



Choice AI

User Guide

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Choice AI Brief

Choice AI is a personalization engine that enables eCommerce store owners to empathize more with their customers using intelligent interfaces. Choice AI's Intelligent Interfaces respond to each shopper's needs using 1:1 personalization and dynamic components that can change in real time.

What comes with the package?

Smart Banners

Influence shoppers' decisions with AI powered banners on your eCommerce store. Smart banners provide a 1:1 personalized experience by changing its content in real-time to reflect each shopper's interests.

Smart Pages

Create infinite user experiences with Smart Pages. Choice AI identifies each shopper's preferences and changes the website content to show products and offers that match their needs. It makes relevant products more visible and creates a unique path-to-purchase funnel for everyone.

Smart Elements

Choice AI's Smart Elements act as an interface between your shoppers and your website. It understands their intent and actively suggests the appropriate products or collections in real time. By bringing the products to the shopper directly, they are more inclined to make a purchase.

What is Choice AI?

Choice AI provides Intelligent Interfaces for your eCommerce store, essentially creating intuitive path-to-purchase experiences for each shopper. It collects data from your shoppers in real time, and changes your website based on their needs.

The main advantages Choice AI offers are:

- Completely customizable templates for all AI widgets in our toolkit.
- Visual Editor that involves no coding
- Scalable infrastructure that grows as you grow
- Best-in-class user experience practices for your website
- Sell like a large scale store with 1:1 personalization
- Operate more efficiently with Artificial Intelligence

Installing Choice AI

You can add Choice AI to your Magento Store directly from your Magento Admin Panel

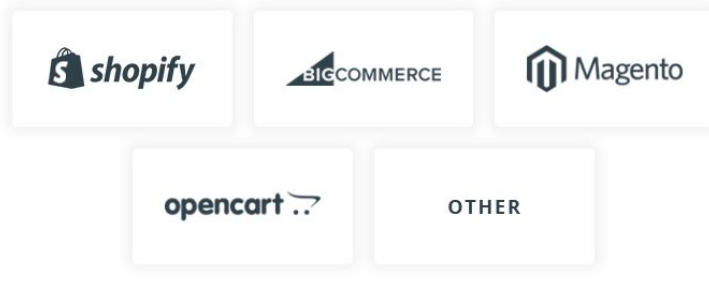
Step 1: Setting up your Choice AI account

- On the [signup](#) screen, you will see a list of platforms, choose "Magento"
- You will then have to fill in your account details, verify it and set a password for your account
- You can also install the plugin first and create your Choice AI account later



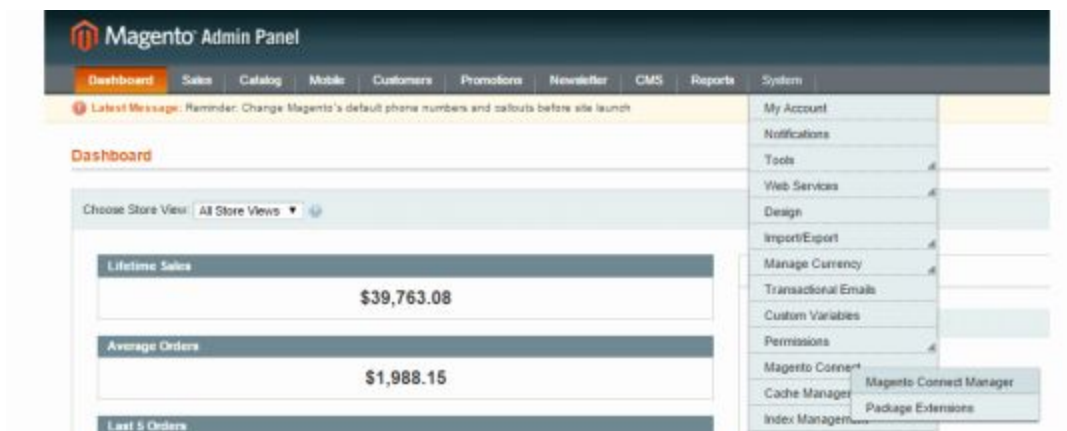
1 · 2 · 3 · 4

Select your ecommerce platform

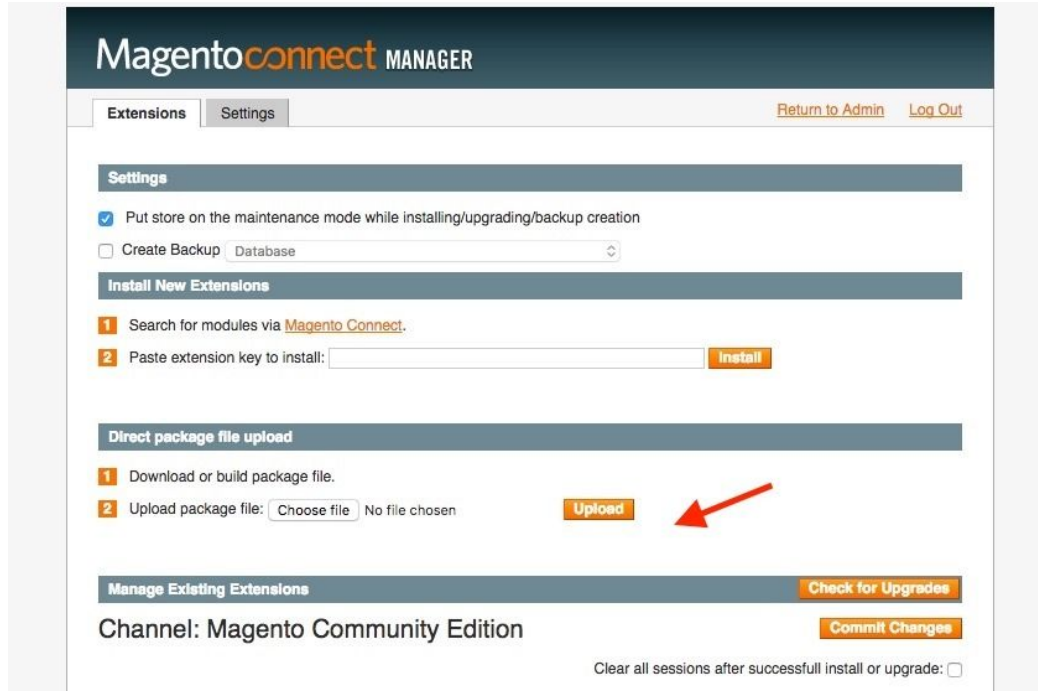


Step 2: Uploading the Magento plugin.

- Login to your Magento Admin Panel, click on the System Tab and choose Magento Connect Manager from the drop-down list.

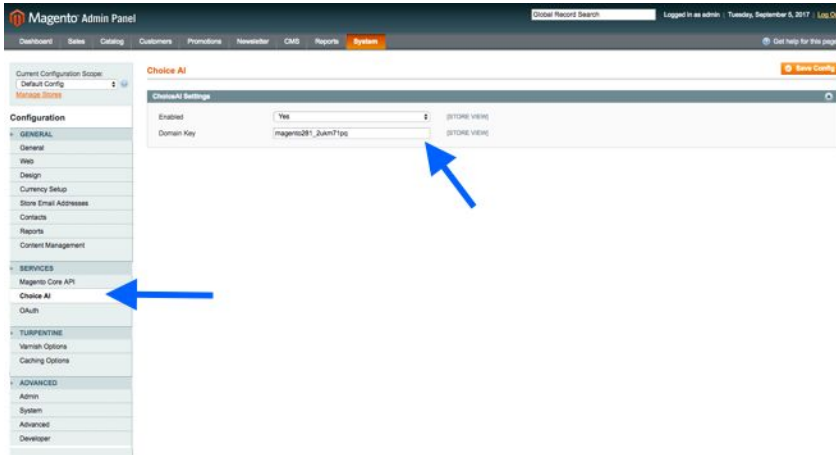


- Use the "Direct package file upload" option to use the [file from this link](#) and hit upload



- Configuring the Choice AI plugin
Once you install the data collection plugin, you need to ensure that the right domain key is pasted on the Magento settings page.
- From your Magento Admin Panel, select the configuration option from the drop down list under the Systems tab.
- On the Configuration page, you will find Choice AI listed under the services section on the left sidebar menu, click on it to access the settings for the plugin.

