

AI Frequently Bought Together - User Guide

Thank you for purchasing our extension. If you have any questions that are beyond the scope of this document, please feel free to contact us via support@magenest.com

By: Magenest |

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Introduction

Frequently Bought Together for Magento 2 is an AI-powered extension developed by Magenest to recommend complementary products based on historical purchase data.

Recommendations can be displayed on the Product Detail Page, Cart Page, and Mini Cart, helping shoppers discover relevant products and add more items to their orders.

Highlight Features

For Admin:

- Enable or disable Frequently Bought Together from Magento Admin.
- Configure the AI endpoint, timeout, data synchronization, and cron schedule.
- Set the recommendation limit and minimum support threshold.
- Control recommendations on the Product Detail Page, Cart Page, and Mini Cart.
- Configure separate product limits for desktop and mobile.
- Pin priority products and exclude products using blacklist rules.
- Use pinned products as fallback recommendations when AI data is unavailable.

For Customer:

- Receive relevant complementary product recommendations.
- Discover related products directly on the Product Detail Page, Cart Page, and Mini Cart.
- View recommendations across desktop and mobile devices.
- Continue receiving pinned recommendations when AI results are unavailable.

System Requirements

Before installing and configuring Frequently Bought Together, make sure the Magento environment meets the following requirements:

- A supported Magento 2 installation.
- Magento cron is enabled and running.
- The server can connect to the configured AI endpoint via HTTPS.
- Historical order and product data are available for synchronization.
- The admin account has permission to manage module configuration, pinned products, and blacklist rules.

Admin Configuration

On the admin sidebar, go to:

Stores > Configuration > Magenest > Frequently Bought Together

The screenshot shows the Magento Admin Configuration page for the 'Frequently Bought Together' module. The left sidebar contains a navigation menu with categories like DASHBOARD, SALES, CATALOG, CUSTOMERS, MAGENEST, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The 'Frequently Bought Together' option under the 'MAGENEST' category is highlighted with a red box and a red arrow. The main content area is titled 'Configuration' and includes a 'Save Config' button in the top right. The configuration settings are as follows:

Field	Value
Enable Module	Yes
Display Count	5
Display Title	Frequently Bought Together
Display Logic	Append to Native Cross-sells
Recommendation Endpoint URL	https://ai-fbt.izysync.com/suggest
API Key / Bearer Token	*****
Connection Timeout (Seconds)	5

Additional information: The 'Display Count' field has a note: 'Maximum items returned by each FBT recommendation response. Range: 3-10. Default: 5.' The 'Display Title' field has a note: 'Heading shown on storefront blocks. Default: "Frequently Bought Together"'. The 'Display Logic' field has a note: 'How FBT block coexists with native Magento cross-sells.'

+ General Configuration

The screenshot shows the 'General Configuration' page for the 'Frequently Bought Together' module. The settings are as follows:

Field	Value
Enable Module	Yes
Display Count	5
Display Title	Frequently Bought Together
Display Logic	Append to Native Cross-sells

Additional information: The 'Display Count' field has a note: 'Maximum items returned by each FBT recommendation response. Range: 3-10. Default: 5.' The 'Display Title' field has a note: 'Heading shown on storefront blocks. Default: "Frequently Bought Together"'. The 'Display Logic' field has a note: 'How FBT block coexists with native Magento cross-sells.'

Enable Module:

Select **Yes** to enable Frequently Bought Together.

When set to **No**:

- FBT is hidden from the PDP, Cart Page, and Mini Cart.
- Magento stops sending recommendation requests to the AI service.

Display Count:

Defines the maximum number of items returned in each FBT recommendation response.

- Valid range: **3–10**
- Default value: **5**

Display Title:

Defines the title displayed above the recommendation block.

Default value: **Frequently Bought Together**

Display Logic:

Controls how the FBT block is displayed together with Magento's native cross-sell product section.

After completing the configuration, click **Save Config**.

AI API Configuration

AI API Configuration

Recommendation Endpoint URL [store view]	https://ai-fbt.izysync.com/suggest e.g., https://api.ai-cypher.domain.com/v1/fbt/recommend
API Key / Bearer Token [store view]	
Connection Timeout (Seconds) [store view]	5 Default: 5

- **Recommendation Endpoint URL:**

Enter the AI endpoint used by Magento to request recommendations.

Example: <https://ai-fbt.izysync.com/suggest>

If the URL is incorrect or the AI service cannot be reached, Magento applies fallback behavior.

- **API Key / Bearer Token:**

Enter the authentication token only when required by the AI service.

The token is sent in the following header: Authorization: Bearer

Magento encrypts the saved value and masks it on the Admin screen.

- **Connection Timeout (Seconds):**

Defines how long Magento waits for the AI response.

Default value: **5 seconds**

When the request exceeds this time, it is treated as an error and Magento applies fallback behavior.

AI & Ranking Rules

AI & Ranking Rules

Exclude out-of-stock products

[store view]

Yes

▼

Exclude disabled products

[store view]

Yes

▼

Exclude items already in cart

[store view]

No

▼

Exclude current product variants

[store view]

Yes

▼

Same Category Priority

[store view]

Yes

▼

Prioritize items from the same sub-category.

