

Product Catalog

- Represents all products on a website.
- Customer uploads catalog file in a specific **format** that Fanplayr understands.
- Fanplayr stores products in their database. It can also synchronize this catalog with Google if AI models are needed.
- Additional catalogs may be created to support websites in alternate languages or currencies.

Product Lists

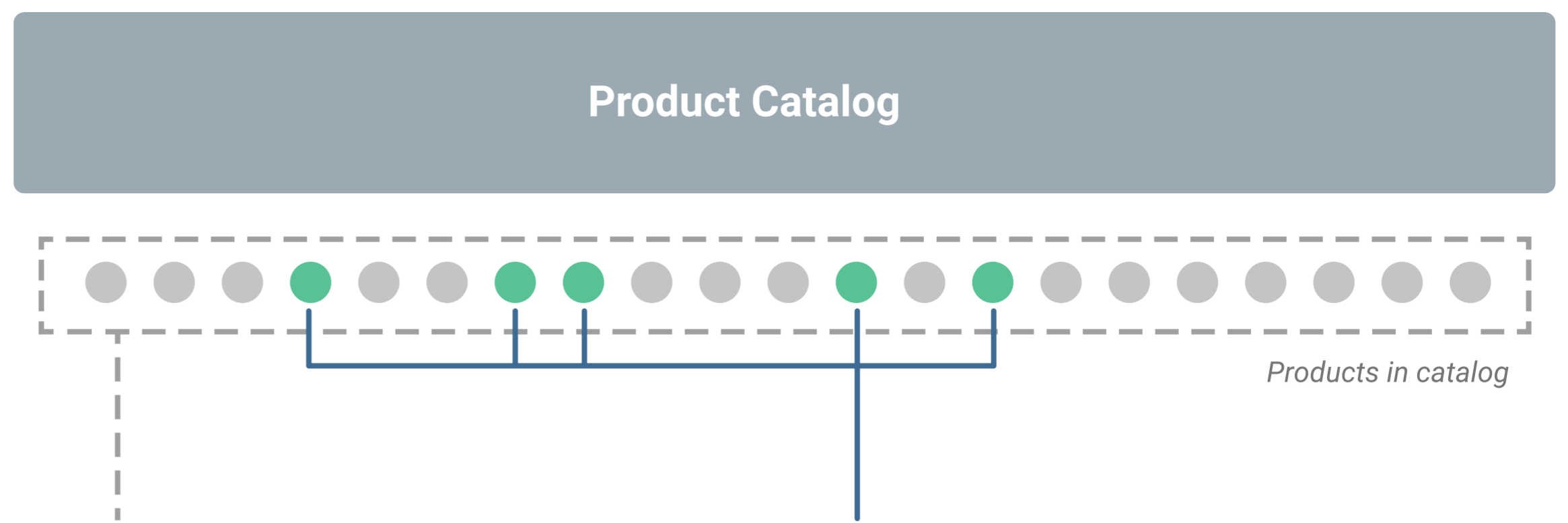
- Product lists use **rules** to dynamically “select” a subset of the products in a catalog.
- The products in the list are recalculated whenever the rules change, or when the catalog it refers to is updated.

Models (Algorithms)

- Models are used to determine which products are selected from a **product list**.
- There are 3 different model types:
 - No Algorithm
 - Ranking models
 - AI models

Product Displays

- Combines **product lists** and **models** together to produce the final output of products to be used in **widgets** and other Fanplayr services.
- Any number of product displays can be created.
- Only “active” displays can be used in widgets. If a widget uses a product display for recommendations and the display is disabled, the widget will stop showing.



All Products

- A special product list which always refers to the **full catalog**.
- **Does NOT have any rules**
- Cannot be deleted in the portal.

Custom lists

- **Up to 10** custom product lists can be defined by users in the portal.
- Custom lists can have rules.
- Example: “Price is greater than \$50”

No Algorithm

- Products are selected from the product list at **random**.
- Can use **custom product lists**.

Sorting options:

- Default
- Price
- First Seen
- First In Stock

Other options:

- Filter by current page category being viewed by user

Ranking Algorithms

- Uses product history to rank items.
- Can use **custom product lists**.

Ranking types:

- By views
- By carts
- By purchases
- By revenue

Sorting options:

- Default
- Randomize
- Price
- First Seen
- First In Stock

Other options:

- Days of history to use
- Filter by current page category being viewed by user

AI Recommendation Models

- Uses Google AI to train models based on activity of current visitor and all other visitors on website.
- Can **ONLY** use the “**All Products**” product list.

Models:

- Frequently Bought Together (FBT)
- Recommended For You (RFY)
- Others You May Like (OYML)
- Recently Viewed (RV)

Product Displays

- Uses a recommendation **model** to determine which algorithm to use for picking products.
- Uses a **product list** to determine which products are available to choose from.
- Configures options necessary for displaying products at runtime in **Widgets** (e.g. minimum products required).
- Configures special display options related to the model chosen (e.g. ranking models have options related to history, sorting and filtering on current page category).