Commerce Cloud Einstein

Complete the Set Enablement and FAQ

The purpose of this document is to enable customers to use Complete the Set and provide answers to common questions.

Overview

What is Einstein Complete the Set?

Complete the Set is a new recommender type in the Configurator. Sets are a quick and easy way for shoppers to find items that go well together. Einstein reviews shopper activities on your site to understand the types of products most often purchased together, and then applies intelligence around product categories to create a "Set" or a "Look." Einstein automatically creates sets of products without extra feeds or integrations.

Why use Complete the Set?

Complete the Set is a way to reduce, or even eliminate, time spent on manually creating sets of products. Sets are also a way to increase average order value (AOV) by showing the shopper complementary products on a product detail or cart page. For the shopper, Sets are a quick and easy way to buy items that go well together without having to search the site for each product individually.

When will Complete the Set be available?

Complete the Set became generally available for **apparel** sites with the Salesforce 224 release and the B2C Commerce 20.2 release (February 2020).
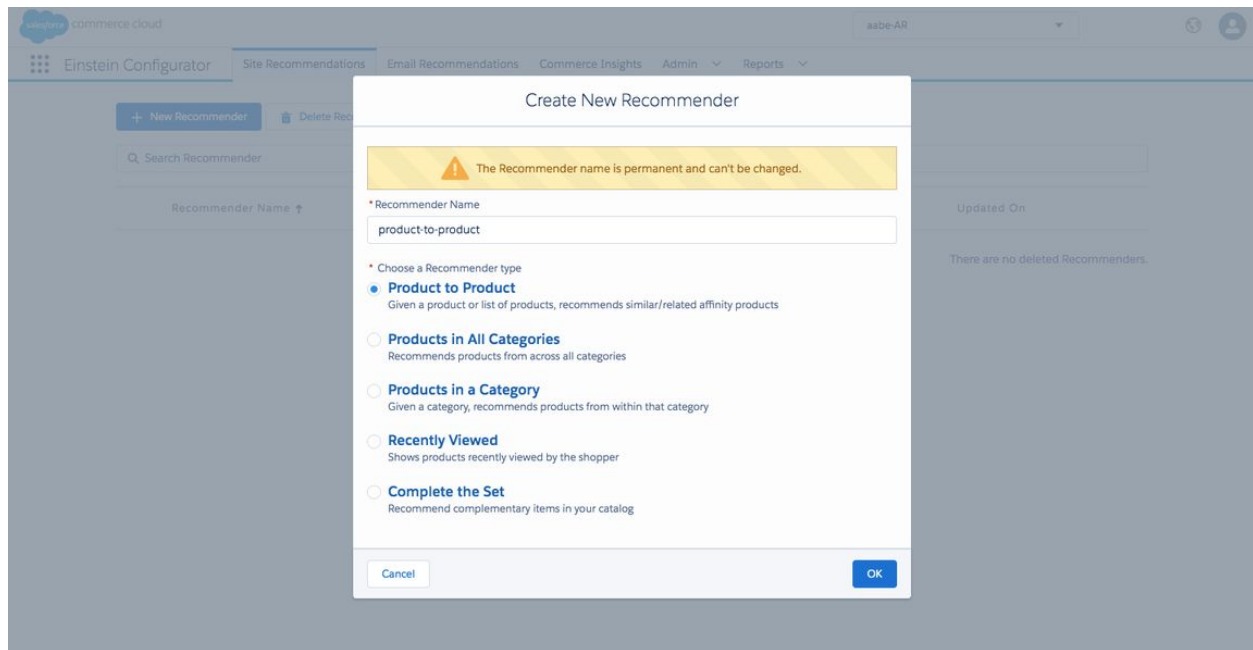
It will become generally available for **beauty** and **home furnishings** sites with the Salesforce 228 release and the B2C Commerce 20.9 release (September 2020).
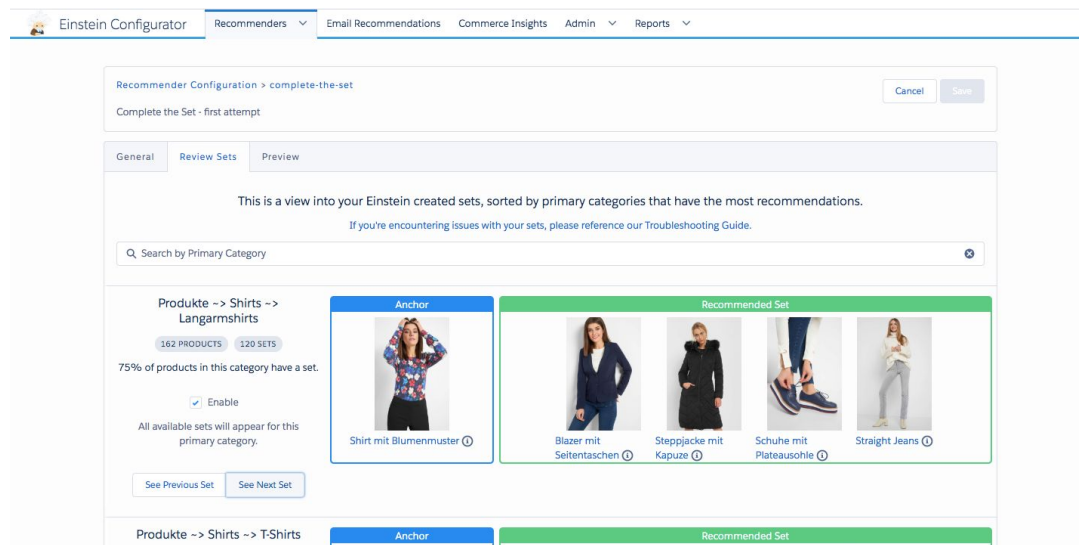
Enablement and Activation

Create Recommender

The Complete the Set recommender can be created by selecting "**+ New Recommender**" on the Site Recommendations tab, and then selecting "Complete the Set."