Parent/Child Mapping

[store view]

No

▼

- **Exclude Out-of-Stock Products:**
 - Select **Yes** to remove out-of-stock products from FBT results.
 - Products can become eligible again after they are restocked.
- **Exclude Disabled Products:** Select **Yes** to remove products that are disabled in the Magento catalog.
- **Exclude Items Already in Cart:** Select **Yes** to prevent products already in the cart from being recommended again.
- **Exclude Current Product Variants:** Select **Yes** to exclude variants of the product currently being viewed.
- **Same Category Priority:** Select **Yes** to prioritize products from the same subcategory.
- **Parent/Child Mapping:** Enable this option to process relationships between configurable parent products and simple product variants.

+ Display Settings

By default, storefront display settings may be set to **No**. Change the required fields to **Yes** to show the FBT block.

Display Settings

Show on Product Detail Page (PDP)

[store view]

Yes

▼

Show on Cart Page

[store view]

Yes

▼

Show on Cart Drawer / Mini Cart

[store view]

Yes

▼

Display Count

[store view]

5

Range: 1-10. PDP and cart request and render at most this many recommendations.

Mini Cart Display Count

[store view]

3

Range: 1-5. Mini cart requests and renders at most this many recommendations.

Min Candidates To Show

[store view]

2

Widget can hide when there are no pins and fewer candidates than this threshold. Range: 1-5. Default: 2.

- **Show on Product Detail Page (PDP):** Controls whether FBT appears on product detail pages.
 - **Yes:** The FBT block is displayed and the page requests recommendations from the AI service.
 - **No:** The block is hidden and no recommendation request is sent from the PDP.
- **Show on Cart Page:** Controls whether FBT appears on the shopping cart page. This setting applies only to the Cart Page and does not affect the PDP or Mini Cart.

- **Show on Cart Drawer / Mini Cart:** Controls whether FBT appears in the Mini Cart or cart drawer. This setting applies only to the Mini Cart and does not affect the PDP or Cart Page.
- **Display Count:** Sets the maximum number of recommendations displayed on the PDP and Cart Page.
 - Valid range: **1–10**
 - The displayed number cannot exceed the value configured in **General Configuration > Display Count**

For example, if the General Display Count is 5 and this field is set to 8, the system will display no more than 5 recommendations.

- **Mini Cart Display Count:** Sets the maximum number of recommendations displayed in the Mini Cart.
 - Valid range: **1–5**

A lower value is recommended because the Mini Cart has limited display space.

- **Min Candidates To Show:** Sets the minimum number of valid AI recommendations required to display the FBT block when no pinned product is available.
 - Valid range: **1–5**
 - Default value: **2**

For example, if this field is set to 2 but the AI returns only one valid product, the FBT block may be hidden. If a valid pinned product is available, the block can still be displayed.

+ Block Item Limits

These settings define the maximum number of products displayed in each FBT block on mobile and desktop devices.

Block Item Limits

PDP Mobile Items

[store view]

3

Total items shown in PDP FBT on mobile, including the current product. System caps this value at 3.

PDP Desktop Items

[store view]

5

Total items shown in PDP FBT on desktop, including the current product. System caps this value at 5.

Cart Mobile Items

[store view]

1

Recommendations shown on cart page mobile. System caps this value at 3.

Cart Desktop Items

[store view]

4

Recommendations shown on cart page desktop. System caps this value at 5.

Mini Cart Mobile Items

[store view]

1

Recommendations shown in mini cart on mobile. System caps this value at 3.

Mini Cart Desktop Items

[store view]

2

Recommendations shown in mini cart on desktop. System caps this value at 5.

- **PDP Mobile Items:** Sets the total number of items shown in the FBT block on the Product Detail Page on mobile. This total includes the product currently being viewed.
 - Maximum value: **3**
- **PDP Desktop Items:** Sets the total number of items shown in the FBT block on the Product Detail Page on desktop. This total includes the product currently being viewed.
 - Maximum value: **5**
- **Cart Mobile Items:** Sets the maximum number of recommended products displayed on the Cart Page on mobile.
 - Maximum value: **3**
- **Cart Desktop Items:** Sets the maximum number of recommended products displayed on the Cart Page on desktop.
 - Maximum value: **5**
- **Mini Cart Mobile Items:** Sets the maximum number of recommended products displayed in the Mini Cart on mobile.
 - Maximum value: **3**
- **Mini Cart Desktop Items:** Sets the maximum number of recommended products displayed in the Mini Cart on desktop.
 - Maximum value: **5**

The actual number of displayed products may be lower if there are not enough valid recommendations after the system applies stock, product status, cart, variant, and blacklist rules.

+ Cron Job Configuration

These settings control when purchase data is synchronized with the AI service.

Cron Job Configuration

Data Full Sync Schedule
[store view]

0 0 * * *

Cron expression (e.g., 0 0 * * *). Default: daily at midnight.

Purchase Data Timeframe
[store view]

Last 12 Months

▼

Timeframe for filtering orders to export to fbt_purchase.csv.

Manual Data Sync

Manual Sync Now

- **Data Full Sync Schedule:**

Enter a valid cron expression to define how often the FBT data feed is synchronized automatically.

Example: 0 0 * * *

This schedule runs synchronization once a day at **00:00**. Magento cron must be installed and running correctly for automatic synchronization to work.

