

# Who Bought This Also Bought

## for Magento 2



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## About Who Bought This Also Bought

**Magento 2 Who Bought This Also Bought** analyzes the shopping activity of customers and then offers frequently bought together items as additional purchases. Store owners can precisely set up a related item block in terms of its position, layout, the maximum number of products to be shown as well as individually configure the block for catalog, product, and cart pages.

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

## Introducing Who Bought This Also Bought

### Extension Logic

The **Who Bought This Also Bought (WB TAB)** module introduces an easy and convenient way of the related product block configuration. Its key features include:

- **Automatic product offers** based on the top purchased-together items;
- The related product block can be placed on the **product, category, and cart pages**;
- **Five** on-page block position options
- **Per-row** and **slider** block presentation options.

The extension analyzes all the orders placed focusing on the ones with two or more products purchased together. Based on the customer's tendency to purchase particular products in a single order, the extension builds related product lists accordingly.

For example, if your customers purchased cameras with spare batteries and leather cases, the extension will display batteries and leather cases as related products on the camera page.





The WB TAB module considers only '**Complete**' orders when building related product blocks.

For category and cart pages, the WB TAB block works in a different way. It takes the first item a customer added to the cart and displays the related offers for it. If the customer has no items in the cart, the WB TAB block is not displayed.

## Getting Around





The **Magento 2 Who Bought This Also Bought** extension adds the related product block to product and category pages. The block's content is composed automatically based on the customers' purchasing behavior.

Customers who bought this also bought

 Neve Studio Dance Jacket \$69.00 <a href="#">Add to Cart</a>	 Adrienne Trek Jacket \$57.00 <a href="#">Add to Cart</a>	 Minerva LumaTech™ V-Tee \$32.00 <a href="#">Add to Cart</a>	 Ingrid Running Jacket \$84.00 <a href="#">Add to Cart</a>
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By default, the extension puts the related product block on the product, category, and cart pages. By integrating the module with the [AJAX Cart Pro](#) extension, you will be able to show your related offers in the confirmation popup provided by Ajax Cart Pro.

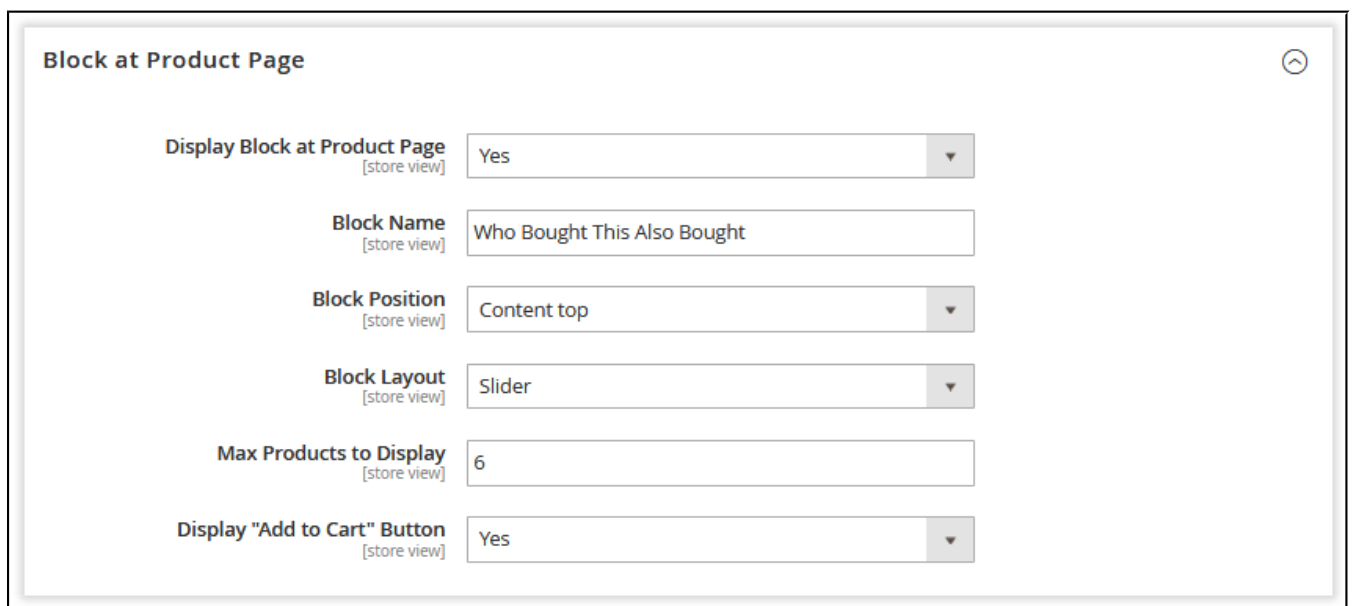
You added Summit Watch to your shopping cart.

	Cart Subtotal: \$108.00 2 items <a href="#">View Cart</a>	
★ ★ ★ ★ ★ 3 Reviews	<a href="#">Continue Shopping</a> <a href="#">Go To Checkout</a>	
Based on your selection, you may be interested in the following items		
 Oslo Trek Hoodie \$42.00 <a href="#">Add to Cart</a>	 Adrienne Trek Jacket \$57.00 <a href="#">Add to Cart</a>	 Karmen Yoga Pant \$39.00 <a href="#">Add to Cart</a>

## Adjusting Extension Settings

The **Who Bought This Also Bought** extension comes set up and ready for work right after the installation. If required, you can view and alter the extension settings under **Stores > Configuration > AHEADWORKS EXTENSIONS > Who Bought This Also Bought**.

The extension settings are represented by the three sections: **Block at Product Page**, **Block at Category Page** and **Block at Cart Page**. The settings are almost similar for all sections. The only difference is that the '**Block at Cart Page**' section doesn't have the '**Max Products to Display**' option. This way, you can configure the related product block separately for each page type.



The screenshot shows the configuration interface for the 'Block at Product Page' section. It includes the following settings:

- Display Block at Product Page** (store view): Yes
- Block Name** (store view): Who Bought This Also Bought
- Block Position** (store view): Content top
- Block Layout** (store view): Slider
- Max Products to Display** (store view): 6
- Display "Add to Cart" Button** (store view): Yes

- **Display Block at Product Page** - enables/disables the WB TAB block on the page;
- **Block Name** - sets the block's name;
- **Block Position** - defines the block's position on the page:
  - *Instead of native Related Products block;*
  - *Before native Related Products block;*
  - *After native Related Products block;*
  - *Content top;*
  - *Content bottom.*
- **Block Layout** - defines how the items are represented in the block:
  - *Products aligned in single row;*
  - *Products aligned in multiple rows;*

- *Slider.*
- **Max Products to Display** - defines how many products should be displayed in the block;
- **Display "Add to Cart" button** - enables/disables the "Add to Cart" button for the items in the WB TAB block.

For an in-depth look visit Who Bought This Also Bought 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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