- Enable the plugin and then paste the Domain Key from the install page in Choice AI and save the configuration.



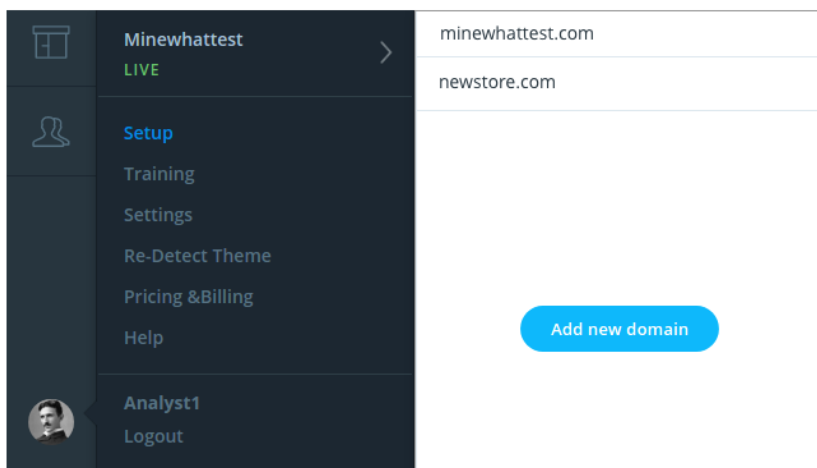
Step 3: Importing product feed

For customers on Magento, Choice AI automatically imports the product feed. Once the product feed import is complete, you can click on the next button to complete the setup.

Adding a domain

You can add your domain to Choice AI by following these steps:

- Click on your 'Account' at the bottom of the Sidebar
- Select your eCommerce store
- Click on the 'Add New Domain' button



- Type out the URL of your domain in the text box that appears



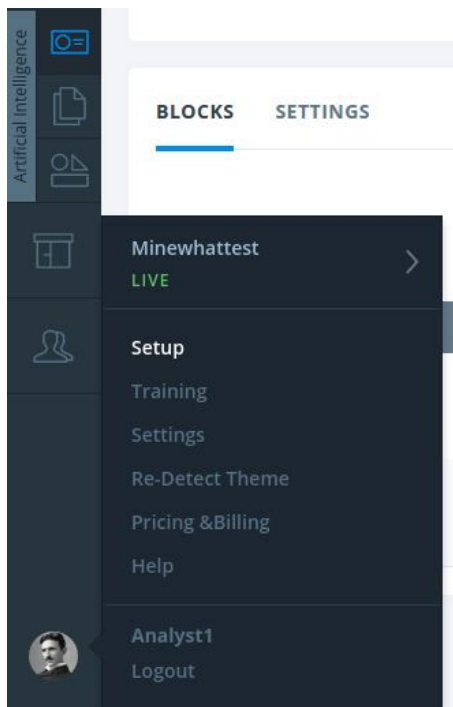
- Click 'Add' to add the new domain

Note that the new domain will incur additional costs based on the plan it's on.

Adding a subdomain

You can add additional sub-domains by following these steps:

- Click on your 'Account' at the bottom of the Sidebar
- Choose the 'Setup' option



- In the 'Get Started' tab, you will find a text box that says 'Subdomains'

- Add the subdomain here

Setup

GET STARTED INSTALL SCRIPT FEED FINISH

Quick install for minewhat-test.myshopify.com

Follow the steps below to Install Choice AI

Domain URL minewhat-test.myshopify.com

Subdomains (eg. www, m) www,m

- Click 'Next' once you have finished

For example, if 'www.yourstore.com' is your eCommerce store, and the sub-domain is 'm.yourstore.com,' add 'm' to the 'Subdomains' text box in step 3.

Dashboard

To compare how well Choice AI has performed, visit your dashboard or banner listing page to see the most relevant metrics. Here, you can find the following statistics:

- Performance:
Provides insights on the most relevant statistics on each of your widget.
- Conversion:
Check the Choice AI widget micro-conversions.
- Benchmark:
Comparison between your current website and Choice AI enabled elements
- Engagement:
Quantifiable numbers on the engagement of Choice AI components

Smart Banners

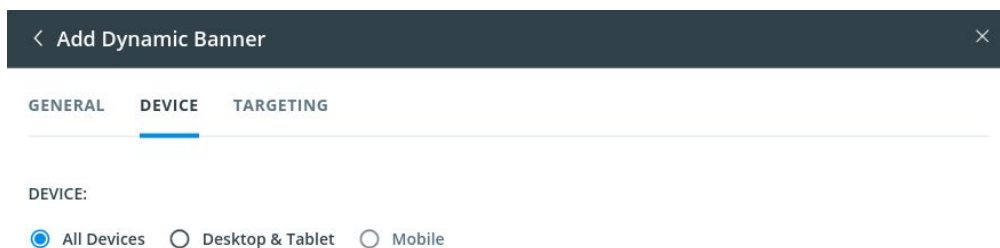
What are Smart Banners?

Smart banners contain dynamically changing content and creatives that aim to provide 1:1 personalization for the end-user. A Smart Banner changes itself based on the need, interest, and preference of the shopper. You can use Smart Banners in your eCommerce store to efficiently run marketing campaigns, influence conversions, etc.

Creating your first Smart Banner

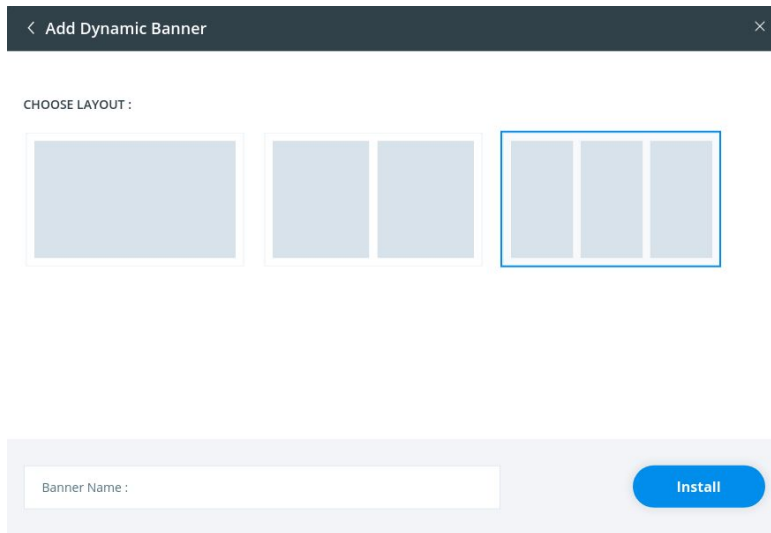
To create a Smart Banner for your eCommerce store, follow these steps:

- Click on the 'Smart Banners' panel from the Sidebar
- Click the '+ Smart Banner' on the top right corner
- Choose between 'Static Banner' and 'Dynamic Banner'
- Under 'General' tab, choose where you want to display the Banner
- Under the 'Device' tab, choose the devices which can see the Banner



- Under the 'Targeting' tab, select your preferred targeting options

- Choose your preferred layout



The screenshot shows a dark header bar with a back arrow, the text "Add Dynamic Banner", and a close icon. Below the header, the text "CHOOSE LAYOUT:" is followed by three layout options: a single wide rectangle, two side-by-side rectangles, and three side-by-side rectangles. The three-side-by-side layout is highlighted with a blue border. At the bottom, there is a light gray bar containing a text input field labeled "Banner Name:" and a blue "Install" button.

