

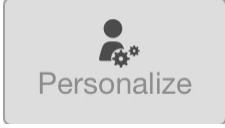
Personalize Block

Overview

Personalize Block allows you to serve personalized content in the Landing Page.

V1.7

Personalize Block is used in conjunction with the Recommendation feature to show the visitor content dependent on a predefined personalization scenario. Content can be displayed in a number of styles that can attract visitors.



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Related topics

- [Adding blocks to Landing Page](#)

Personalize Block Settings

Option	Description
Name	Name of the block.
Personalized Scenario	Predefined personalization scenario that will be used.
Content Type to be displayed	Type of items that will be shown in the block.
Number of Items	Number of Content items to show.
Display Options	Orientation of the content shown in the block.
Use Carousel	If Horizontal orientation is chosen, you can use choose to display content in a scrollable carousel layout.

Personalize - Personalize ✕

Name:

Displayed

Personalized scenario:*

Content type to be displayed:

Number of items:

Display options:* Vertical Horizontal

Use Carousel Yes No

Cancel Submit

Personalized Scenarios

To create and use Personalized Scenarios, it is necessary to use eZ Personalization GUI (YOOCHOOSE admin page) and create scenarios that will appear in "Select Scenario" dropdown menu. There are no predefined scenarios to use in the Personalize Block.

Content types

The scenarios at YOOCHOOSE support multiple output types, e.g. articles, pictures, videos, blog posts and more. However, Content Types also need to be defined in eZ Personalization GUI (YOOCHOOSE admin page) in order to be included in the dropdown menu. Selecting a Content Type is mandatory.

Display Options

Recommended content can be displayed in a horizontal and vertical (skyscraper) way. However, differences are not only in the position of the block:

- If the option "Use Carousel" is not active, be sure that number of items to display in the Personalize Block meets the block size and none of items are "hidden" behind the block borders.
- During resizing for responsive layout the available space for items may change.
- In the horizontal layout it is possible to insert more items that move in a carousel fashion. The carousel option is available for horizontal display only!