

Automatic Related Products

for Magento 2



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Introducing Automatic Related Products

Magento 2 Automatic Related Products adds related product blocks to website pages. Products in blocks are displayed in accordance with specific rules regarding block position, name, priority, the pages where the block should be shown, the items to be included in it, the block's look. Automatic product suggestions can be disabled for individual products.

Compatibility: Magento Open Source 2.1.X - 2.3.X, Magento Commerce 2.1.X - 2.3.X

The Automatic Related Products (ARP) module introduces a powerful set of features for related product offer management:

- **Flexible rules** allow quickly defining which items to display as related and on which pages to display a related product block itself;
- **Rule overriding** with the native Magento related products (for individual products);
- Custom block **on-page position**;
- **Grid (per-row)** and **slider** block layout options.

Getting Around

The Automatic Related Products extension comes ready for work right after the installation.

Manage Rules

The first place to start is the **Manage Rules** section available right from the backend navigation menu (**Marketing > Automatic Related Products by aheadWorks > Manage Rules**).

Manage Rules

Manage Rules ▾ Create New Rule

Filters Default View Columns

Actions 7 records found 20 per page 1 of 1

<input type="checkbox"/>	ID ↑	Name	Status	Rule Type	Position	Display Mode ⓘ	Priority	Views	Clicks	CTR	Action
<input type="checkbox"/>	7	ARP: After native Up-sells	Enabled	Related Product	Product page. After native Up-sells block	Conditions Combination	10	13	5	38%	Select ▾
<input type="checkbox"/>	6	ARP: Before native Up-sells	Enabled	Related Product	Product page. Before native Up-sells block	Conditions Combination	15	13	1	7%	Select ▾
<input type="checkbox"/>	5	ARP: Instead of Up-sells	Enabled	Related Product	Product page. Instead of native Up-sells block	Conditions Combination	15	13	1	7%	Select ▾
<input type="checkbox"/>	4	Watches category: multiselect	Disabled	Related Product	Product page. Content top	Conditions Combination	10	26	1	3%	Select ▾
<input type="checkbox"/>	3	Arp block on product page	Enabled	Related Product	Product page. Content top	Conditions Combination	10	40	10	25%	Select ▾
<input type="checkbox"/>	2	Second custom position	Disabled	Custom position	Custom position	Conditions Combination	10	7	0	0%	Select ▾
<input type="checkbox"/>	1	Custom position of ARP block	Enabled	Custom position	Custom position	Conditions Combination	10	5	1	20%	Select ▾

This is the section where all the Automatic Related Products rule management takes place.

Here you are provided with rule short descriptions and performance stats:

- **Views** - displays the number of customer visits to the pages with the ARP block;
- **Clicks** - displays the number of clicks on the products displayed in the ARP block (both product clicks and add to cart actions are counted);
- **CTR** (Click-through rate) - represents the View-to-Click ratio.

If you already have one or several rules created, this section provides the following opportunities:

- Create New Rule button navigates you to the 'New Rule' screen where you are suggested to create new related product rules;
- Clicking a rule name navigates you to the 'Edit Rule' page where you can adjust the created rule settings;
- Enable and Disable buttons allow quickly enabling/disabling the created ARP rules;

-  button allows quickly deleting a particular ARP rule.