- Enter a 'Banner Name'
- Click 'Install' once you have made all these changes

Smart Pages

What are Smart Pages?

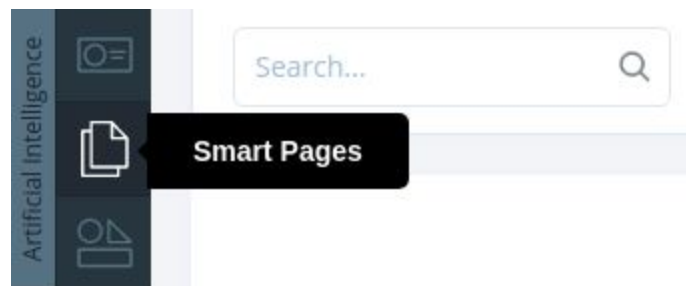
Smart Pages lets you create unique landing pages for all your campaigns in just seconds. The content on a Smart Page adapts to the tastes of each of your shoppers. For example, Choice AI dynamically rearranges your merchandise to show only relevant products and hide ones that the shopper isn't interested in. Read this [post](#) on landing pages for more information.

Creating your first Smart Page

- List Page

To create a Smart List Page for your Website, follow these steps:

- Click on the 'Smart Banners' panel from the Sidebar



- Click the '+ Smart Page' button



- Choose 'List Page'
- Under 'General' tab, add a 'Page Handle' and choose 'What to Promote'

GENERAL

PAGE URL & HANDLE:

http://minewhat-test.myshopify.com/pages/pages#

WHAT TO PROMOTE:

Single collection Multiple collections All products

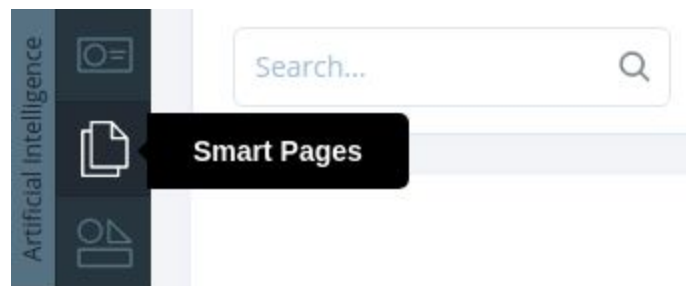
Choose Collection

Cancel Add

Next

- Click 'Next' once you are done
- Landing Page
To create a Smart Landing Page for your Website, follow these steps:

- Click on the 'Smart Pages' panel from the Sidebar

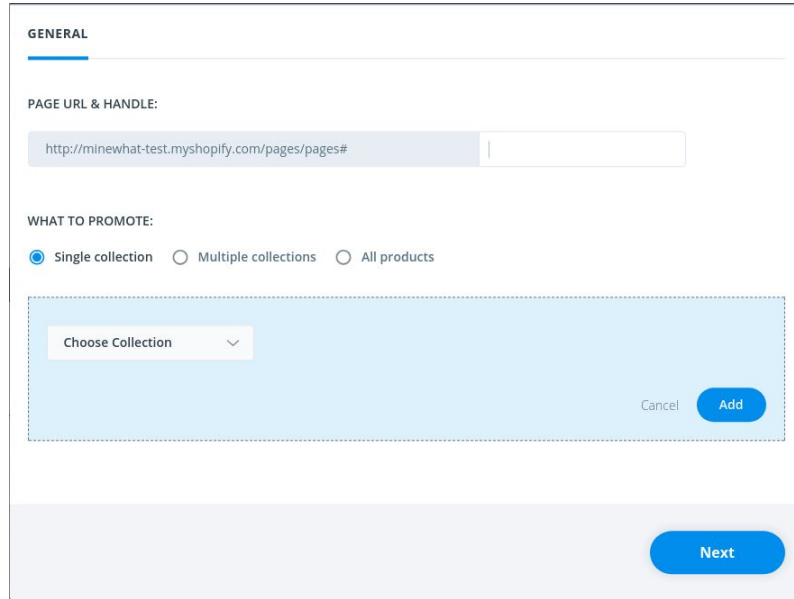


- Click the '+ Smart Page' button



- Choose 'Landing Page'

- Under 'General' tab, add a 'Page Handle' and 'What to Promote'

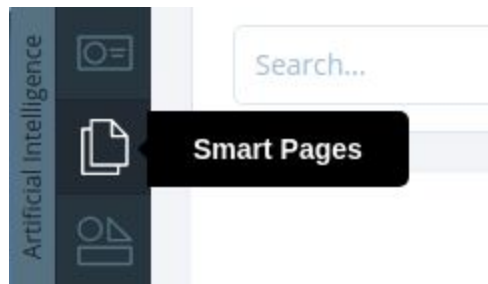


- Click 'Next' once you are done

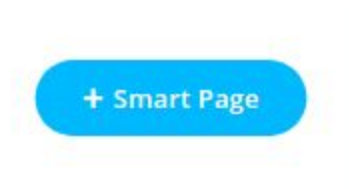
- **Modified List Page**

To modify an existing List Page for your website, follow these steps:

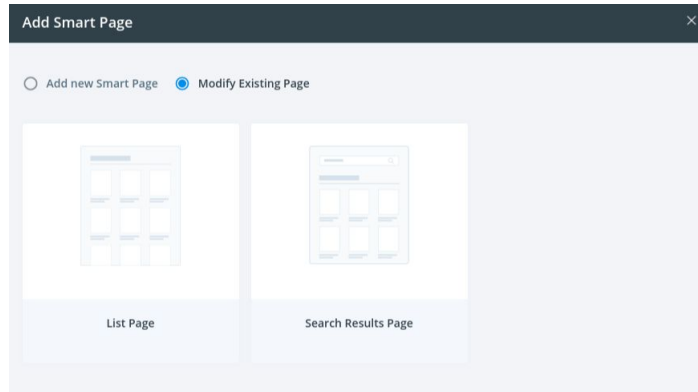
- Click on the 'Smart Pages' panel from the Sidebar



