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Recommended products ("Customers who bought this product also bought")

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Get more sales by recommending relevant products

ShopFactory supports "Recommended Products" feature also known as "*Customers who bought this product, also bought this...*" widget that shows other items bought together with a specific product.

You can only use this feature if you are publishing to a hosting account with PHP enabled.

- The **recommended products** are only displayed on a detailed product page, in a similar styling to the Cross Promotion (Related Products).

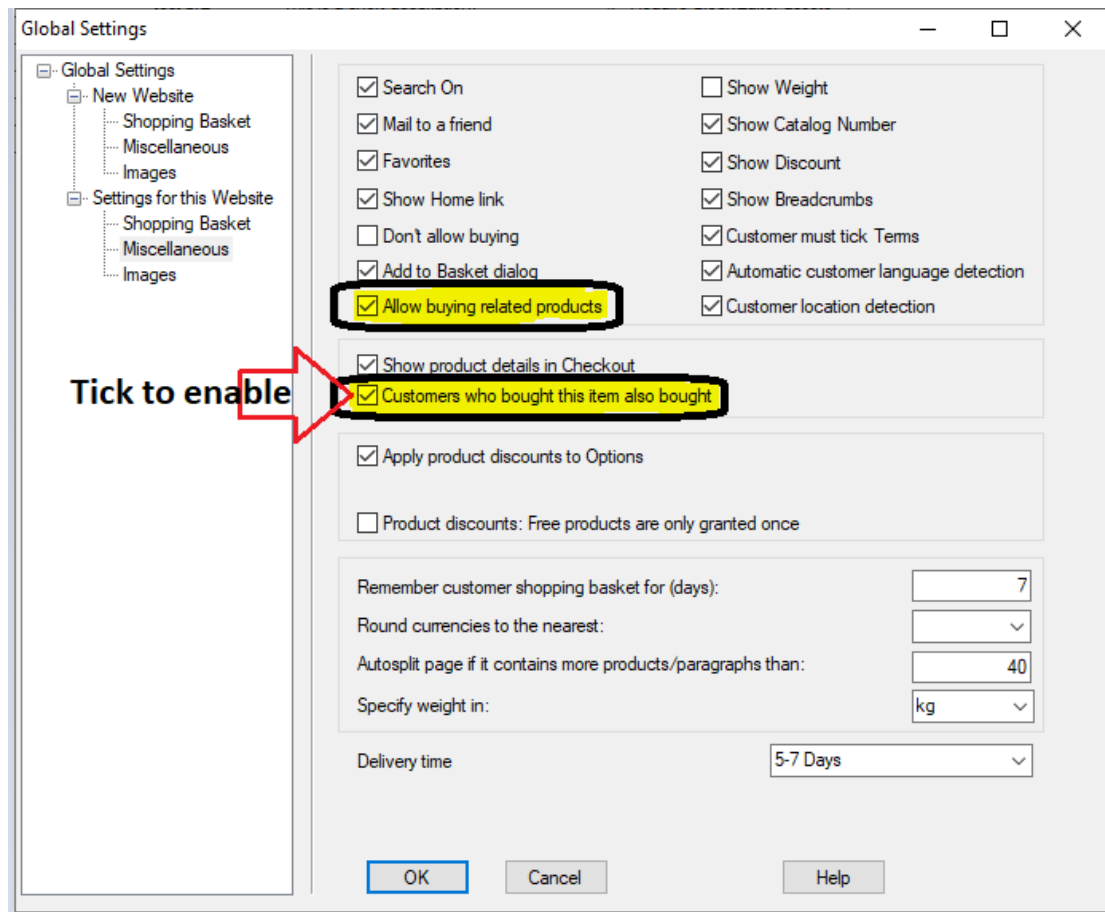
Settings

- The feature is enabled by default. It can be disabled by unticking the "**Customer who bought this item, also bought...**" checkbox in Global Settings.

- Enabling the "Allow buying related products" setting in Global Settings will show the "**Add to Basket**" button, like it does for Cross Promotion. The add to basket button will only be shown if there are no Options and Choices for that product.

- Click **Settings** menu -> *Global Settings* -> *Settings for this Website* -> **Miscellaneous**

- Tick "Customers who bought this item also bought" checkbox and allow buying related products.



- Click OK

- Save and publish your shop.

Usage

- If the feature is enabled, a dummy item will be shown in Normal view and Preview because it requires PHP. Once the shop is published to a Host that supports PHP, it will populate the products that were bought / added to cart from previous orders.

- **Must publish to a PHP-enabled host for the feature to work.**

- The database of relationships is updated at the point where the customer goes from the basket page to the secure Checkout billing and shipping details pages. Place some test orders a few times with different products to build up the database.

- Next time the detailed product pages of products that were bought will show the related products.

- Up to 5 "Customer who bought this item also bought" products will be shown.

- Recommended products can be purchased directly if the "Add to Basket" button is shown on the detailed product page.

Customers Who Bought This Item Also Bought



A\$25.00

Test Product 12

inc GST

[More details](#)

1 **Buy now**



A\$25.00

Test Product 21

inc GST

[More details](#)

1 **Buy now**



A\$25.00

Test Product 7A

inc GST

[More details](#)

1 **Buy now**



A\$25.00

Test Product 11

inc GST

[More details](#)

1 **Buy now**