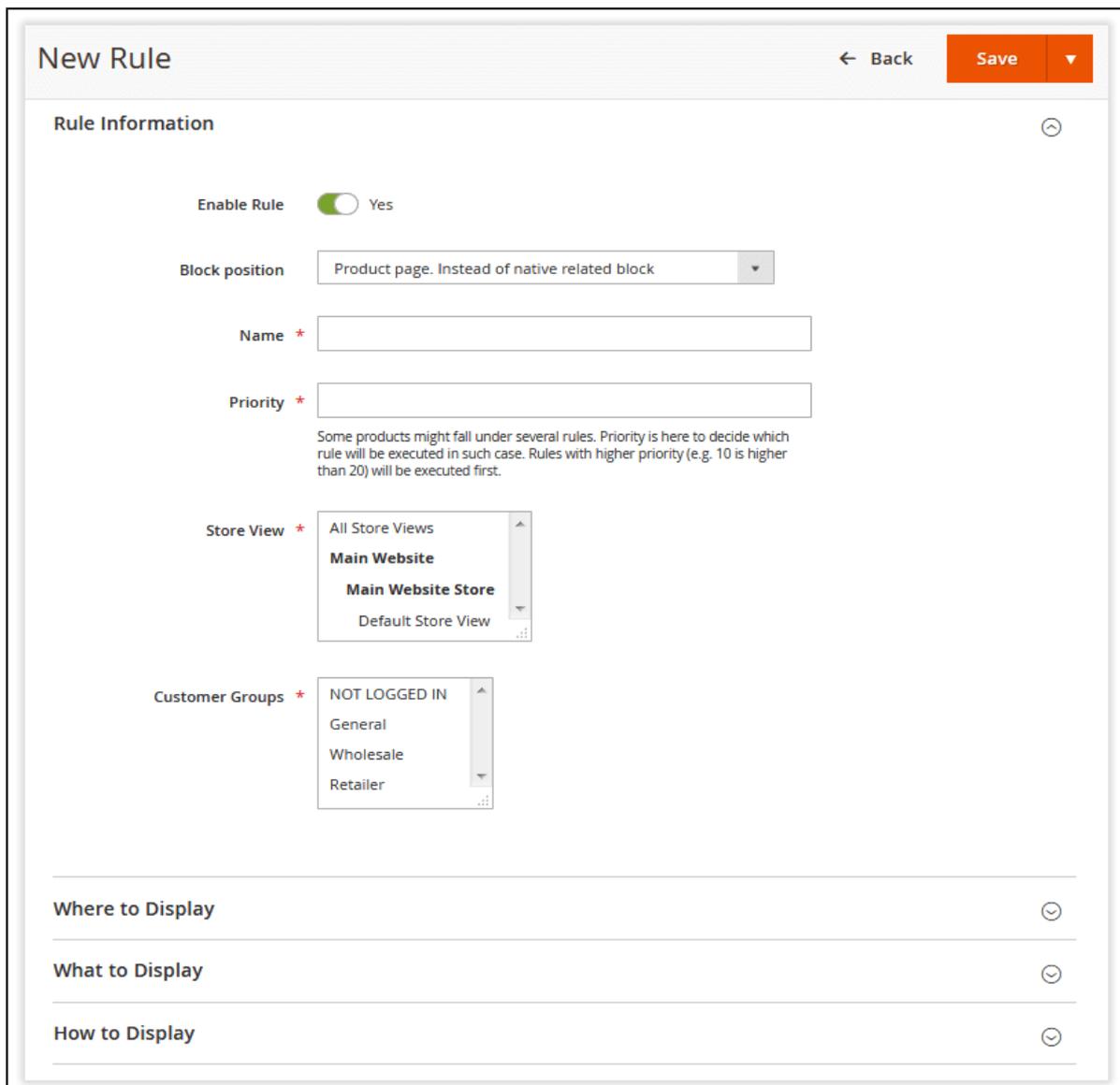
Additionally, the grid displays related product rule priorities and display modes. The rules with higher priority (10 is considered to be higher than 20) are executed first. The 'Display Mode' column shows the 'What to Display' display logic applied to a particular rule (described below).

Creating ARP Rules

The new ARP rules can be created from the '**Manage Rules**' section. To create a new rule, follow the steps below:

Step 1

Click the **Create New Rule** button. You are now being navigated to the '**New Rule**' page.



New Rule ← Back Save

Rule Information

Enable Rule Yes

Block position Product page. Instead of native related block

Name *

Priority *

Some products might fall under several rules. Priority is here to decide which rule will be executed in such case. Rules with higher priority (e.g. 10 is higher than 20) will be executed first.

