

Who Viewed This Also Viewed

for Magento 2



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About Who Bought This Also Bought

Magento 2 Who Viewed This Also Viewed enhances promotional opportunities for web merchants by adding commonly viewed together item blocks on product pages. With the extension, store admins can configure the related product block's position, layout, product suggestion logic (products from one category only or from different categories, upsells only or cross-sells only), etc.

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

Introducing Who Bought This Also Bought

The **Who Viewed This Also Viewed (WVTAV)** extension places a related product block on product pages with the most frequently viewed items. The module is equipped with the following key features:

- Product suggestions are composed **automatically** based on the users' viewing behavior;
- The **grid and slider** block layout types are supported;
- Blocks can be put in one of the **eight predefined positions** of a product page;
- Products from either one category or multiple categories can be promoted;
- An admin can show **upsells** or **cross-sells** as related purchases.

Extension Logic

In the backend, the module is presented as a single configuration page. Having configured the user product viewing tracking period and the related product block's look and working logic, the admin can see the block in action. On the storefront, the block is located on the previously defined product page's position. It is presented either as a grid or a slider (based on the admin's preferences) and displays either upsells or cross-sells (again, depending on the admin's configuration).

The extension works on a customer-session basis. It analyzes all products viewed by customers during their visit to the store. More specifically:

- The path for both registered and guest customers is considered;
- Customer sessions are stored in the Magento DB tables;
- Complete customer sessions are analyzed with every cron launch (Aheadworks leaves the cron settings at your discretion).

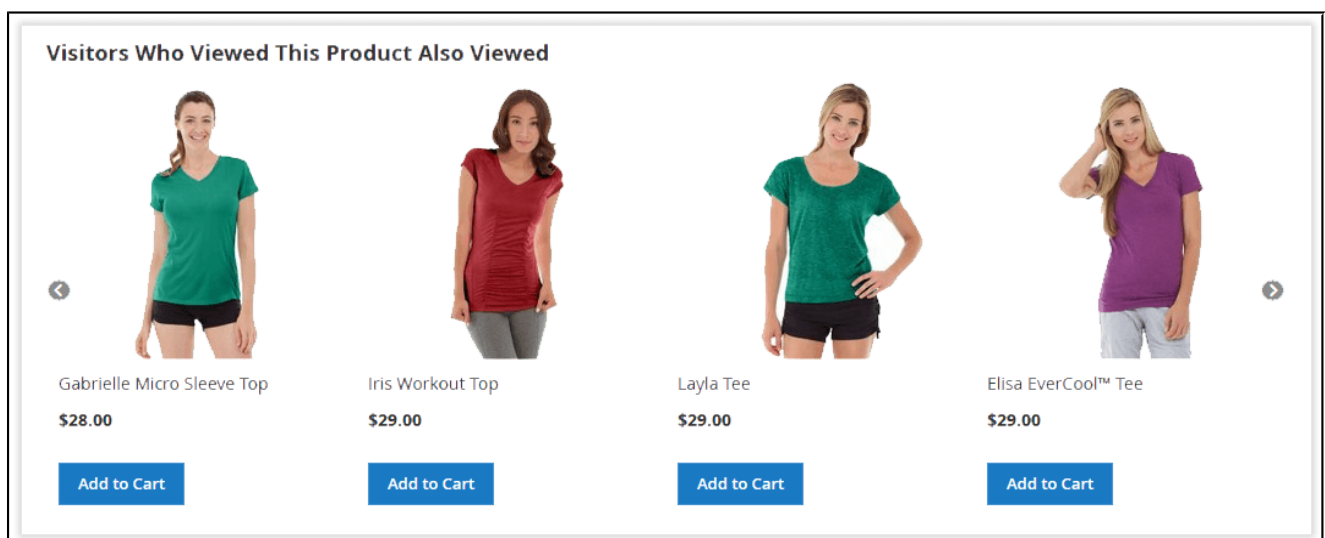
The customer session lifetime value is calculated by the following formula:

The time the customer left the store - the time customer visited the store + 30 minutes = The session lifetime.