- **Purchase Data Timeframe:**

Select how much historical order data should be included in the purchase feed:

- Last 1 month
- Last 3 months
- Last 6 months
- Last 12 months

A longer timeframe provides the AI with more purchase data, while a shorter timeframe focuses on more recent buying patterns.

- **Manual Data Sync:** Click **Manual Sync Now** to export and synchronize the purchase feed immediately. This allows the admin to update the data without waiting for the next scheduled cron job.
- **Initial Data Synchronization:**

Before testing recommendations for the first time:

- Select the required purchase data timeframe.
- Click **Manual Sync Now**.
- Wait for the synchronization to complete.
- Check the FBT recommendations on the storefront.

+ AI Parameters

These settings control how the AI evaluates and selects product recommendations.

AI Parameters

Min Support Threshold
[store view]

5

Sent to AI to filter results. Default: 5

AI Score Threshold
[store view]

0.1

Minimum AI score accepted for candidates. Range: 0-1. Default: 0.1.

Popularity Window Days
[store view]

30

Fallback popularity lookback window sent to AI config. Range: 7-90. Default: 30.

- **Min Support Threshold:** Sets the minimum number of historical orders in which two products must have been purchased together before they are treated as a frequently bought together pair.
 - Default value: **5**

For example, when this value is set to 5, both products must appear together in at least five previous orders.

- **AI Score Threshold:** Sets the minimum AI relevance score required for a product to be accepted as a recommendation.
 - Valid range: **0–1**
 - Default value: **0.1**

Products with a score below this value are excluded from the recommendation results.

- **Popularity Window Days:** Sets the number of recent days used to calculate popular products for fallback recommendations.
 - Valid range: **7–90 days**
 - Default value: **30 days**

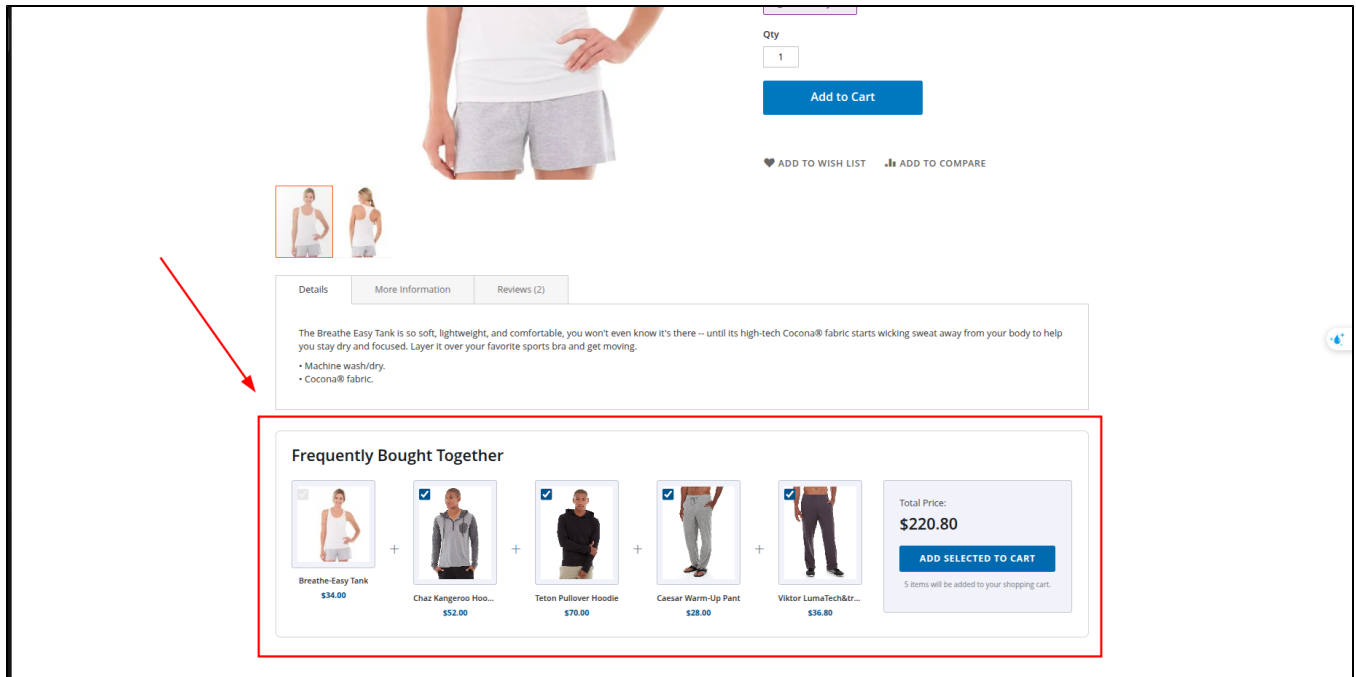
For example, when this value is set to 30, the system uses product popularity data from the most recent 30 days.

Frontend Experience

Frequently Bought Together recommendations can appear in three storefront locations: the Product Detail Page, Cart Page, and Mini Cart.

Product Detail Page

On the Product Detail Page, the FBT block shows the current product together with relevant complementary products.