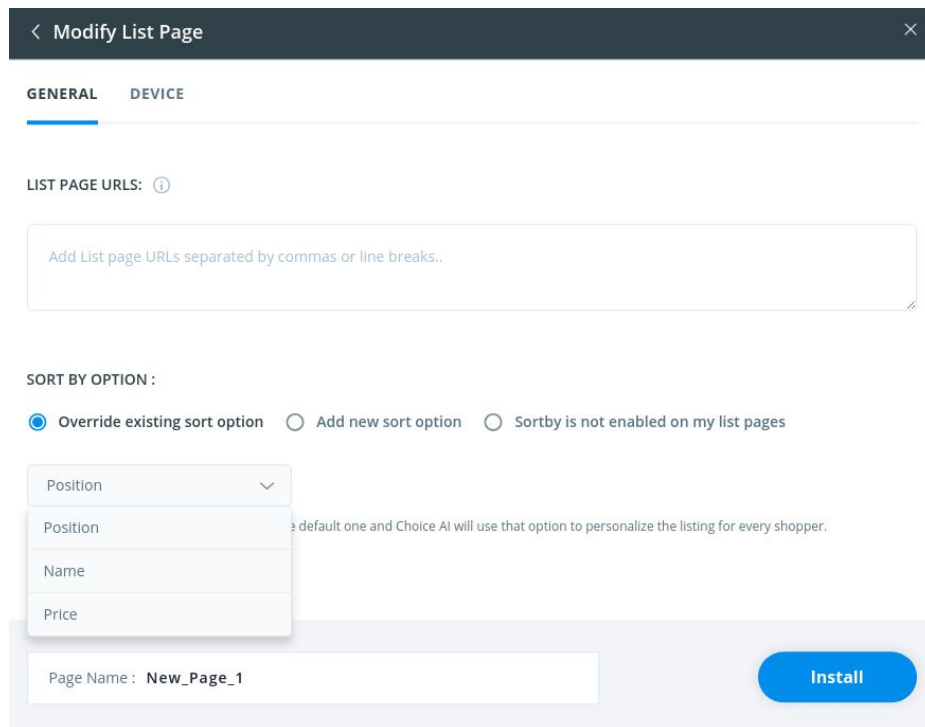
- Click the '+ Smart Page' button



- Choose 'Modify Existing Page'



- Choose 'List Page'
- Under 'General' tab:
 - Add a name for your List Page
 - Choose the Sort By option you want Choice AI to use
- Under 'Device' tab:
 - Choose the devices on which you wish to display the page
- Enter a 'Page Name'

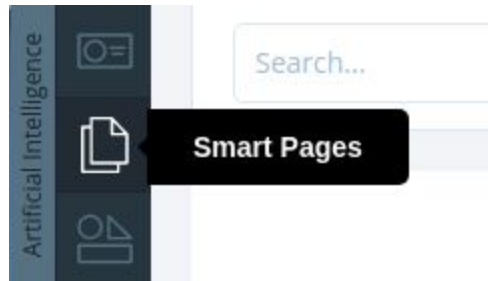


- Click 'Install' once you have made all necessary changes

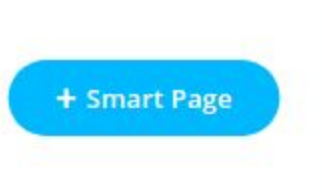
- **Modified Landing Page**

To modify an existing Search Results Page for your website, follow these steps:

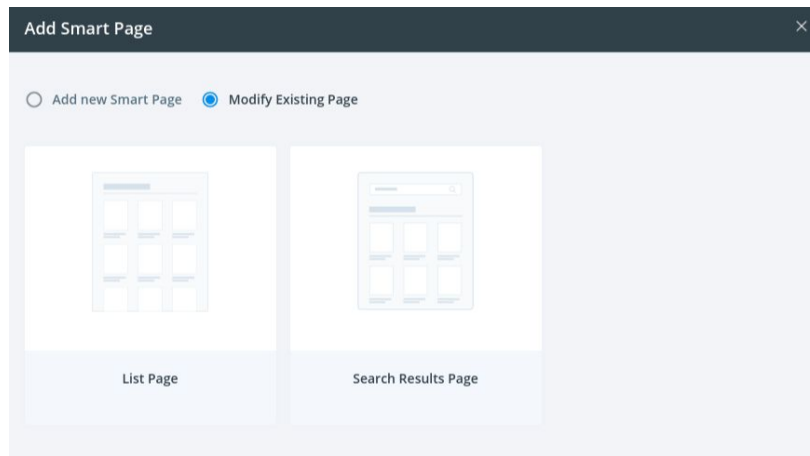
- Click on the 'Smart Pages' panel from the Sidebar



- Click the '+ Smart Page' button



- Choose 'Modify Existing Page'



- Choose 'Search Results Page'
- Under 'General' tab:
 - Type out the existing search page's URL
 - Choose the Sort By option you want Choice AI to implement
- Under 'Device' tab:
 - Choose the devices on which you wish to display the page

- Enter a 'Page Name'
- Click 'Install' once you have made all necessary changes

Changing Page settings after publishing

To change the page settings for an existing Smart Page, follow these steps:

- Click on the 'Smart Pages' panel from the Sidebar
- Here, select the page you wish to make changes to
- Click on the 'Settings' tab
- Make the required changes
- Click 'Save' once you are done

Smart Elements

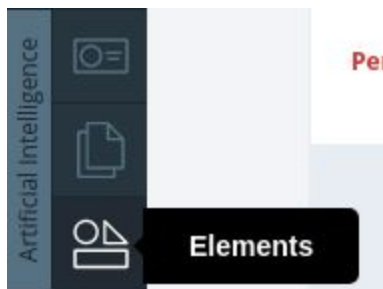
What are Smart Elements?

Recommendation Widgets, or Elements are dynamic widgets that can personalize each shopper's experience by suggesting products dynamically based on their interests and behaviour.

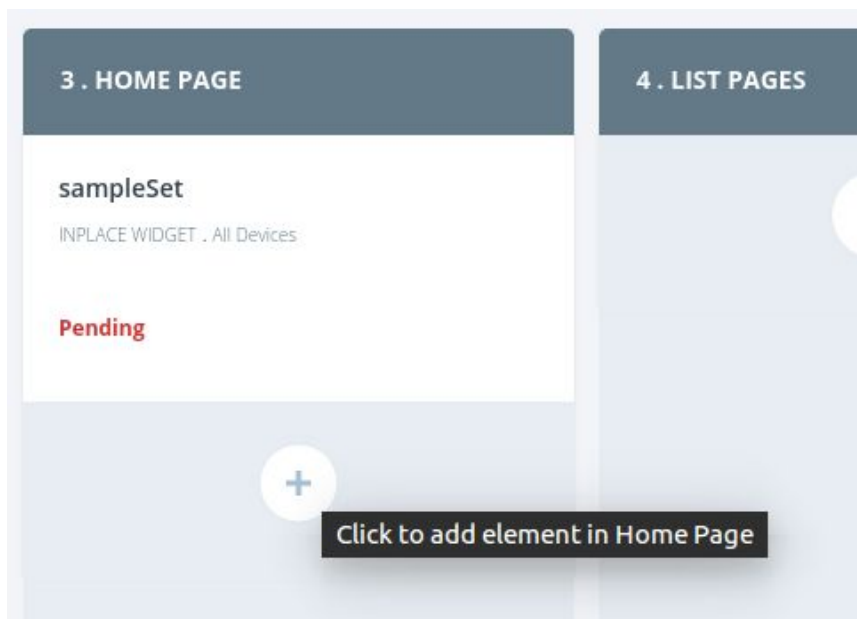
Creating your first Smart Element

If you wish to add them to your store, follow these instructions:

- Click on the 'Smart Elements' panel from the Sidebar



- Press the '+' button under the required page type



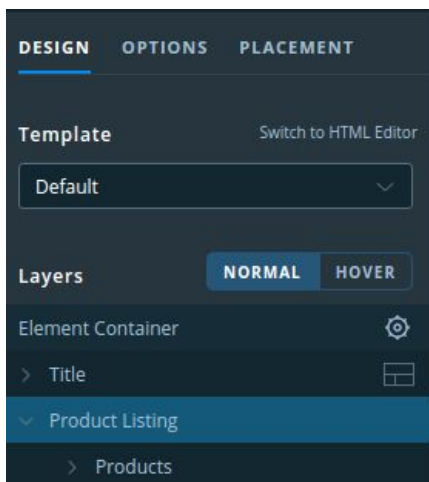
- Choose between 'Products Recommendation' and 'Collections Recommendation'