Review Sets

On the Review Sets tab, the merchant can review Sets by category, and choose to disable Sets for certain categories, if desired.

Content Slot Creation

In order to take advantage of a Complete the Set recommender, you will need to have a content slot on the site to house the recommendations.

Complete the Set is not intended to replace any existing view-to-view or product affinity recommenders on your site. It is highly recommended that you create a new content slot for Complete the Set in addition to any existing recommenders on the page.

Content slots are created and managed in the Business Manager. Instructions for creating content slots can be found here:

Developer doc for adding a content slot to ISML:
https://documentation.b2c.commercecloud.salesforce.com/DOC2/topic/com.demandware.dochelp/ISML/isslot.html

Merchandiser info for slot configurations:
https://documentation.b2c.commercecloud.salesforce.com/DOC2/topic/com.demandware.dochelp/Content/ContentSlots.html

Some common labels for this type of recommendation slot include:

- Complete the Look
- Shop the Look
- Goes Great With
- Style With

Content Slot Placement

Complete the Set requires an anchor product to create recommendations. It therefore is suitable for only certain pages on your site:

Product Detail Page

Cart Page, Purchase Complete Page

FAQ

1. Can any site use it?
   - Currently Sets can be created for apparel products (including jewelry and accessories) as well as cosmetics , skincare and home furnishings products.
   - Sites in all languages and geos are supported
2. How are the results different from a People who Bought Also Bought recommender?
   - CTS will not recommend products from the same category as the anchor. CTS will show only complementary products from other categories.
3. How often are the Sets updated?
   - Sets are updated daily
4. What if I don't like the look of the Sets?
   - Sometimes the algorithm could make mistakes due to strange shopper behavior. The Einstein team will take a look at any such cases that come up and make any adjustments needed to improve the sets.
   - Einstein will not dictate style. The way shoppers choose to assemble looks might be unexpected.
5. What sort of insights & reporting will I receive?
   - Overall Set information is available in the Configurator, such as a preview of the Sets and percent coverage of your catalog.
   - Recommender engagement (ex. clicks, adds-to-cart) is available via the Einstein tab in Reports and Dashboards.
6. How do I turn it on?
   - Access the Einstein Configurator tool to create a new Complete the Set recommender.
   - Add the CTS recommender to a content slot on the storefront as you would any other Einstein recommender
7. Can I add or remove products from the Sets?
   - There is no option to edit the Sets currently
8. How do I review the Sets that have been created for my catalog?
   - Sets can be previewed in the Configurator, by selecting the Complete the Set recommender and then the "Review Sets" tab
9. How can I expand Set coverage?
   - If coverage seems low, you can contact Support, who will open a review by the Einstein team
10. Can it work for brand new products in the catalog?
    - Not currently. Einstein requires some purchase information for sets to be created accurately.
11. How do I test it?
    - If you would like to test Complete the Set on your site, we recommend two options:
      - Setting it up as an A/B test against an existing recommender with a buy-to-buy strategy. This strategy most closely matches the use case for Complete the Set, so will likely produce the most relevant results.
      - Add a new content slot on your site and create an A/B test for 50% of your site traffic.
12. If I turn on Complete the Set, is it all or nothing?
    - You can use Sets on a per category basis. You can disable Sets for individual categories via the Set Preview tab in the Configurator.

13. Are there limitations for using Complete the Set?
    - Purchase volume
        - Complete the Set requires a reasonable number of checkouts on the site to produce Sets. If your site has very low purchase volume, it is likely not an ideal candidate for Complete the Set. The number of checkouts needed will depend on the size of the catalog. As a rule of thumb, more than 50 checkouts per day is likely needed for a medium-size catalog.
    - Unique product types
        - If your catalog includes unique apparel products that Einstein is not familiar with, it may not know how to classify them for the purpose of creating Sets. If this is the case, please contact Support. The Einstein team will be able to work with you to understand your products and increase coverage for Complete the Set.
14. What if there are certain products appearing in my Sets that I don't want included?
    - If there are certain categories of products appearing that you would like to have blacklisted for the purpose of creating Sets, please contact Support. The Einstein team will be able to make the necessary updates to remove a category or categories of products from your Sets.

Troubleshooting

"**There are very few Sets created for my site.**"

- Purchase volume
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- Unique product types
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"**The Sets created for my site do not make sense.**"

- It is possible that Einstein is having problems classifying your products for the purpose of creating Sets. Please contact Support. The Einstein team will be able to work with you to understand your products and create better quality sets.

"**There are certain products appearing in my Sets that should never be recommended.**"

- If there are certain categories of products appearing that you would like to have blacklisted for the purpose of creating Sets, please contact Support. The Einstein team will be able to make the necessary updates to remove a category or categories of products from your Sets.

Resources

Related InfoCenter on documents for creating Content Slots:

- [Developer Documents for adding a content slot to ISML](#)
- [Merchandiser info for slot configurations.](#)