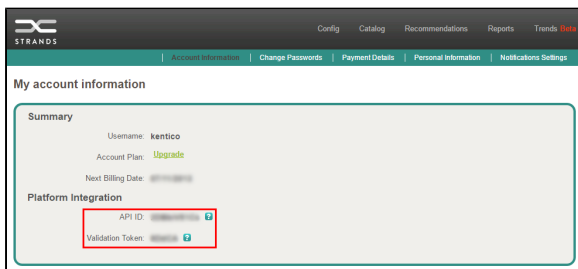



To integrate the Strands Recommender service into your store in Kentico:

1. Sign in to the [Strands Recommender](#) website.
2. On the **my account** page, copy your **API ID** and **Validation Token**.



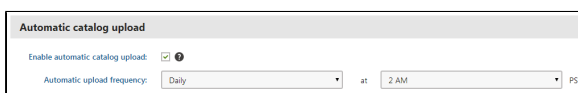
3. In Kentico, open the **Settings** application and navigate to the **Integration -> Strands Recommender** settings.
4. Paste your **API ID** and **Validation Token** into the respective fields in the **General** category.
5. (Optional) In the **Catalog feed** category, configure how Kentico generates the Strands catalog feed.
 - Kentico comes with a default Strands catalog transformation, [StrandsRecommender.Transformations.CatalogFeedTransformation](#). The transformation handles which fields each of the items in the catalog contains.




You can always check how the Strands **catalog feed** looks with the current configuration by **Saving** the configuration and opening the catalog in your browser. The feed is generated in <site address>/CMSModules/StrandsRecommender/CMSPages/StrandsCatalogFeed.ashx. The whole **URL** of the feed is then, for example:

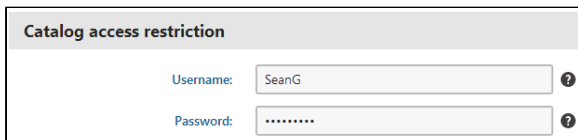
<http://www.yoursite.com/CMSModules/StrandsRecommender/CMSPages/StrandsCatalogFeed.ashx>

6. In the **Automatic catalog upload** category, select the **Enable automatic catalog upload** check box.
7. Set the frequency at which the system uploads the **catalog feed** to Strands.



8. (Optional) In the **Catalog access restriction** category, insert a **Username** and **Password** for accessing the Strands catalog feed. This restricts the access to the Strands catalog feed, which can otherwise be **viewed by anyone** with access to the site.

Note that **Catalog access restriction** doesn't work if you are using Windows Authentication to access Kentico.



9. **Save** the settings.
 - **Note** that using the **Save** button automatically starts a Strands catalog feed upload to Strands.
10. Open the Strands [Recommendations](#) page and set up your recommendation widgets.
11. [Place Strands recommendation widgets onto pages](#) by placing the **Strands recommendations** web part.
 - OR –
 - [Place Strands recommendations into marketing emails.](#)

The Strands catalog transformation

The default Strands catalog transformation, *StrandsRecommender.Transformations.CatalogFeedTransformation*, handles which fields each of the items in the catalog contains.

The *StrandsRecommender.Transformations.CatalogFeedTransformation* transformation

```
<item>
  <id>{% ItemID %}</id>
  {% foreach (document in LanguageVersions) { %}
    {% cultureCode = document.DocumentCulture.Replace("-", "").ToLower();; %}
    <title_{% cultureCode %}><![CDATA[ {% document.DocumentName %} ]]></title_{%
cultureCode %}>
    <link_{% cultureCode %}><![CDATA[ {% document.AbsoluteUrl + "?lang=" + document.
DocumentCulture %} ]]></link_{% cultureCode %}>
    <description_{% cultureCode %}><![CDATA[ {% document.DocumentSKUDescription %} ]]><
/description_{% cultureCode %}>
    {% } %}

    {% foreach (currency in Currencies) { %}
      {% currencyCode = currency.CurrencyCode.ToLower();; %}
      <price_{% currencyCode %}>{% Math.Round(SKU.GetPrice(currency), currency.
CurrencyRoundTo, "AwayFromZero") %}</price_{% currencyCode %}>
      <cur_{% currencyCode %}>{% currency.CurrencyCode %}</cur_{% currencyCode %}>
      {% } %}

    <price>{% SKU.SKUPrice %}</price>
    <image_link><![CDATA[ {% GetAbsolutePath(SKU.SKUImagePath) %} ]]></image_link>
    <category>{% ItemCategory %}</category>
    <SKUdepartmentID>{% SKU.SKUdepartmentID %}</SKUdepartmentID>
    <SKUproductType><![CDATA[ {% SKU.SKUproductType %} ]]></SKUproductType>
    <SKUSupplierID>{% SKU.SKUSupplierID %}</SKUSupplierID>
    <SKUManufacturerID>{% SKU.SKUManufacturerID %}</SKUManufacturerID>
  </item>
```

Note the following properties used in the transformation:

- **ItemID** – an ID of each of the items in the content tree. Same for each language version of the item. Sent to Strands as a unique identifier of the item (*ID field*).
- **ItemCategory** – a page type ID. Same for each language version. Sent to Strands as a *category field*. You can [customize how products are categorized](#).
- **SKU** – items of the *COM_SKU* table, such as *SKU.SKUPrice*, *SKU.SKUdepartmentID*, *SKU.SKUproductType*, and others.
- **LanguageVersions** – a collection of every language version of a particular item. Each member of the collection is of *TreeNode* type and contains columns from the *CMS_Document* and *CMS_Tree* tables. Such as *DocumentSKUName*, *DocumentSKUDescription*, *DocumentPageTitle*, *NodeAlias*, and others.
- **Currencies** – a collection of the available currencies. Each member is of *CurrencyInfo* type and contains columns from the *COM_Currency* table, such as *CurrencyCode* and *CurrencyName*.

The **<id>** and **<category>** elements must always contain the **ItemID** and **ItemCategory** properties. You can customize all the other tags in the transformation.