- In the 'General' tab, choose the page(s) you wish to add the Element to
- In the 'Device' tab, choose which devices can see this Element
- In the 'Targeting' tab, set up the user type, traffic source, and targeting behaviour
- Give the Element a name

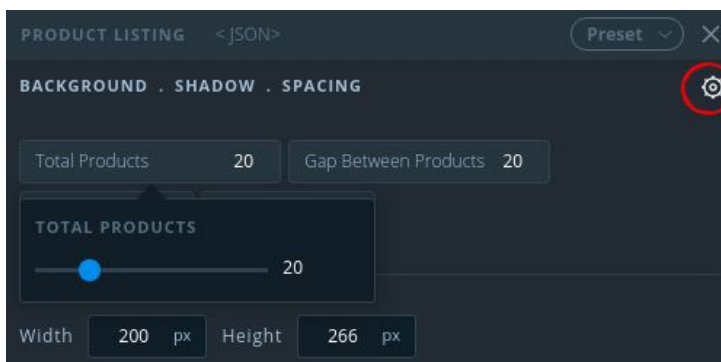
Limiting the number of displayed products

To limit the number of items displayed in the Recommendation widget, follow these steps:

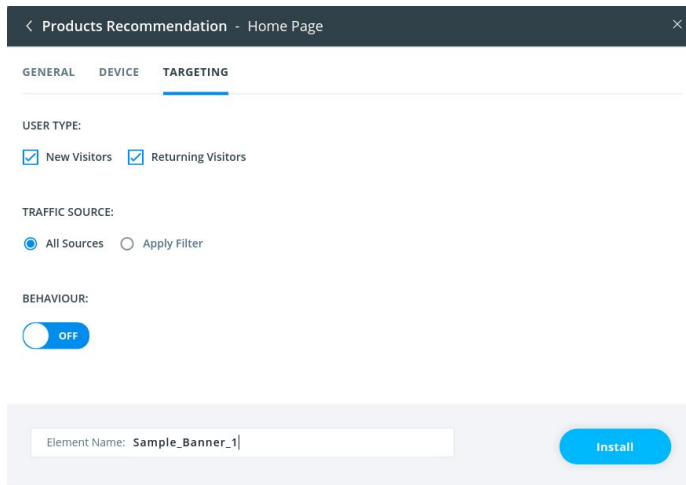
- Go to the Visual Editor
- Inside the 'Design' tab, click on 'Product Listing'



- In the popup that appears, click on the Settings button
- In the 'Total Products' field, enter your desired quantity



- Click 'Publish' once you're done



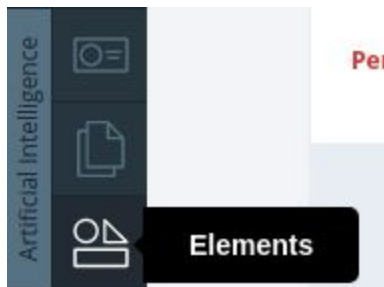
- Click 'Install' once you are done

What are Variants?

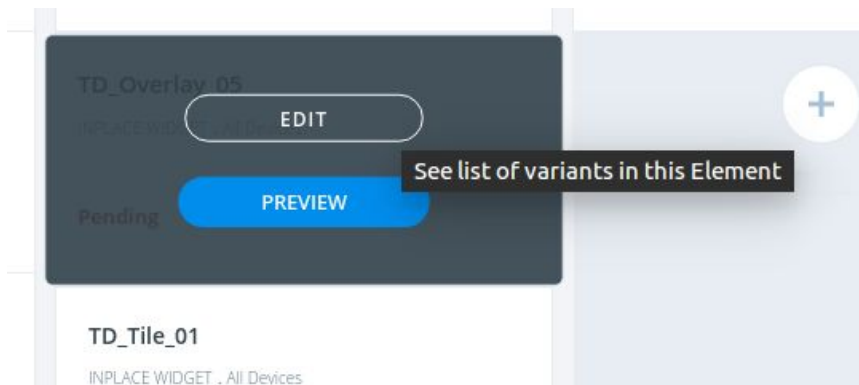
Creating your first Variant

To create a Variant for any of your Elements, follow these steps:

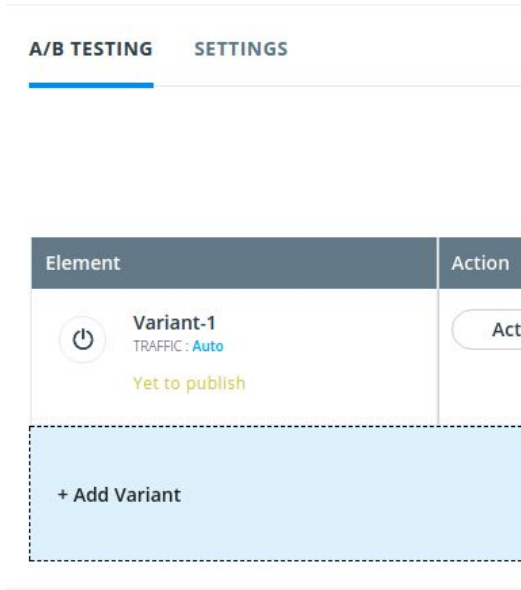
- Click on the 'Smart Elements' panel from the Sidebar



- Hover your mouse over the Element and click 'Edit'



- Click the '+ Add Variant' button under the 'A/B Testing' tab

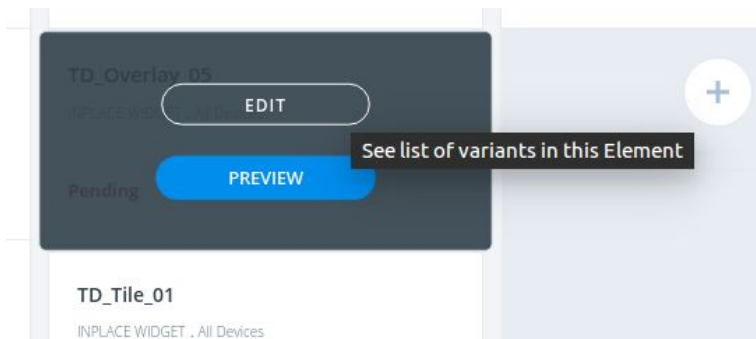


- You will be taken to the Visual Editor where you can choose the template and edit the design
- Click 'Publish' once you are done

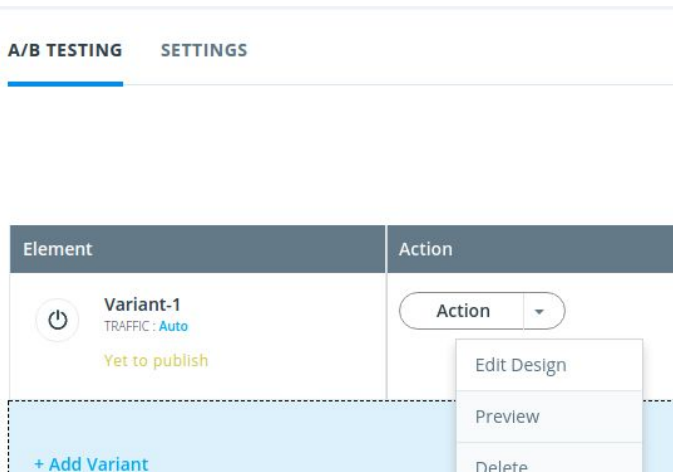
Designing Variants

If you wish to edit the design of any Variant, follow these steps:

- Click on the 'Smart Elements' panel from the Sidebar
- Hover your mouse over the Element and click 'Edit'



- Under A/B Testing tab, click on 'Action' and select 'Edit Design'

