Recommen... for you	Active	Nov 25, 2025	Nov 25, 2025	-	-	-	-	-	-	-	-	-
CMS-6x HP Trending Products	Page Builder	Trending	Active	Jul 17, 2025	Nov 25, 2025	35	2	3	-	-	-	6%	-	-
CMS-4x Reccomend...	Page Builder	Recommen... for you	Active	Aug 5, 2025	Aug 24, 2025	-	-	-	-	-	-	-	-	-
PDP More Like This	Product detail	More like this	Active	Aug 5, 2025	1 hour ago	576	98	210	1	-	$112.50	17%	0%	1%
New Rec Top ATC	Product detail	Most added to cart	Active	this minute	this minute	-	-	-	-	-	-	-	-	-

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Backup Recommendation

If the input data is insufficient, there may be a cases where the recommendations do not populate fully.

For example, if using the **Recommended For You** recommendation type, a first-time shopper on your site has not generated enough behavioral data to accurately recommended personalized products.

Adobe Commerce provides backup recommendations to populate recommendation units:

The following recommendation types fallback to Most Viewed recommendation type:

- Recommended for you
- Viewed this, viewed that
- Viewed this, bought that
- Bought this, bought that
- Trending
- Conversion (view to purchase)
- Conversion (view to cart)

Backup Recommendation Fills the Empty Space

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Customizing Product Recommendation

Customize the out of the box storefront template:

```
<your theme>/Magento_ProductRecommendationsLayout/web/template/recommendations.html
```

Customize the Recommendations Unit Position:

```
cd `<your theme>/Magento_ProductRecommendationsLayout/layout`
```

- ☑ For creating Page Builder recommendations content,
  use the Page Builder tools to position the recommendation unit on the page.
- ☑ For other page types, edit the *.xml files.

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Recommendation strategy by page to maximize conversions

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Demo

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Q&A

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