Store View * All Store Views
Main Website
Main Website Store
Default Store View

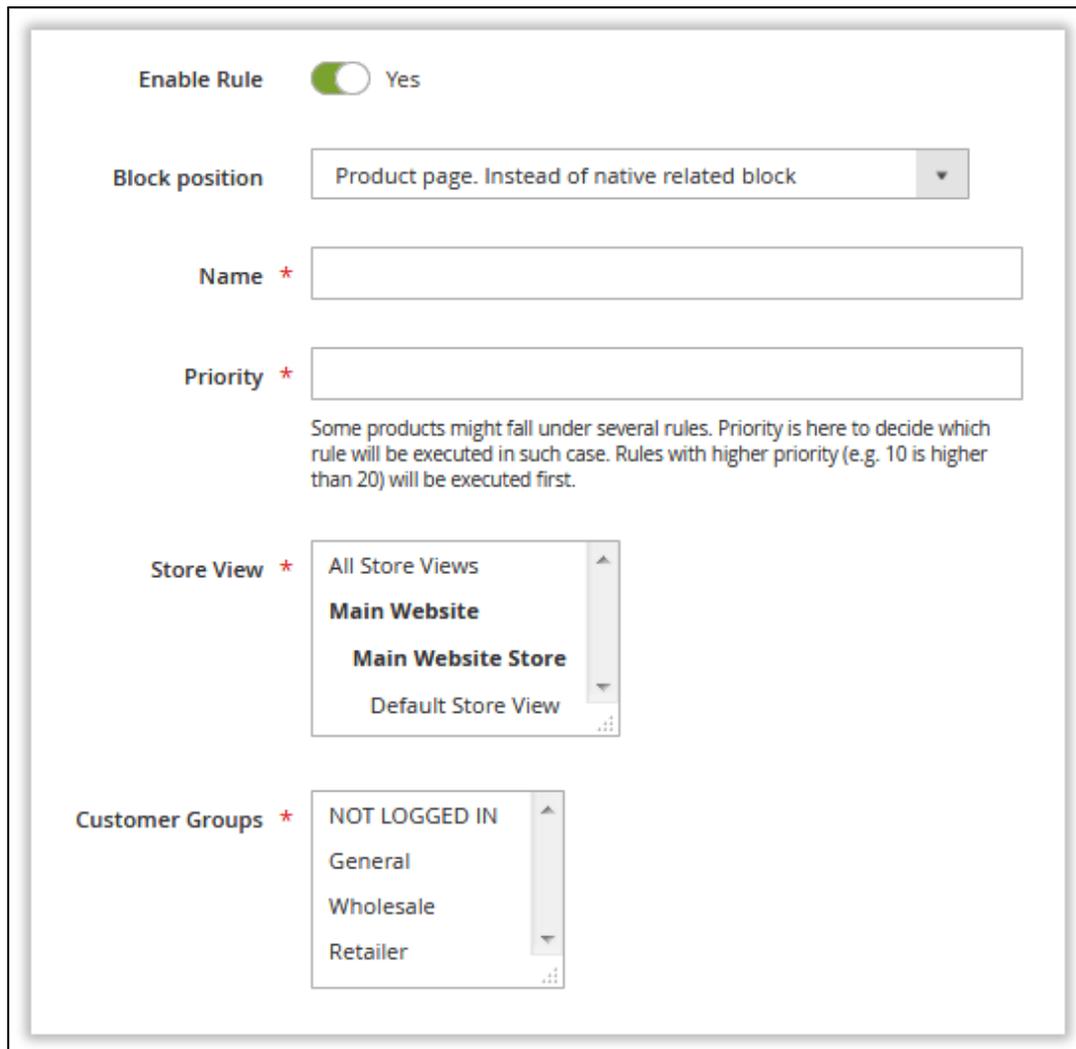
Customer Groups * NOT LOGGED IN
General
Wholesale
Retailer

Where to Display

What to Display

How to Display

Step 2



Enable Rule Yes

Block position

Name *

Priority *

Some products might fall under several rules. Priority is here to decide which rule will be executed in such case. Rules with higher priority (e.g. 10 is higher than 20) will be executed first.

Store View *

Customer Groups *

In the '**Rule Information**' section, decide on the following:

- Enable/disable the rule;
- Choose the ARP block's position in the '**Block Position**' field. Currently, there are eleven product page block positions, five shopping cart page positions, two catalog page positions, and the custom position option;
- Decide on the ARP rule name and type it in the '**Name**' field (the name is used for internal identification purposes);
- Set the ARP block's **Priority**.

The ARP block's priority comes into play when there are several ARP blocks with the conditions intersected.