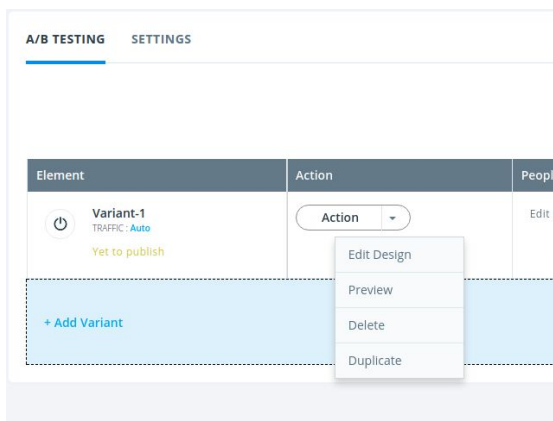


- You will be taken to the Visual Editor where you can modify its design
- Click 'Publish' once you are done

Managing Variants

Managing your Variants is relatively simple. Once you have created your variants, follow these steps to modify or monitor their performance:

- Click on the 'Smart Elements' panel from the Sidebar
- Hover your mouse over the Element and click 'Edit'
- You will find all relevant statistics in the 'A/B Testing' tab here



- Here, use the Action drop down to Edit, Delete, or Duplicate the Variant

Visual Editor

What is the Visual Editor?

The Visual Editor acts as a go-between for your website and Choice AI. You can create, edit, or modify any Choice AI component within your website with the Visual Editor plugin.

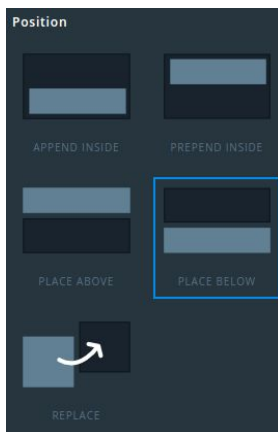
- It doesn't require any coding knowledge
- You can deploy Choice AI components directly to your website
- You can create or modify templates for any Choice AI component
- It also supports integrations to import images from various sources

Using the Placement Editor

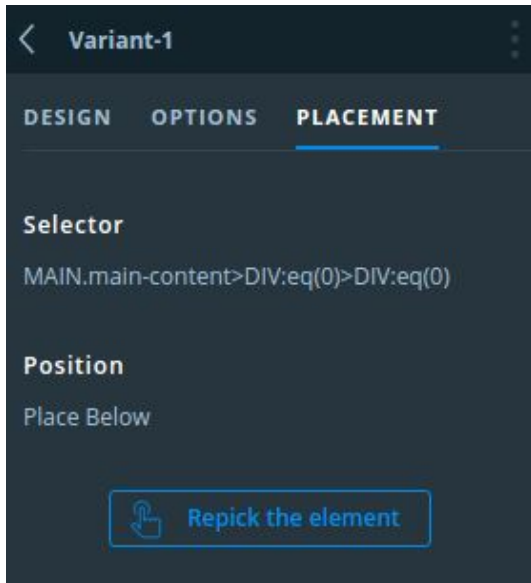
The Placement Editor is a tool unique to Choice AI which helps you place a Smart Banner or Element on your store without having to worry about code or the site structure of the website. You can also use the Visual Placement tool to edit the placement of any of Choice AI components after Publishing.

To use the Placement Editor, follow these instructions:

- Launch the Visual Editor from the component that needs to be modified
- On the Left Panel, choose the position of the Element



- Hover over the area on your webpage where you wish to place it
Note: If a blue border doesn't appear, select the 'Placement' tab on the left toolbar and click on 'Repick the Element'



- Once you have decided where to position the Element, click on the text that says 'Element goes here. Click save to see element.'

Element goes here. Click save to see element.

- Click the 'Publish' button to publish the changes to your website

Basics of Presets, Styles, and Templates

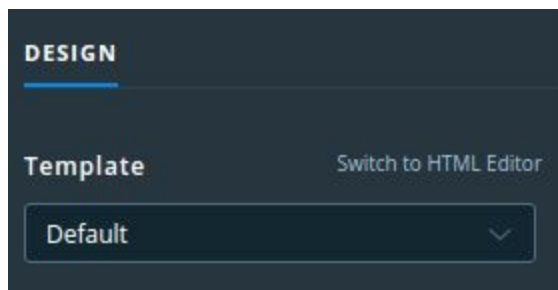
Any Choice AI component has three types of predefined design options, which are:

- Presets: Presets are designs for singular parts of any widget such as a button, image, text, etc.
- Styles: Styles are a sub-class of components that can be changed per cluster.
- Templates: Templates are different design variations of the component which you can switch between.

Note: All these options are completely customizable and you can also save your own Presets, Styles, or Templates for a faster development flow.

Using the HTML Editor

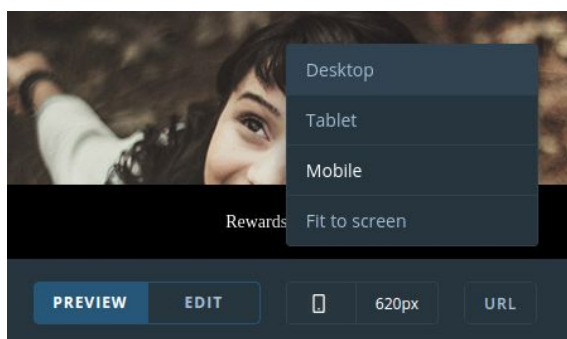
The HTML editor is available as an alternative to the Visual Editor for developers who prefer to tweak components or make minor changes to the code. You can access the HTML editor by clicking the 'Switch to HTML editor' button on the left toolbar inside the 'Design' tab. When you switch to HTML mode after you make all changes from the Visual Editor, the changes will be reflected in code. Here, you can make final adjustments.



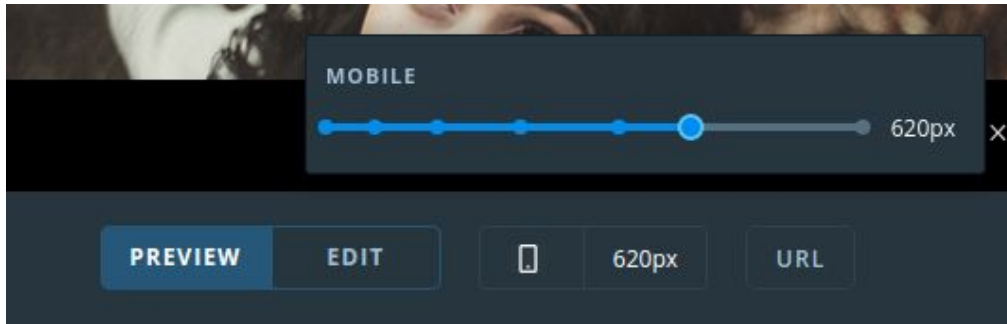
The Preview Mode

The Preview mode in the Visual Editor can be accessed by clicking on the 'Preview' tab or clicking the 'Esc' key which switches between 'Preview' and 'Edit' modes. The Preview mode has three combinations of settings to test between

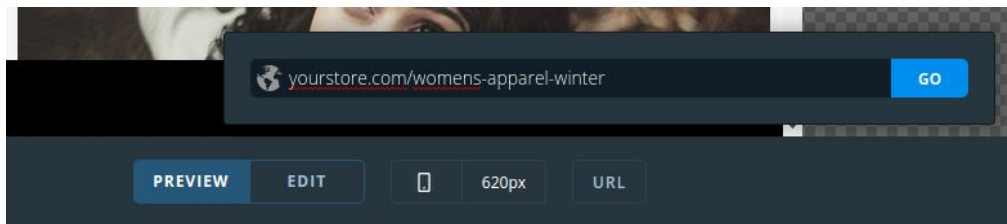
- Devices: Desktop/ Tablet/ Mobile



- 8 Resolutions on all devices



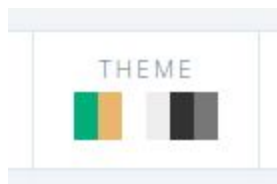
- URL tester for testing a specific webpage on your store



Accessing the Store Theme

Choice AI analyzes your website and detects brand colors, styles, presets, typography, and fonts and sets it up as your Store Theme. Choice AI will apply the Store Theme onto any Banner, Page, or Element you create with it so your users can have a fluid, uniform experience. With this, you can create any component without having to spend time on matching it to your website.

