



Customer Also Bought Product
Recommendations
Magento2 Extension

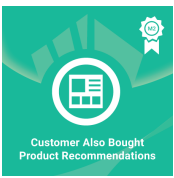
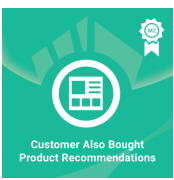


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Introduction to Customer also bought product recommendations

Easiest way for retailers to bring in more revenue is by upselling to existing clients. Up selling can done in two ways, one way is after the purchase and another way is while they were making the purchase by suggesting products which are complementary to their current item in their cart. Since customers are already in buying mode it requires less effort to persuade them to make another purchase. To capitalize on this intuitive customer behaviour we have developed “Customer Who Bought This Item Also Bought” extension.

Here is how “Customer also bought product recommendations” extension works, when a customer adds an item in their cart then the extension will look into the record of all the previously purchased customers and try to find out if they have bought any other item along with the selected one. If it finds any product during the search then those products will be displayed at the bottom of the product view page.

This feature helps the sellers to cater right product at the right time to their clients and it will make a solid impact in their sales.

If there are more than few items to be displayed in recommended product section then all the products will be displayed using Carousel Slider as slider item on the product view page. So this way we are not restricting any item from getting displayed in recommendation section.



Version & Compatibility Support

Version:

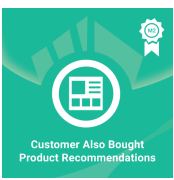
1.0.0 Stable

Compatibility:

This extension is compatible from Magento Community 2.x and Magento Enterprise 2.x to the latest versions.

Features

- Enable/Disable this extension at any time from Magento backend.
- Customize “Customer Who Bought This Item Also Bought” block title from Magento backend.
- Ability to set any order status from Magento backend, that order status will be used in the Also Bought products generation.
- Set the number of Also Bought products to display on the product view page from Magento backend.
- Sort the Also Bought products list either by popularity or randomly from Magento backend.
- Enable/Disable the Carousel Slider for the Also Bought products from the Magento backend.



How to install this Module?

Step 1: Download/purchase the extension.

Step2: Create a directory `app\code\DCKAP\AlsoBought` in your Magento Installation directory.

Step 3: Unzip the file in the above directory.

Step 4: Enter the following at the command line:

```
php bin/magento module:enable DCKAP_AlsoBought
```

Step 5: Enter the following at the command line:

```
php bin/magento setup:upgrade
```

Step 6: Login to Magento backend and navigate to Store -> Configuration -> DCKAP->Also Bought and configure the module.

Step 7: Clear the cache using the following command:

```
php bin/magento cache:clean
```

Module Configuration

To configure the extension, go to STORE > Settings > Configuration and from left side menu, navigate to DCKAP > Also Bought. You can find various options to control the Also Bought module. You can enable/disable or change the options any time from the backend.

General Configuration

To enable/disable the Also Bought extension, go to STORES > Settings > Configuration and from the left side menu, navigate to DCKAP > Also Bought, select the "Enabled" field as "Yes" to enable the extension and select "No" to disable the extension.

Configuration

Save Config

- CATALOG
- CUSTOMERS
- SALES
- DCKAP
- Also Bought**

Setting

Enabled [store view] Yes

Block Title [store view] Customers Who Bought This Item Al

Order Status [store view] Pending
Processing

Also Bought Block Setting

Here we can customize the Also Bought block that will be displayed at the bottom of the product view page.

Configuration

Save Config

- DCKAP
- Also Bought**
- SERVICES
- ADVANCED

Block Title [store view] Customers Who Bought This Item Al

Order Status [store view] Pending
Processing
Suspected Fraud
Complete
Closed
Canceled
On Hold

Number of Products to Display [store view] 5

Sort Order [store view] Popularity

Block Title: Title of the Also Bought product list content on product view page. Admin can easily customize it from Magento backend.

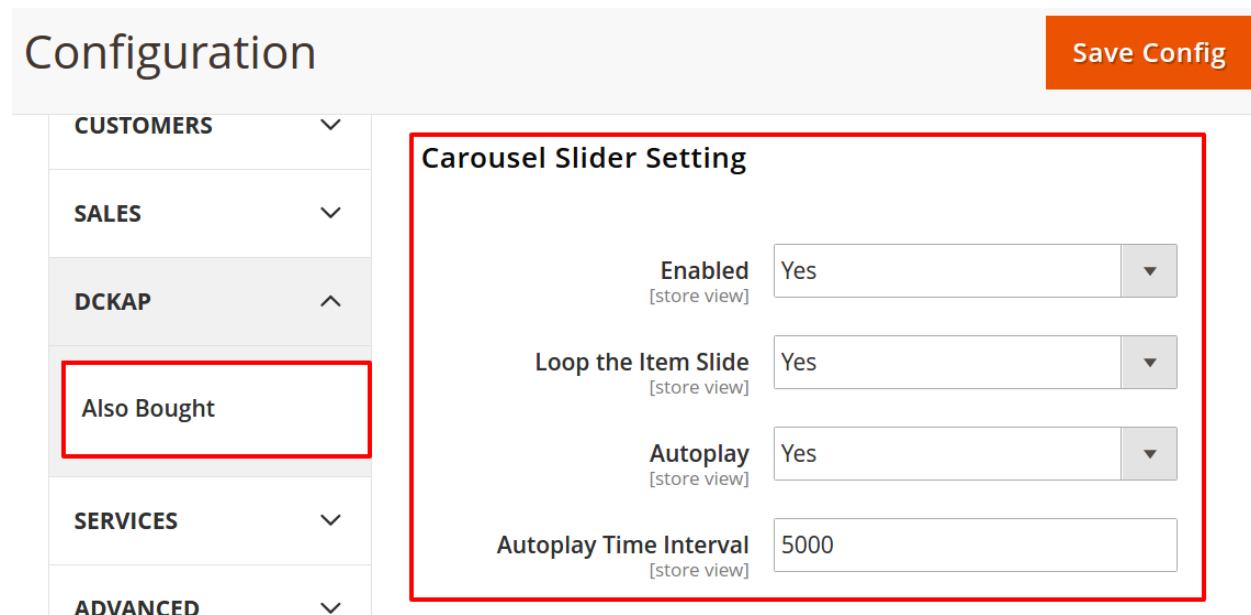
Order Status: Admin can select the order status that will used to filter Also Bought item collection.