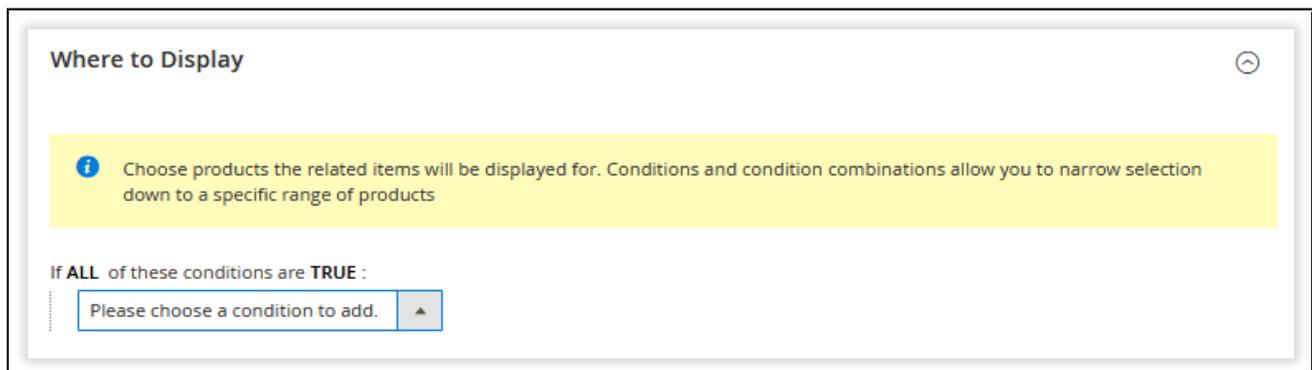
For example, if you have two ARP blocks with the same block on-page position, only the ARP block with the highest priority will be displayed.

If these two blocks have the same priority value set, the block created earlier will have the priority over the other.

- Select the **Store View** the ARP block should be displayed on;
- Select **Customer Groups** the ARP block should be displayed for.

Once done with the above settings, navigate to the '**Where to Display**' section:

Step 3

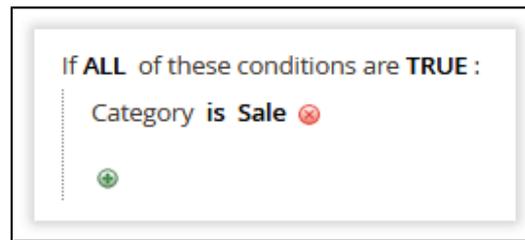


In the '**Where to Display**' section you are suggested to specify the product attributes or attribute combinations defining on which pages the ARP block should be displayed. The module uses the native Magento rules.

Depending on your requirements, you can either:

- 1) Define a particular set of product pages that will display the ARP block (Example 1);
- 2) Display the ARP block on all product pages excluding a particular set of product pages (Example 2).

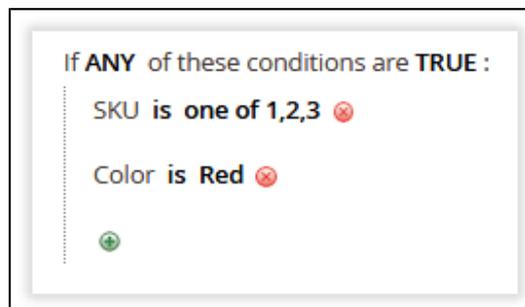
Example 1:



Here we specified the product pages where ARP block should be displayed upon adding a category condition.

In this case, the ARP block will be displayed **ONLY** on the product pages that belong to the **'Sale'** category.

Example 2:

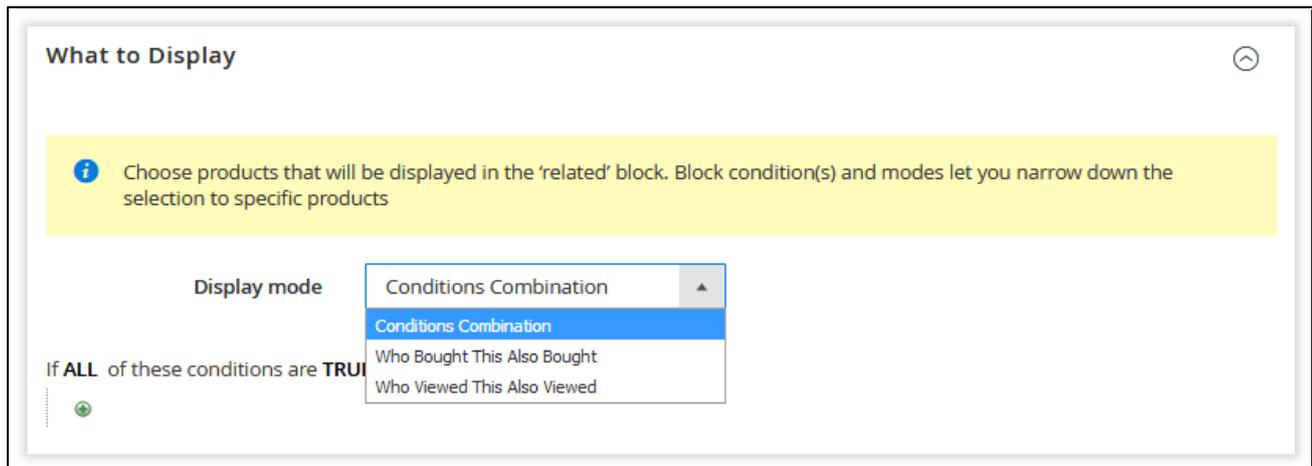


Here we specified the product pages where the ARP block should **NOT** be displayed by adding the **'SKU'** and **'Color'** -based conditions.

In this case, the ARP block will be displayed on **ALL** product pages of your store except for the ones that fall under the conditions set, namely: products with SKU 1, 2, or 3, and all products of the **'Red'** color.

When you are done setting up the display location conditions, navigate to the **'What to Display'** section:

Step 4



In the '**What to Display**' section you are suggested to choose among the three display options:

- Conditions Combination;
- Who Bought This Also Bought (WBTAB);
- Who Viewed This Also Viewed (WVTAV).

The Who Bought This Also Bought and Who Viewed This Also Viewed display options are only available for the product and shopping cart pages.

The '**Conditions Combination**' option specifies the product attributes or attribute combinations defining the products to be displayed in the ARP block.

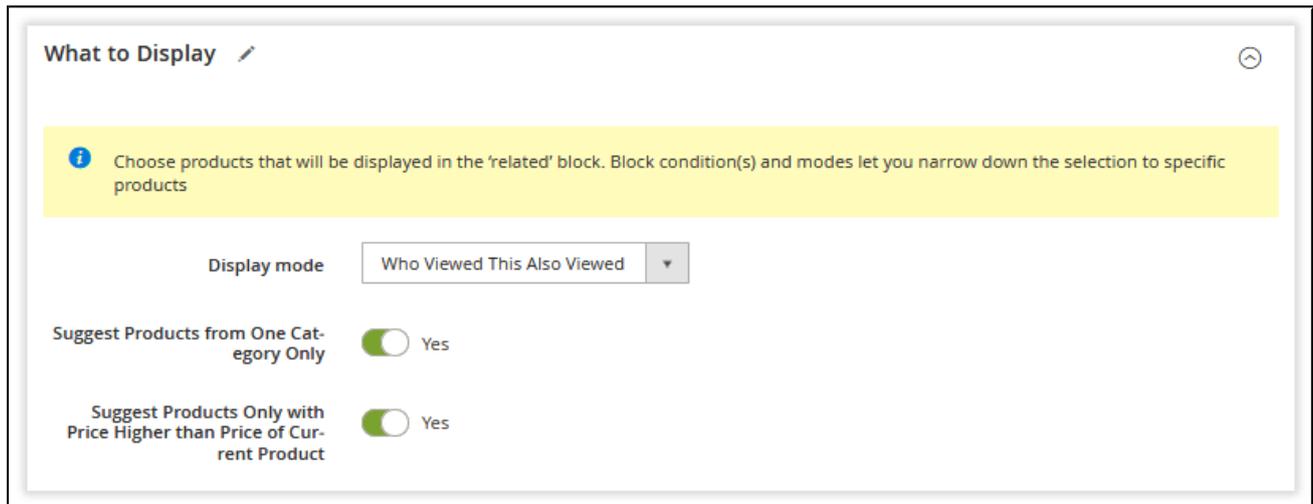
The process behind specifying the products is the same as in the Step 3. Depending on your requirements, you either include or exclude products.

The '**Who Bought This Also Bought**' display option allows selecting the related products that are frequently bought together with the current product.