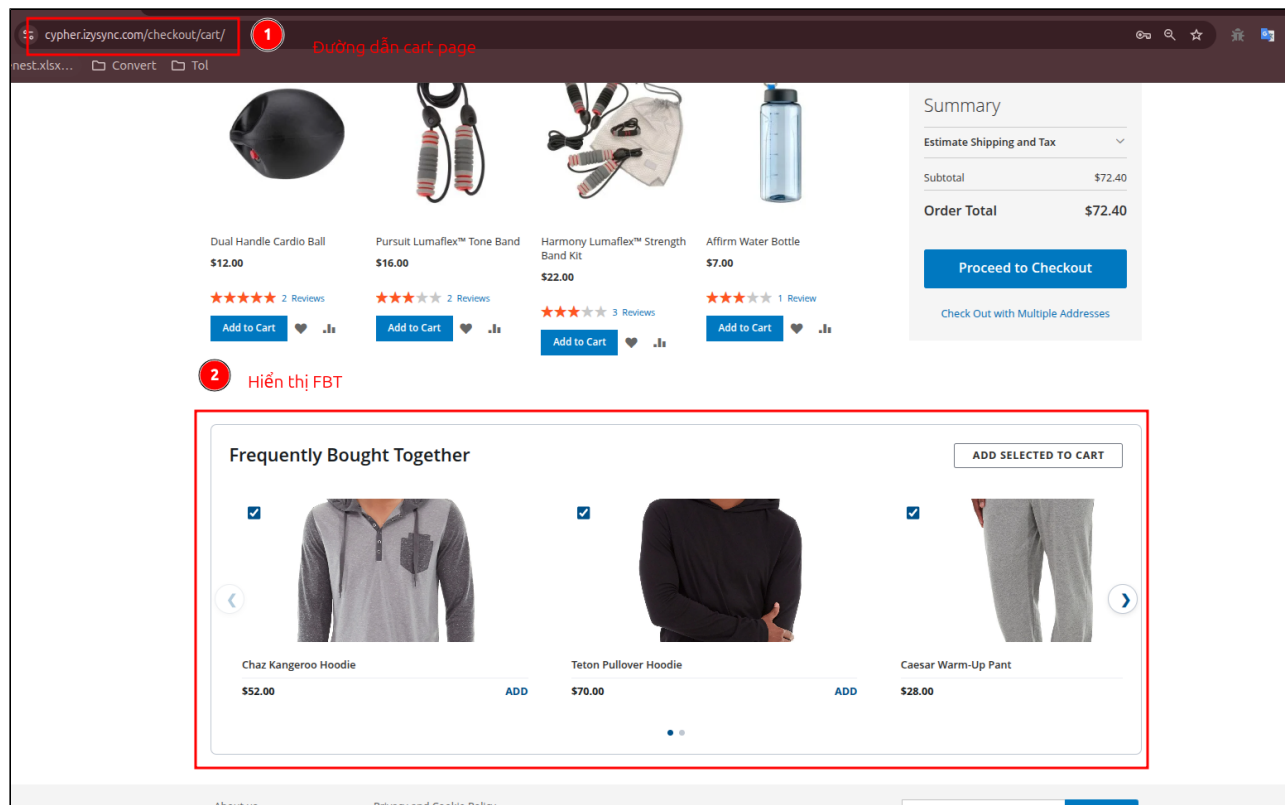
Customers can:

- Select or remove recommended products.
- View the price of each item and the combined total.
- Add all selected products to the cart in one action.

The number of displayed items depends on the PDP limit configured for mobile or desktop.

Cart Page

On the Cart Page, recommendations are generated based on the products currently in the shopping cart.



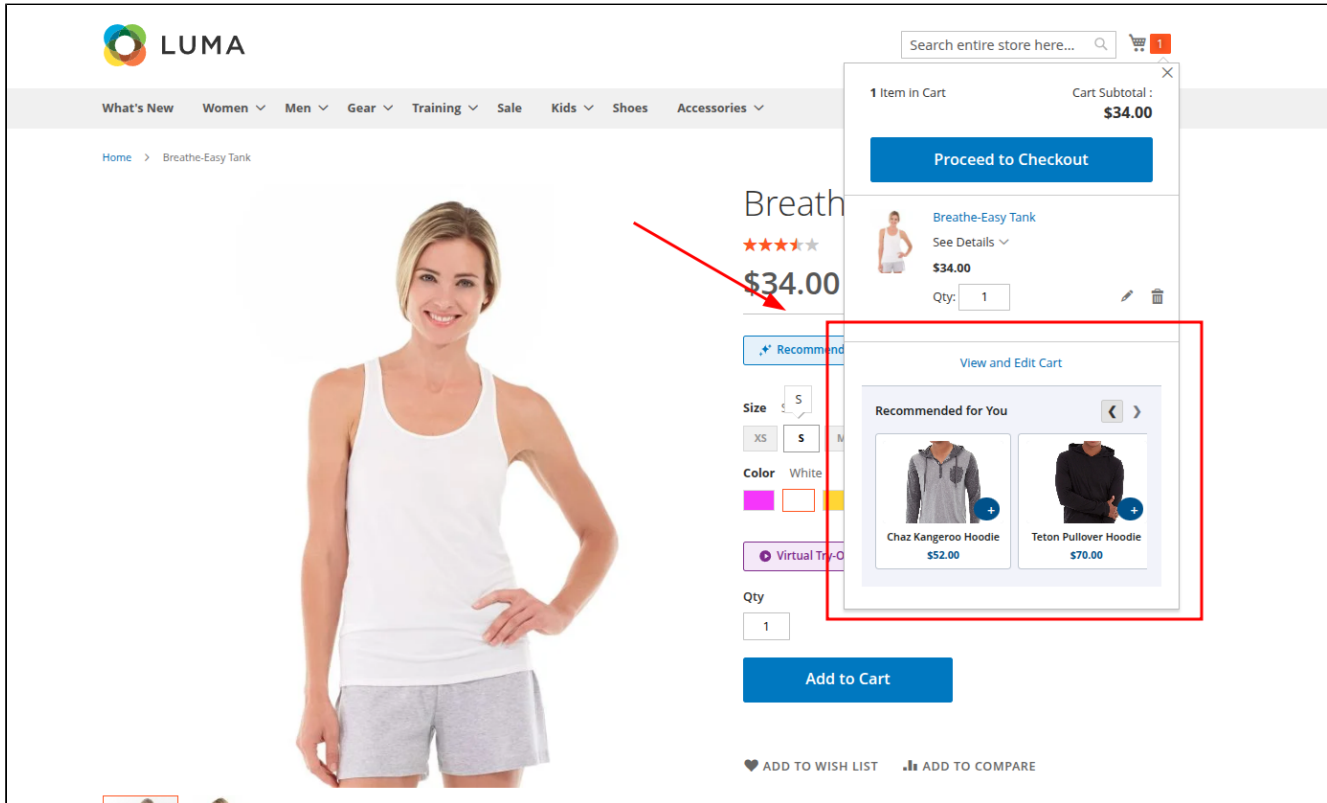
Customers can:

- Discover complementary products before checkout.
- Select the products they want to purchase.
- Add selected recommendations directly to the cart.

The recommendations may update when products are added to or removed from the cart.

Mini Cart

The Mini Cart displays a compact list of recommendations based on the current cart contents.



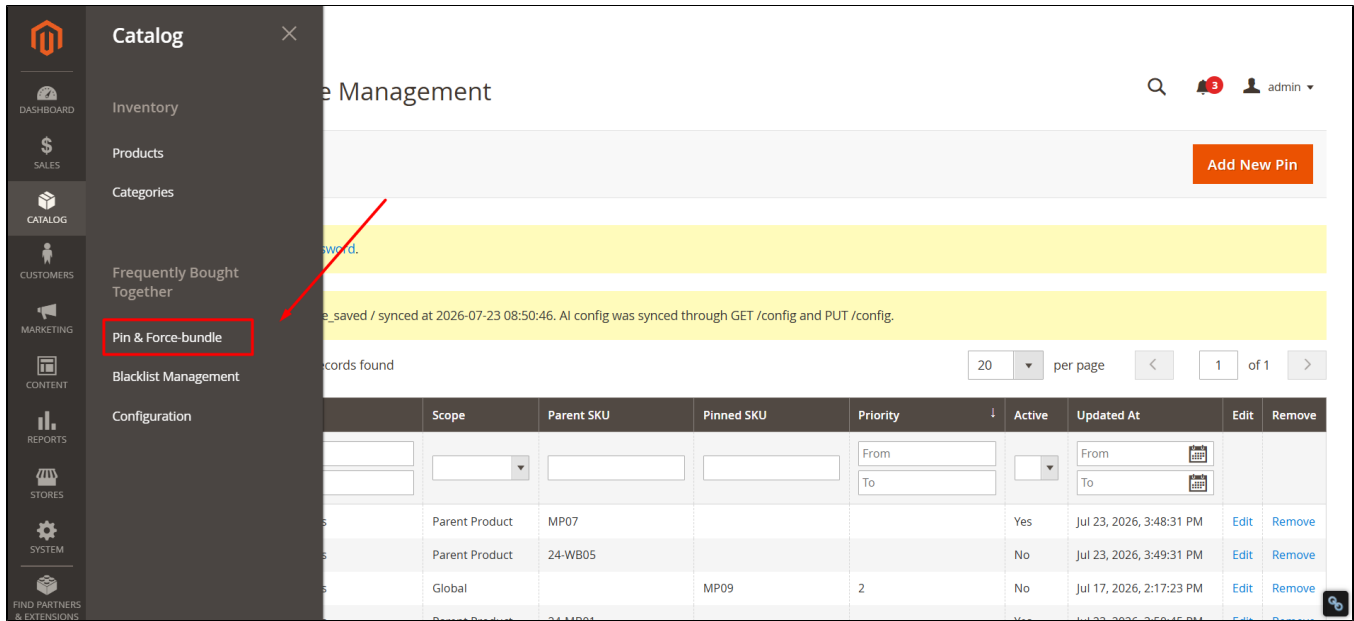
Customers can add a recommended product without leaving the page they are viewing.

The number of recommendations shown depends on the Mini Cart limit configured for mobile or desktop.

Pinned Product Management

Pinned products allow administrators to manually prioritize specific products in Frequently Bought Together recommendations.

