





You can add personalized recommendations for products from the store into the [marketing emails](#) by placing a Strands recommendation widget into the content of the emails. Strands services then monitor the activity of users on the site and prepare personalized recommendations for every user.



The Strands recommendation email widget needs to be [configured](#) before it can be used in the marketing emails.

To place the widget into an email, use the email builder:

1. Open the **Email marketing** application and switch to the **Email feeds** tab.
2. **Edit** () an email campaign or a newsletter.
3. **Edit** () the marketing email that you want to personalize.
4. In the **Email builder**, drag and drop the *Strands recommendations* widget anywhere in the email.

Now, when the marketing email [recipients](#) receive the email, they will see recommendations for products personalized for them.