The 'current product' is either the product displayed on the current product page or the most expensive product displayed on the shopping cart page. The same logic is applied to the '**Who Viewed This Also Viewed**' option.

The '**Who Viewed This Also Viewed**' option, if enabled in the extension settings, allows selecting the related products that are frequently viewed together with the current product (consider the above note) within a single browser session.

This display option can be further configured in order to filter particular products from the above selection.



The screenshot shows the 'What to Display' configuration panel. At the top, there is a yellow information banner with an 'i' icon and the text: 'Choose products that will be displayed in the 'related' block. Block condition(s) and modes let you narrow down the selection to specific products'. Below this, the 'Display mode' is set to 'Who Viewed This Also Viewed' in a dropdown menu. There are two toggle switches, both currently turned on (green): 'Suggest Products from One Category Only' and 'Suggest Products Only with Price Higher than Price of Current Product'.

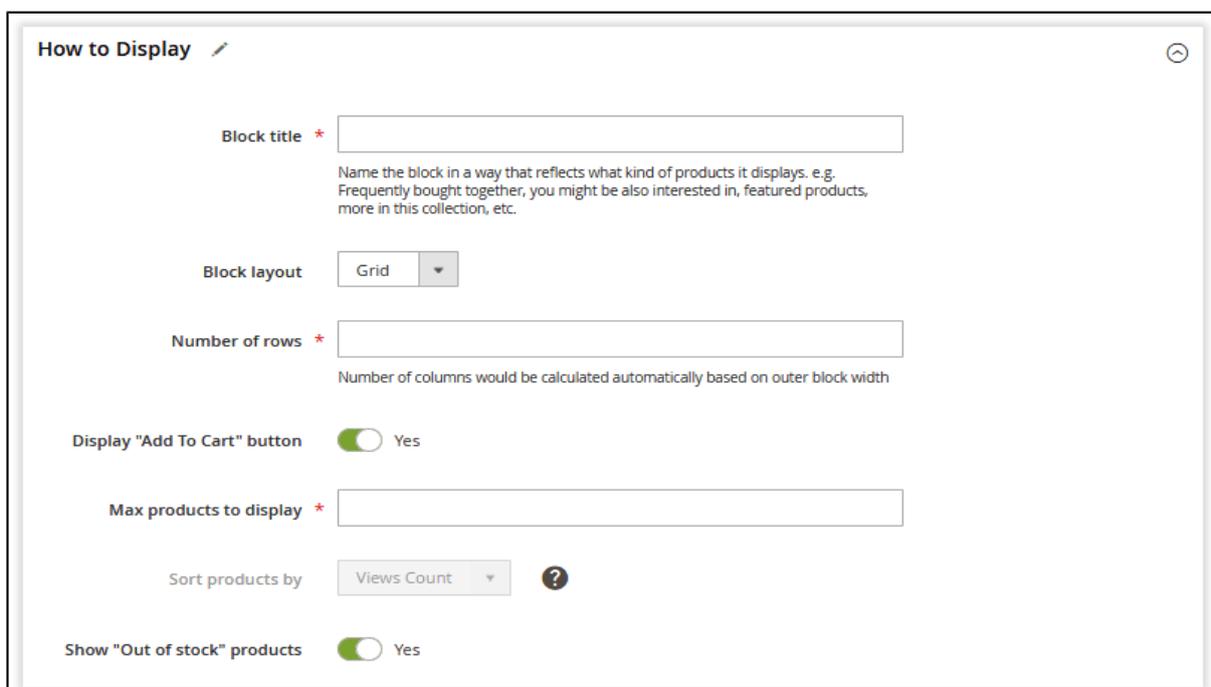
With the enabled '**Suggest Products from One Category Only**' toggle switch button, the extension considers only the items that belong to the category of the current product.

The '**Suggest Products Only with Price Higher than Price of Current Product**' option, accordingly, allows selecting only the items with higher prices.

And the combination of these two filters even further narrows down the list of available related products. Suitable for big stores handling numerous visits and sessions.

When you are done with specifying the products you want to be displayed in the ARP block, navigate to the final '**How to Display**' section.