Go to: **Catalog > Frequently Bought Together > Pin & Force-bundle**



+ Pinned Product Fields

- **Store:** Select the store view where the pinned-product rule will apply.
 - All Stores: Applies the rule to every store view.
 - A specific store view: Applies the rule only to the selected store view.
- **Scope:** Defines where the pinned-product rule is applied.
 - **Global:** Applies the pinned product across all FBT contexts. Leave the **Parent SKU** field empty.
 - **Parent Product:** Links the pinned product to one specific parent SKU. The **Parent SKU** field is required.
- **Parent SKU:** Enter the SKU of the product that triggers the pinned recommendation. This field is required when **Scope** is set to **Parent Product**. Leave it empty when **Scope** is set to **Global**.
- **Pinned SKU:** Enter the SKU of the product that should be prioritized in the FBT recommendation block.
- **Priority:** Defines the display order of pinned products. A lower number has a higher priority and appears first. Duplicate priority values are not allowed for the same parent product and store view.
- **Active:** Controls whether the pinned-product rule is applied.
 - **Yes:** Enables the rule.
 - **No:** Disables the rule without deleting it.

+ Add a Pinned Product

1. Click **Add New Pin**.
2. Select the applicable **Store**.
3. Select the **Scope**:
 - Choose **Global** to apply the pinned product across all FBT contexts.
 - Choose **Parent Product** to apply it to a specific product.
4. Enter the **Parent SKU** when required
5. Enter or select the **Pinned SKU**.
6. Set the **Priority**.
7. Set **Active** to **Yes**.
8. Click **Save Pin** or **Save Force-bundle**.

When multiple products are pinned to the same parent product, the product with the lowest priority value is displayed first.

Pin & Force-bundle Management

Add New Pin

Latest pin sync: force_bundle_saved / synced at 2026-07-23 08:50:46. AI config was synced through GET /config and PUT /config.

Search

Reset Filter

8 records found

20 per page

1 of 1

ID	Store	Scope	Parent SKU	Pinned SKU	Priority	Active	Updated At	Edit	Remove
124	All Stores	Parent Product	MP07			Yes	Jul 23, 2026, 3:48:31 PM	Edit	Remove
128	All Stores	Parent Product	24-WB05			No	Jul 23, 2026, 3:49:31 PM	Edit	Remove
7	All Stores	Global		MP09	2	No	Jul 17, 2026, 2:17:23 PM	Edit	Remove
130	All Stores	Parent Product	24-MB01			Yes	Jul 23, 2026, 3:50:45 PM	Edit	Remove
8	All Stores	Global		24-MB03	3	Yes	Jun 22, 2026, 3:20:54 PM	Edit	Remove
55	Default Store View (ID: 1)	Global		MS12	3	Yes	Jul 17, 2026, 1:34:47 PM	Edit	Remove
9	All Stores	Global		24-MB04	4	Yes	Jun 22, 2026, 3:20:54 PM	Edit	Remove
85	Default Store View (ID: 1)	Global		24-WB04	5	Yes	Jul 17, 2026, 1:43:54 PM	Edit	Remove

New Pin

Back

Reset

Save Pin

Pin Information

STEP 2

Store *

All Stores

All Stores applies this pin to every store view.

STEP 3

Scope *

Global

Parent Product maps this pin to one parent SKU. Global applies to all FBT contexts.

STEP 4

Parent SKU

Required when Scope is Parent Product. Leave empty for Global.

STEP 5

Pinned SKU *

STEP 6

Priority *

1

Lower number appears first. Duplicate priority is blocked for the same parent/store.

STEP 7

Active *

Yes

Fallback Behavior

Pinned products can be used when the AI service has insufficient data, returns an error, or exceeds the configured timeout.

Product Detail Page

Pinned products are matched with the product currently being viewed.



Search entire store here...  

[What's New](#) [Women](#) [Men](#) [Gear](#) [Training](#) [Sale](#)

[Home](#) > [Joust Duffel Bag](#)

Joust Duffel Bag

★★★★☆ 2 Reviews [Add Your Review](#)

\$34.00

IN STOCK
SKU#: 24-MB01



Qty

1

Add to Cart

 ADD TO WISH LIST  ADD TO COMPARE

Details

Reviews (2)

The sporty Joust Duffel Bag can't be beat - not in the gym, not on the luggage carousel, not anywhere. Big enough to haul a basketball or soccer ball and some sneakers with plenty of room to spare, it's ideal for athletes with places to go.

- Dual top handles.
- Adjustable shoulder strap.
- Full-length zipper.
- L 29" x W 13" x H 11".

Frequently Bought Together



Crown Summit Back...
\$38.00

+



Strive Shoulder Pack
\$32.00

+



Wayfarer Messenge...
\$45.00

+



Rival Field Messenger
\$45.00

+



Fusion Backpack
\$59.00

Total Price:
\$0.00

ADD SELECTED TO CART

Select items to add to your cart.

We found other products you might like!



Fusion Backpack
\$59.00



Crown Summit
Backpack
\$38.00



Wayfarer Messenger
Bag
\$45.00



Rival Field Messenger
\$45.00



Push It Messenger Bag
\$45.00

Impulse Duffie
\$74.00



Overnight Duffie
\$45.00

Driven Backpack
\$36.00

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Cart Page

Pinned products are matched with products currently in the shopping cart.