Getting Around

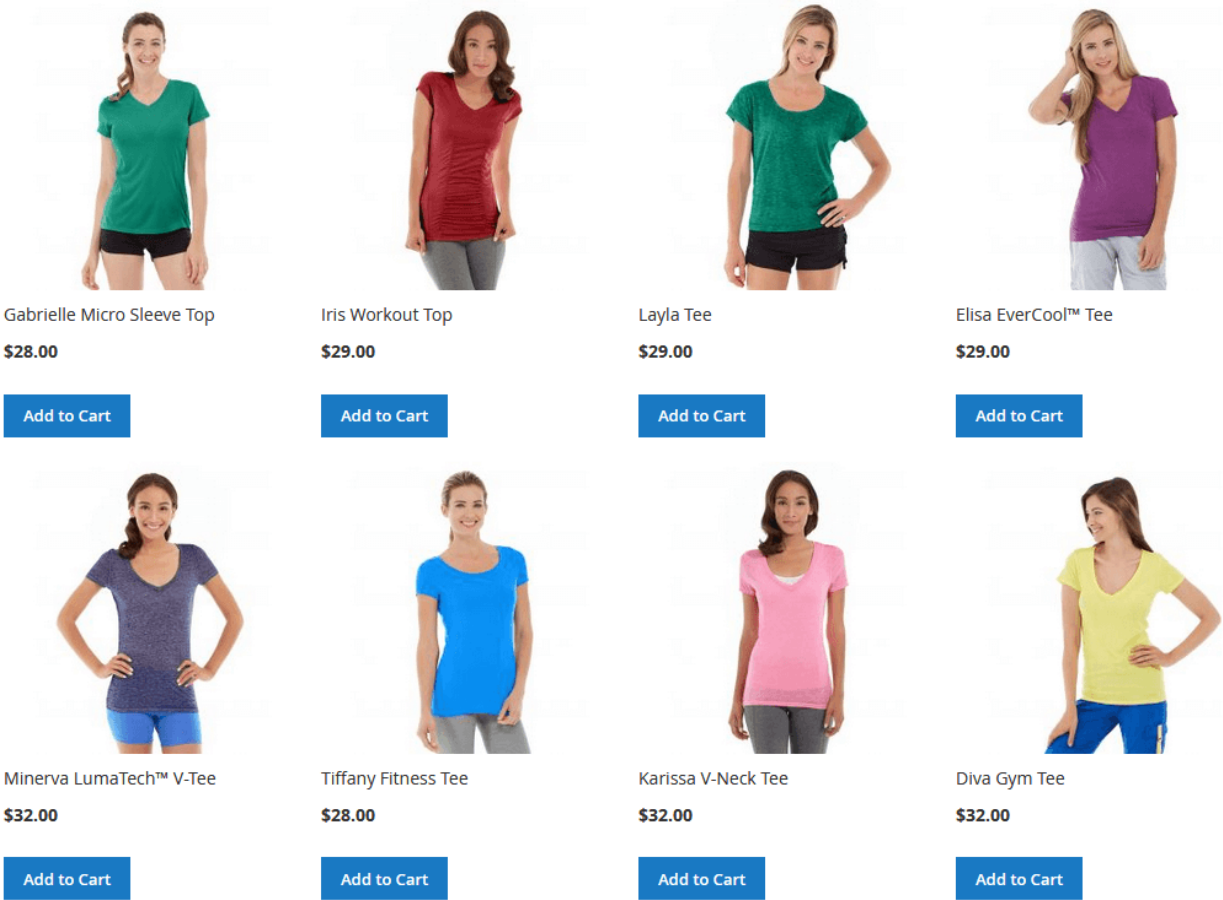
The **Magento 2 Who Viewed This Also Viewed (WVTAV)** extension adds the related product block to product pages. Product lists for the block are composed automatically depending on the product the corresponding list is related to.









The block can be presented in two formats: slider and grid. Here's how the slider block looks like:



The grid block looks in the following way:

Visitors Who Viewed This Product Also Viewed



 Gabrielle Micro Sleeve Top \$28.00 Add to Cart	 Iris Workout Top \$29.00 Add to Cart	 Layla Tee \$29.00 Add to Cart	 Elisa EverCool™ Tee \$29.00 Add to Cart
 Minerva LumaTech™ V-Tee \$32.00 Add to Cart	 Tiffany Fitness Tee \$28.00 Add to Cart	 Karissa V-Neck Tee \$32.00 Add to Cart	 Diva Gym Tee \$32.00 Add to Cart

The extension builds its related product block depending on the most common customer navigation path and tendencies when browsing a catalog. Once installed, the extension is activated by default. It starts analyzing customer sessions after the first cron launch.

The Who Viewed This Also Viewed blocks are placed on all product pages simultaneously. However, you can configure the block's position and content conditions in the extension settings.

Extension Settings

The **Who Viewed This Also Viewed** extension settings are located under **Stores > Configuration > AHEADWORKS EXTENSIONS > Who Viewed This Also Viewed**.

General

Process sessions for the last X days [website]
Empty = no limit. Please note that empty or big value can slow your website

Block at Product Page

Block Position [store view]

Block Name [store view]

Block Layout [store view]

Number of Rows [store view]
Number of columns would be calculated automatically based on outer block width

Suggest Products from One Category Only [store view]

Suggest Products Only with Price Higher than Price of Current Product [store view]

The settings cover the following parameters:

- **Process sessions for the last X days** - defines for how long customer browsing history should be tracked by the module;
- **Block Position** - selects the extension's block position;
- **Block Name** - defines the block's title (visible to customers);
- **Block Layout** - adjusts the block's layout: slider or grid; for the grid layout, a store administrator need to specify the number of rows;

- **Suggest Products from One Category Only** - defines if the products in the block should match the category of the currently viewed product;
- **Suggest Product Only with price Higher than Price of Current Product** - defines if the extension's block should feature upsells only.

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