Step 5



The screenshot shows the 'How to Display' configuration panel. It includes several fields and toggles: 'Block title' with a red asterisk and a text input field; a descriptive note below it: 'Name the block in a way that reflects what kind of products it displays. e.g. Frequently bought together, you might be also interested in, featured products, more in this collection, etc.'; 'Block layout' set to 'Grid' in a dropdown; 'Number of rows' with a red asterisk and a text input field, with a note: 'Number of columns would be calculated automatically based on outer block width'; 'Display "Add To Cart" button' toggle switch turned on; 'Max products to display' with a red asterisk and a text input field; 'Sort products by' set to 'Views Count' in a dropdown with a help icon; and 'Show "Out of stock" products' toggle switch turned on.

In the '**How to Display**' section you are suggested to adjust the ARP block look's and feel:

- Set the name of the ARP block that will be displayed to the store customers in the '**Block title**' field;
- Decide on how the ARP block will look like in the '**Block layout**' field: grid or slider;
- If you select the grid block layout option, it will be suggested to specify the number of rows in the block grid;
- Specify if you want the 'Add To Cart' button displayed under every product in the ARP block with the '**Display "Add To Cart" button**' selector;
- Set the maximum number of products displayed in the ARP block in the '**Max products to display**' field;
- Decide on how you want the related products to be sorted in the ARP block, for example, by bestsellers, low to high prices, the newest, etc.

The sorting orders for the WB TAB and WVT AV display modes are defined by default, by Order Counts and View Counts, accordingly. In the case of the enabled Override Option in the "Related Products, Up-Sells, and Cross-Sells " tab of the backend product editing form the related product blocks using the WB TAB and WVT AV display modes and containing native related products will be sorted by the product positions specified in the corresponding editing form.

If you sort products by newest, users will see the recently added products first (not the recently modified ones).

Once done with the '**How to Display**' settings, click the  button. That's it, the rule is now configured.

Overriding Automatic Related Products

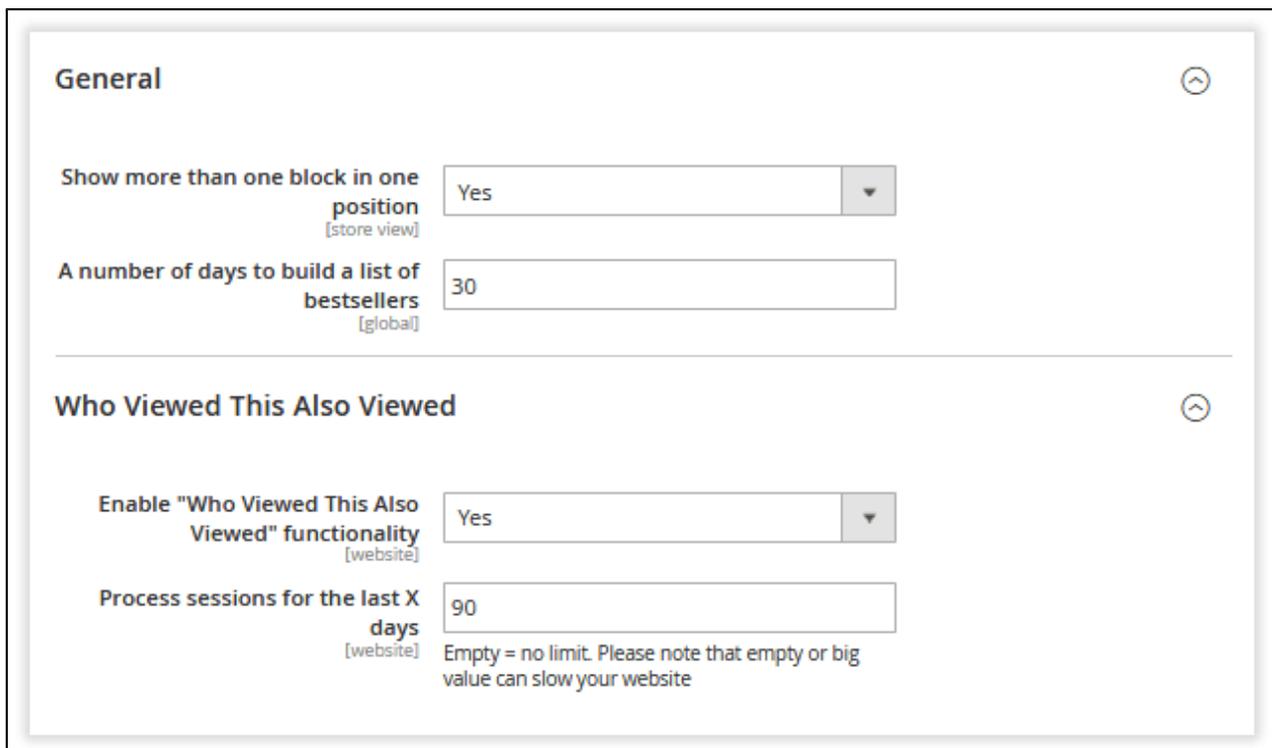
The ARP block can be overridden with native Magento related products on the product level. To do this, navigate to **Catalog > Products**, select the product you want to override with the native Magento rules, and expand the '**Related Products, Up-Sells, and Cross-Sells**' section.