Number of Products to Display: Can set the number of products to show in the Also Bought block from Magento backend.

Sort Order: Sort the Also Bought products either by popularity or randomly.

Carousel Slider Setting

Here we can control the carousel slider for the Also Bought product list.



The screenshot shows the Magento Configuration page. The left sidebar has a menu with categories: CUSTOMERS, SALES, DCKAP, Also Bought (highlighted with a red box), SERVICES, and ADVANCED. The main content area is titled 'Configuration' and has a 'Save Config' button. The 'Also Bought' section is expanded, showing the 'Carousel Slider Setting' configuration. The settings are:

- Enabled** [store view]: Yes
- Loop the Item Slide** [store view]: Yes
- Autoplay** [store view]: Yes
- Autoplay Time Interval** [store view]: 5000

Enabled: Enable/disable the carousel slider for the Also Bought product list.

Loop the Item Slide: Recommended products will run as a loop in product view page if buyer clicks on the arrow mark.

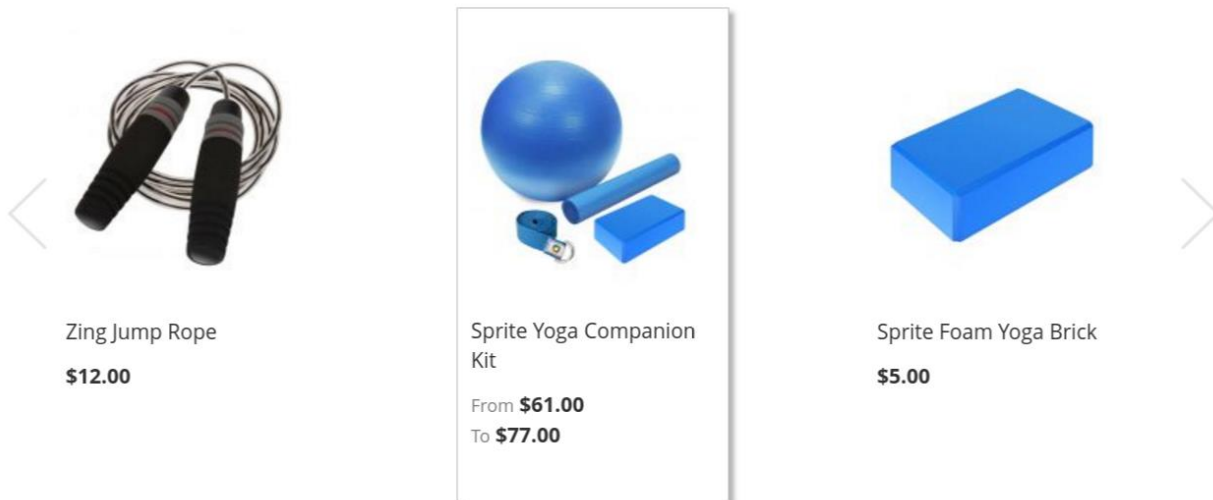
Autoplay: If it is Yes, the Also Bought item will slide automatically for the given time interval.

Autoplay Time Interval: Set the time interval to automatically slide the Also Bought items.

Customer Who Bought This Item Also Bought Block

In Magento frontend, under the product section in the product view page, the “Customer Who Bought This Item Also Bought” block will display like below image.

Customers Who Bought This Item Also Bought



The screenshot shows a carousel of three product recommendations. The first item is a Zing Jump Rope for \$12.00. The second item is a Sprite Yoga Companion Kit, priced from \$61.00 to \$77.00. The third item is a Sprite Foam Yoga Brick for \$5.00. The items are displayed with their respective images and prices, and the carousel is flanked by left and right navigation arrows.

Product Name	Price
Zing Jump Rope	\$12.00
Sprite Yoga Companion Kit	From \$61.00 To \$77.00
Sprite Foam Yoga Brick	\$5.00



Contact Information

Mohan Natarajan

Email: mohann@dckap.com

DCKAP – www.dckap.com

42840 Christy St.

Suite 230

Fremont, CA 94538

Tel: 510-796-2525