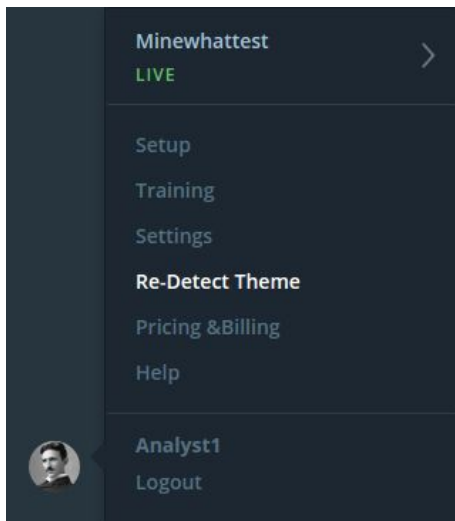
To access your Store Theme, go to any of the Artificial Intelligence Panels (Banners, Pages, or Elements) and click on the 'Theme' icon at the top right corner.



Detecting the Store Theme

If you have recently redesigned your eCommerce store and wish Choice AI to do another scan on it, follow these steps:

- Click on the 'Account' Panel at the bottom left corner of the toolbar
- Choose 'Re-Detect Theme'

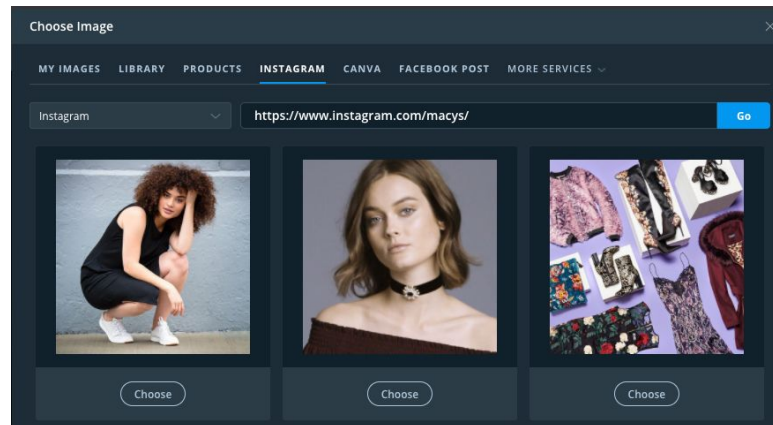


- You will be taken to the Theme Detector where you can scan your website again

Importing Images from

- Facebook, Instagram, Pinterest and Unsplash
To use an image on your Facebook or Instagram or Pinterest account as creative for your Banners, just follow these steps:
 - Go to the Image Gallery
 - Choose the respective tab (Facebook / Instagram / Pinterest / Unsplash)

- Copy the URL of the image or page

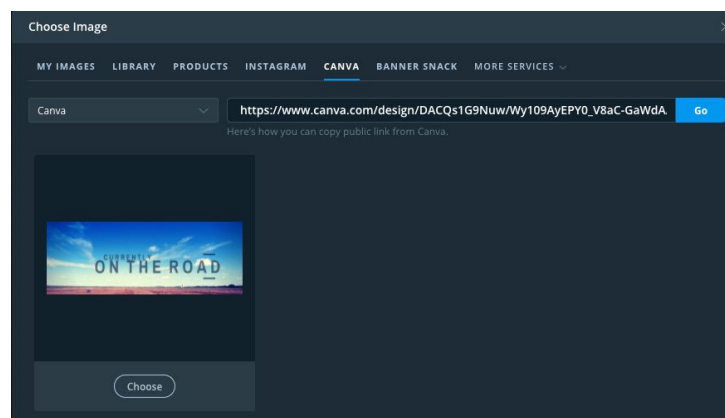


- Paste it on the text-box and click 'Go'
- Click 'Choose' on the desired image

- **Canva**

To upload a Banner from Canva on your store, follow these steps:

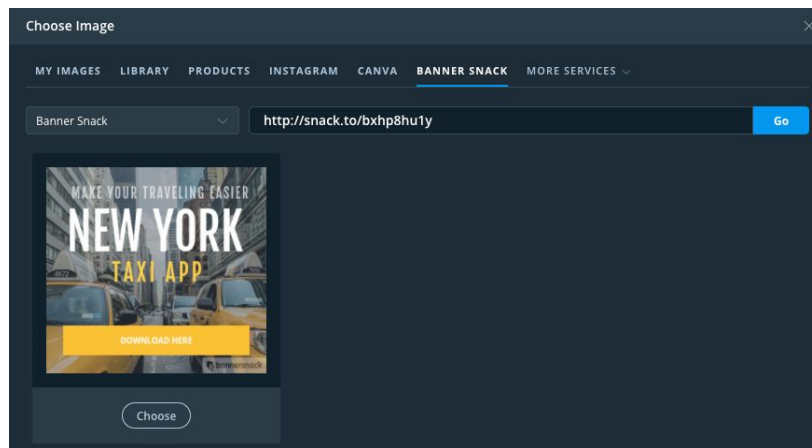
- Go to the Image Gallery
- Choose the 'Canva' tab
- To copy the Image URL from Canva,
 - Follow the instructions [here](#)
 - Use 'Can View' instead of 'Can Edit'
- Paste the copied URL on the text-box and click 'Go'
- Click 'Choose' on the desired Banner



- BannerSnack

To upload a Banner from BannerSnack on your store, follow these steps:

- Go to the Image Gallery
- Choose the 'BannerSnack' tab
- To copy the Image URL from BannerSnack,
 - Click on your Banner from the 'My Banners' tab
 - Click on the 'Copy Link' button
- Paste the copied URL on the text-box and click 'Go'
- Click 'Choose' on the desired Banner

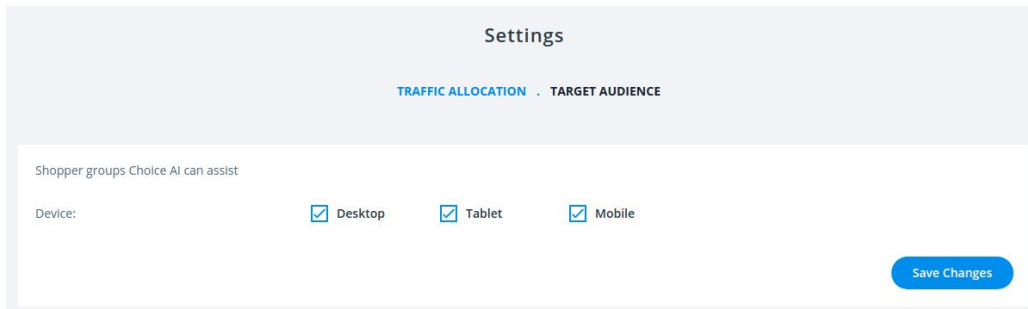


Settings

Enabling/Disabling Choice AI on devices

Choice AI works equally well on all devices. But if you want to control the devices on which Choice AI appears, follow these steps:

- Click on your 'Account' at the bottom of the Sidebar
- Select 'Settings' in the Menu
- Select the 'Target Audience' tab



The screenshot shows a settings interface for 'Choice AI'. At the top, it says 'Settings' and 'TRAFFIC ALLOCATION . TARGET AUDIENCE'. Below this, there's a section titled 'Shopper groups Choice AI can assist'. Underneath, there's a 'Device:' label followed by three checkboxes: 'Desktop', 'Tablet', and 'Mobile', all of which are checked. A blue 'Save Changes' button is located in the bottom right corner of the form area.