The screenshot shows a configuration panel for 'Related Products, Up-Sells, and Cross-Sells'. At the top, there is a section for 'Search Engine Optimization'. Below it, the 'Related Products, Up-Sells, and Cross-Sells' section is expanded. A toggle switch for 'Override Automatic Related Products' is shown in the 'Yes' position. The text '[store view]' is visible below the toggle.

General Settings

The '**General Settings**' section is available under **Stores > Configuration > AHEADWORKS EXTENSIONS > Automatic Related Products**



The screenshot displays the 'General Settings' configuration page. It features several settings:

- Show more than one block in one position** (store view): Set to 'Yes' via a dropdown menu.
- A number of days to build a list of bestsellers** (global): Set to '30' in a text input field.
- Who Viewed This Also Viewed**: A section header with an expand/collapse icon.
- Enable "Who Viewed This Also Viewed" functionality** (website): Set to 'Yes' via a dropdown menu.
- Process sessions for the last X days** (website): Set to '90' in a text input field. A note below states: 'Empty = no limit. Please note that empty or big value can slow your website'.

The section contains the two setting blocks:

General. In this block you can:

- prioritize multiple related product blocks taking the same position (for example, between the blocks with Priority 1 and Priority 5 the extension will display the first one);
- define the number of days during which the module will process the data on the best-selling products.

Who Viewed This Also Viewed. The setting block allows enabling the 'Who Viewed This Also Viewed' display mode and determine the period of processed sessions (e.g. 'Empty' means no limitations, which may slow down your website).

Note: If the WVTAV functionality is enabled, the module starts an additional cron job once in 24h updating the related product blocks working under the WVTAV display mode.

Custom Block Position

Automatic Related Products blocks can be displayed in a custom position with the help of the Magento widget. To display a block in a custom position, follow these steps:

Step 1

Create the ARP rule and set the '**Block position**' setting to '**Custom position**'.

Edit Rule ← Back Delete Save

Rule Information

Enable Rule Yes

Block position

Name *

Priority *
Some products might fall under several rules. Priority is here to decide which rule will be executed in such case. Rules with higher priority (e.g. 10 is higher than 20) will be executed first.

Store View *
Main Website
Main Website Store
Default Store View

Customer Groups *
General
Wholesale
Retailer

Configure the rest of the settings as you need. Note that you can use the same block for different store views.

Step 2

Create a widget at **Content > Elements > Widgets** and set the widget type to '**Automatic Related Products by Aheadworks**'.

Settings

Type *

Design Theme *

Continue

Besides custom positioning, you can place the related product block instead of the native related and upsell blocks.

Continue to the widget settings. Set layout updates and other widget attributes. Don't forget to navigate to the '**Widget Options**' tab and select the required ARP rule.

Step 3

Click the  button. Now you can proceed to the store frontend and see the widget in the specified position.

You can duplicate the rule by expanding the drop-down next to the 'Save' button and choosing the 'Save & Duplicate' option.

You can add the ARP block in custom page positions via the template of the corresponding page. Do this by inserting the following snippet in the template:

```
<?=@noEscape */ $block->getLayout()->createBlock(\Aheadworks\Autorelated\
Block\Widget\Related::class)->setRuleId(X)->toHtml()?>
```

, where 'X' in the 'setRuleId' method stands for the ID of the rule that supports custom positioning.

For an in-depth look visit Automatic Related Products demo store at the extension's [product page](#).

Feel free to contact our support team with any questions:

[Submit a help desk ticket](#)

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