

Product Recommendations

Product Recommendations are a powerful marketing tool you can use to increase conversions, boost revenue, and stimulate shopper engagement. Product Recommendations are surfaced on the storefront in the form of units such as “Customers who viewed this product also viewed”, “Customers who bought this product also bought”, “Recommended for you”, and so on. Magento’s Product Recommendations are powered by [Adobe Sensei](#), which uses artificial intelligence and machine-learning algorithms to perform a deep analysis of aggregated shopper data. This data, when combined with your Magento catalog, results in highly engaging, relevant, and personalized experiences for the shopper.

Documentation

- Refer to the [developer documentation](#) for [installation and configuration](#) information.
- Refer to the [user guide](#) to learn how to [create](#) and [manage](#) recommendations and how to use [metrics](#) to analyze how well your recommendations are performing.