

PERSONALISATION WITH RECOMBEE PART 2

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**CONTENT
MANAGEMENT
IS A SOLVED
PROBLEM**



Drupal's strengths

- Content modelling
- Content editing
- PHP templating
- JSON API
- Integrations



**BUT HOW DO WE
PERSONALISE?**



Drupal's strengths

- Content modelling
- Content editing
- PHP templating
- JSON API
- Integrations

and weaknesses

- Personalisation for anon
- Scalability for anon
- Client side templating



Challenges

- Scalable recommendation engine: Recombee
- Editor friendly: Recombee module (blocks)
- Integration: Search API Recombee module
- Client side template: JSON Template module



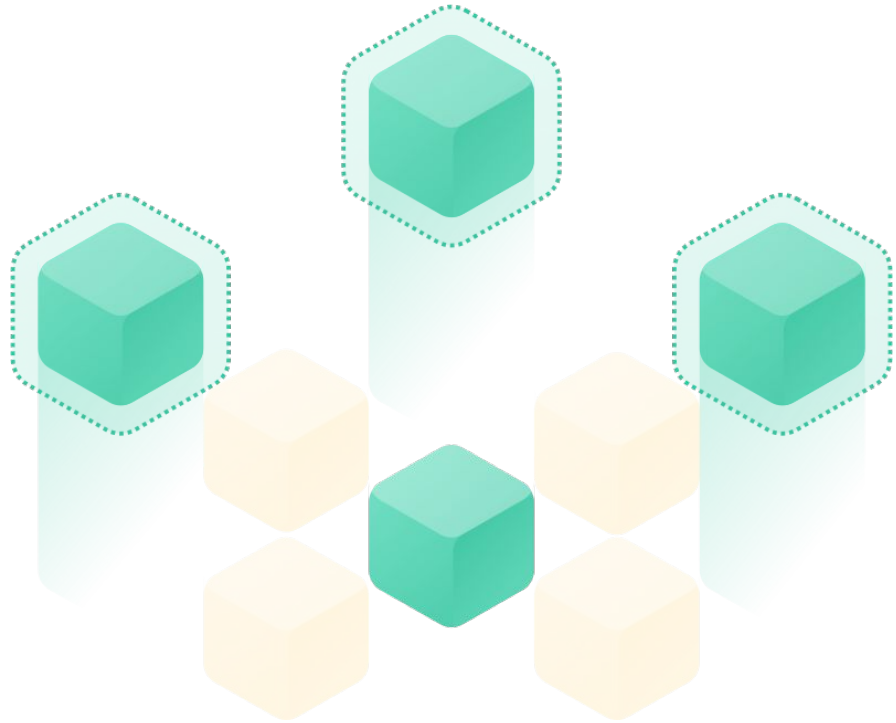
RECOMBEE





Collaborative filtering

- User based behaviour
- Track users - client ID



Content based

- Property based similarity
- Push content metadata to Recombee index

Using Recombee client side

Track a user interaction:

```
var client = new recombee.ApiClient('name-of-your-db', 'db-public-token');  
client.send(new recombee.AddDetailView('user-9318', 'item-108'));
```



Using Recombee client side

Get some recommendations:

```
var callback = function (err, res) {  
  if (err) {  
    console.log(err);  
    // use fallback ...  
    return;  
  }  
  console.log(res.recomms);  
}  
// Get 5 recommendations for user-13434  
client.send(new recombee.RecommendItemsToUser('user-13434', 5), callback);
```



```
{
  "recommId": "e8bdec4c-6357-47bf-be4f-8bed5f739db2",
  "recomms": [
    {
      "id": "beta-node-371",
      "values": {
        "url": "https://beta.site-showcase.com/article/wordpress-hosts-australia",
        "site": "beta",
        "image": null,
        "authors": [],
        "summary": "WordPress hosts in Australia.",
        "products": ["product:wordpress"],
        "title": "WordPress hosts in Australia",
        "type": "article",
        "audiences": [],
        "topics": ["topic:hosting"]
      }
    },
    ...
  ]
}
```



Using Recombee server side

```
<?php
```

```
use Recombee\RecommApi\Client;  
use Recombee\RecommApi\Requests as Reqs;
```

```
$client = new Client("myDb", private_token);
```

```
// Push up data to Recombee item index
```

```
$client->send(new SetItemValues($item_id, $values, $optional_values));
```

```
?>
```



Recombee module

<https://www.drupal.org/project/recombee>

- Basic configuration settings
- Public Scenario block
- Tracker block



DEMO



Recombee backend

- Database
- KPIs
- Items
- Users
- Scenarios



Alphabet

- User recommendations
- Item recommendations
- Public Scenario block (templating)
- Tracker block



BEHIND THE SCENES



Search API Recombee

https://www.drupal.org/project/search_api_recombee

- Recombee backend for the Search API module.
- Index content into Recombee.
- No support for search or facets.
- Federation supported.



JSON Template

https://www.drupal.org/project/json_template

- A plugin system for managing client side templates.
- JSON Template: The template applied to the JSON
- JSON Transformer: The engine which transforms.
- Ships with Handlebars transformer
- Themers define template in module or theme
- Editors and site builders choose template



JSON Template Config

```
recombee_basic_list:  
  title: 'Recombee: Basic list'  
  description: 'Simple Handlebars template for Recombee.'  
  file: handlebars/recombee-basic-list.html.hbs  
  transformer: handlebars  
  available_for:  
    - recombee
```

```
recombee_image_cards_thirds:  
  title: 'Recombee: Image cards - thirds'  
  description: 'Simple Handlebars template for Recombee.'  
  file: handlebars/recombee-image-cards-thirds.html.hbs  
  transformer: handlebars  
  available_for:  
    - recombee
```



JSON Template Example

```
<div class="roam-recombee list-layout list-layout--4-4-4" >
  <div class="erd-list--stack-detail list">
    {{#each recomms}}
      <div class="list item">
        <div class="au-card au-body au-card--shadow au-card--clickable stack stack--detail">
          <div class="stack image">
            
          </div>
          <div class="stack content">
            <h3 class="stack title">
              <a href="{{values.url}}">{{values.title}}</a>
            </h3>
            <div class="stack summary">
              {{values.summary}}
            </div>
          </div>
        </div>
      </div>
    {{/each}}
  </div>
</div>
```



CONCLUSION



Orchestrating many parts

- Planning and design Discovery, IA, UX, Ontology, Content
- Scenarios Recombee backend
- Tracking Recombee
- Indexing Search API Recombee
- Querying Recombee
- Transforming JSON Template



It's worth it

- Surfacing relevant content
- Uncovering content which may have been hidden
- Keeping the user engaged
- Lower bounces, longer time on the site



QUESTIONS





Thanks!

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