Default welcome msg!
[Sign In](#)
or
[Create an Account](#)

[What's New](#)
[Women](#)
[Men](#)
[Gear](#)
[Training](#)
[Sale](#)

Shopping Cart

Item	Price	Qty	Subtotal
Joust Duffle Bag	\$34.00	1	\$34.00

[Apply Discount Code](#)

More Choices:

Quest Lumaflex™ Band
\$19.00

★★★★☆ 3 Reviews

Set of Sprite Yoga Straps
Starting at \$14.00

Frequently Bought Together

☐

Crown Summit Backpack
\$38.00

☐

Strive Shoulder Pack
\$32.00

☐

Wayfarer Messenger Bag
\$45.00

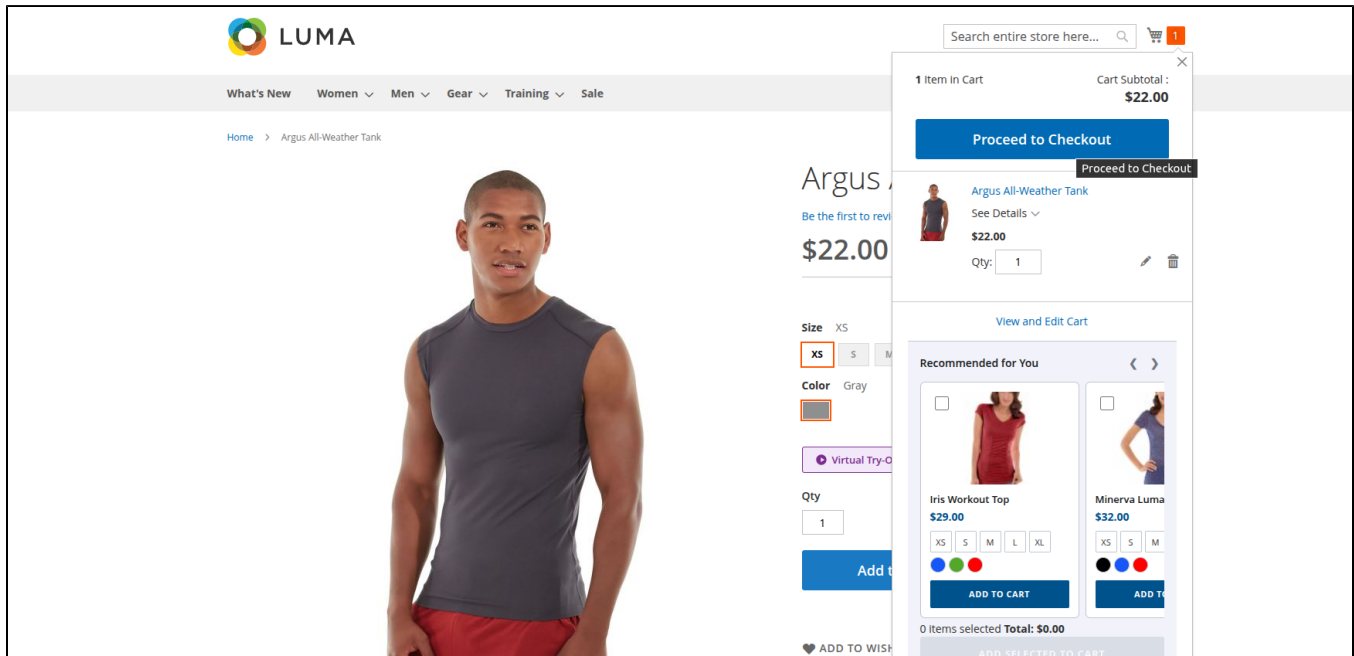
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Mini Cart

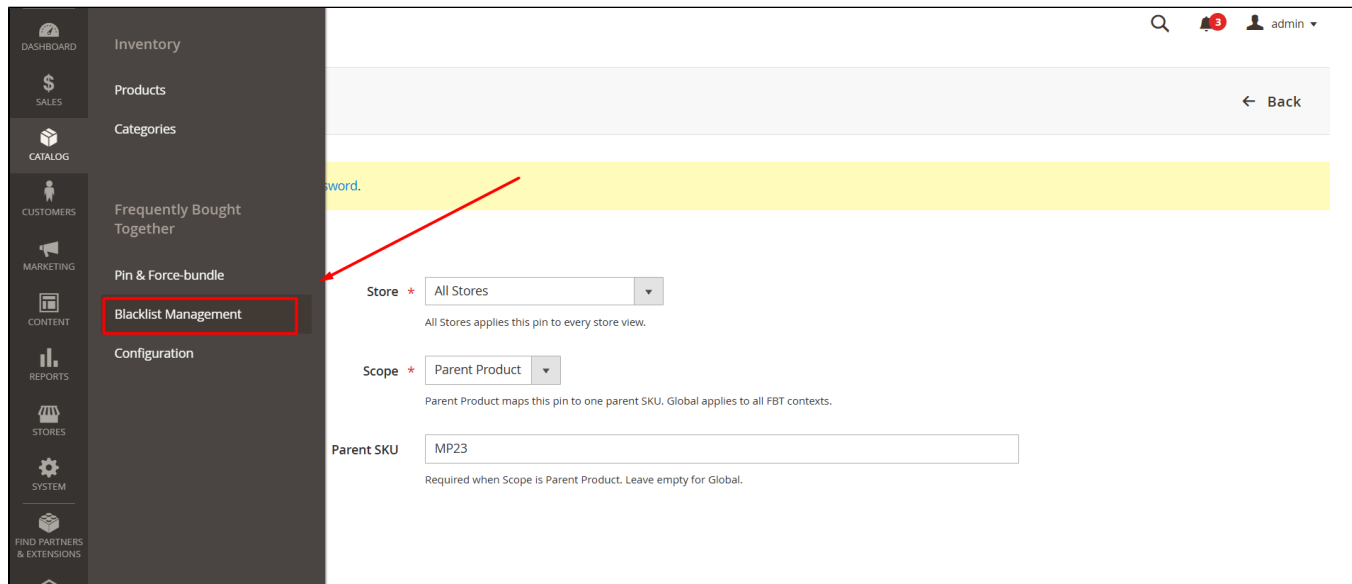
Pinned products are matched with products currently in the shopping cart. If only one valid pinned product is available, the FBT block can still display that product.