- Select/Deselect the devices on which you want Choice AI to work
- Click the 'Save Changes' button once you are done

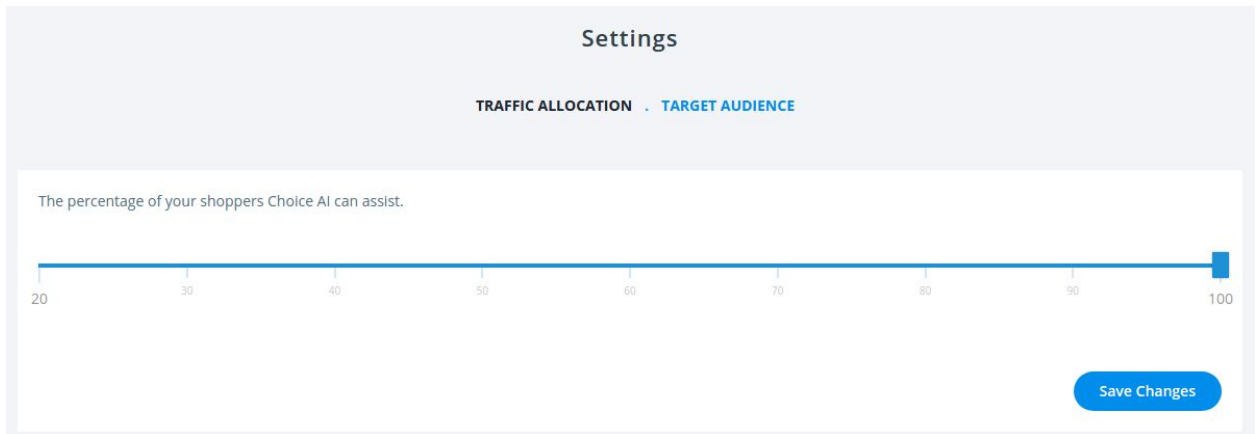
Note that changing the device settings here will affect all components across Choice AI. It is advisable to change these settings in individual element level instead.

Allocating traffic for Choice AI

You can allocate traffic to Choice AI to measure its performance. Follow these steps to set traffic:

- Click on your 'Account' at the bottom of the Sidebar
- Choose the 'Settings' in the menu

- Choose the 'Traffic Allocation' tab



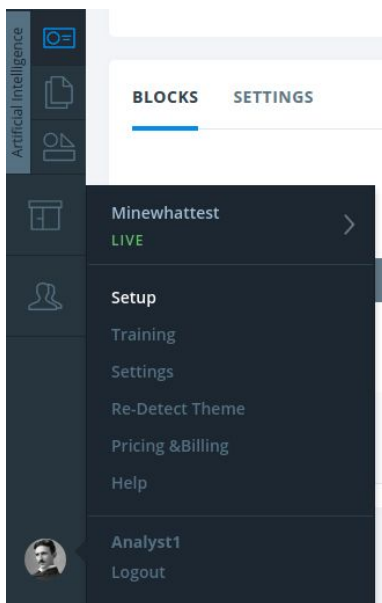
- Use the slider to allocate the percentage of shoppers to whom you want to show Choice AI components
- Click the 'Save Changes' button once you are done

Note that setting a very low value might inadvertently affect the performance of Choice AI negatively.

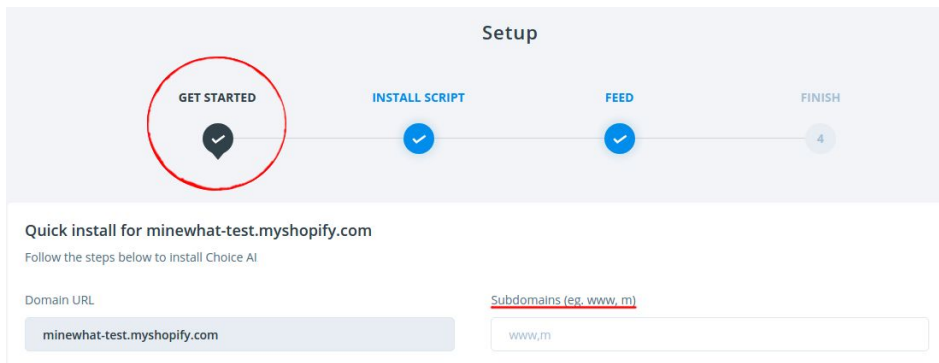
Adding your mobile website

If you wish to add a new sub-domain, please follow these steps:

- Click on your 'Account' at the bottom of the Sidebar
- Choose the 'Setup' option



- In the 'Get Started' tab, you will find a text box that says 'Subdomains'
- Add the subdomain here



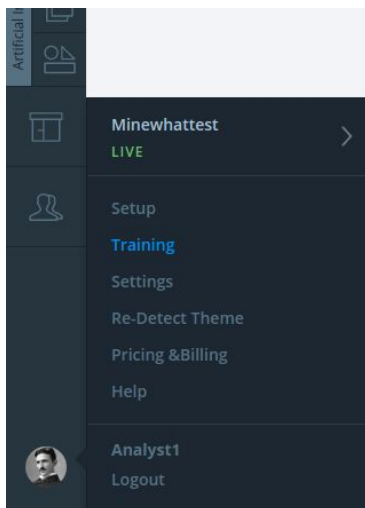
- Click 'Next' once you have finished

Make sure your sub-domain starts with m. For example, if www.yourstore.com is your eCommerce store, and the mobile site is 'm.yourstore.com,' add 'm' to the 'Subdomains' text box in step 3.

Training Choice AI

To launch the training module, follow these steps:

- Click on your 'Account' at the bottom of the Sidebar
- Select 'Training' in the Menu



- Click on the 'Start Training' button to launch the training module
- Click the 'Finish' button once you are done (or) click 'Save for Later'

Frequently Asked Questions

Do I need to learn coding to use Choice AI?

No, it's not required for the user to have coding knowledge. The best part about Choice AI is that it's designed with the user in mind because of which, we have eliminated any requirement for coding in our app. All creation of Banners, Pages and Elements is done inside the 'Visual Editor' which does all the coding for you.

How often are the products updated?

Choice AI updates the product data feed three times a day. Currently you do not have the ability to control the timing or frequency of these product updates, but we intend to add this functionality in the next update. Check this space later for more news. You can also subscribe to our mailing list or follow us on [twitter](#) for all our regular updates.

Are changes Immediately Visible?


While all the changes you make in the Visual Editor are periodically saved, Choice AI will not make any changes to your website unless you click 'Publish'. But after you click 'Publish', the changes you made will be immediately visible on the website.

How to publish a widget?

You can publish your Smart Banner, Page or Element by clicking the 'Edit Design' from the respective pages in the app and once inside the Visual Editor, click 'Publish'.

How to hide a widget?

You can hide any widget temporarily by pausing all its Variants either in the app or in the Visual Editor. If you wish to completely remove it, then you will have to delete the widget.

Element	Action
 Variant-1 TRAFFIC: Auto Yet to publish	Action ▾

For further queries, take a look at our [support documentation](#) or send us a mail at support@choice.ai.