Blacklist Management

Blacklist rules prevent selected products from appearing in FBT recommendations.

Go to: **Catalog > Frequently Bought Together > Blacklist Management**



Products in the blacklist do not appear on: Product Detail Page, Cart Page and Mini Cart

When a product is both pinned and blacklisted, the **blacklist rule takes priority** and the product is not displayed.

Add a Blacklist Rule:

1. Click **Add SKU to Blacklist**.
2. Select the applicable store.
3. Select the rule scope.
4. Select a category when required.
5. Enter the product SKU.
6. Enter an optional reason.
7. Set **Active** to **Yes**.
8. Click **Save Blacklist Rule**.

 admin ▾

STEP 1

i It's time to **change your password.**

Latest blacklist sync: blacklist_created / synced at 2026-07-15 07:07:10. AI config was synced through GET /config and PUT /config.

4 records found

of 1

ID	Store	Scope	Category ID	SKU	Reason	Active	Updated At	↑	Edit	Remove
From To	From To		From To				From To			
11	All Stores	Category	11	24-MG04	TC34 Category scope blacklist	Yes	Jul 15, 2026, 2:07:09 PM		Edit	Remove
9	All Stores	Global		MS12	Test blacklist for TC26	Yes	Jul 15, 2026, 1:10:16 PM		Edit	Remove
7	All Stores	Global		24-MB04		Yes	Jun 26, 2026, 9:20:59 AM		Edit	Remove
6	All Stores	Global		24-MB01		Yes	Jun 26, 2026, 9:20:34 AM		Edit	Remove

 admin ▾

Save Blacklist Rule

STEP 8

i It's time to **change your password**.

Blacklist Rule

Global blocks this SKU in every FBT context. Category blocks it only when the parent product belongs to that category.

Required when Scope is Category

STEP 6 → Reason

STEP 7 → Active *

- **Store:** The **All Stores** function applies this pin to all store views.
- **Scope:** The Global block blocks this SKU in all FBT contexts. The Category block only blocks it when the parent product belongs to that category.
- **Category:** Required when Scope is Category.
- **SKU:** Product added to the blacklist.
- **Reason:** Reason for blacklisting.
- **Active:** Enable/Disable.

The AI uses several recommendation methods in priority order. It continues through the sequence until it finds enough valid products for the configured display limit.

1. **Frequently Purchased Together:** The AI first checks historical order data to identify products that customers have purchased together. This is the primary and most evidence-based recommendation method.
2. **Similar Products:** When purchase history is insufficient, the AI identifies products with similar:
 - Names
 - Descriptions
 - Product types
 - Product information
4. **Best Sellers in the Same Category:** When additional candidates are required, the AI recommends popular products from the same category or subcategory.
5. **Store-Wide Best Sellers:** If the previous methods still do not provide enough candidates, the AI uses popular products from across the store.
6. **Hide the Recommendation Block:** When the AI cannot find enough valid candidates and no pinned product applies, the recommendation block is hidden. This prevents the storefront from displaying weak or incomplete recommendations.

Note:

- Stores with limited order history may initially receive more similarity-based or popularity-based recommendations.
- Frequently purchased together recommendations become more representative as the store collects more order data.

Understanding Min Support Threshold

Min Support Threshold is the minimum number of previous orders that must contain both products before the pair is considered frequently bought together.

For example, when: **Min Support Threshold = 5**

At least five historical orders must contain both products.

If the pair does not meet the threshold, the AI moves to other recommendation methods, such as similar products or popular products.

Lower Threshold

- Frequently purchased together results appear more easily.
- Recommendations may be based on fewer orders.
- Results may be less reliable.

Higher Threshold

- Recommendations require stronger historical evidence.
- Results may be more reliable.
- New or low-volume stores may reach the threshold less frequently.

When the Recommendation Block Is Hidden

The FBT block is hidden in the following situations:

- The module is disabled.
- The relevant storefront display location is disabled.
- The AI service is unavailable or times out, and no pinned product applies.
- The number of valid AI candidates is below **Min Candidates To Show**, and no pinned product applies.
- All candidates are removed by stock, product-status, cart-duplication, variant, or blacklist rules.

Hiding the block is an intentional behavior designed to prevent incomplete or irrelevant recommendations from appearing.

Configuration Notes

- Save the configuration after making any changes.
- Run a manual data sync when historical order or catalog information needs to be refreshed.
- Test the PDP, Cart Page, and Mini Cart separately because each location has its own display settings.
- Confirm advanced AI settings with the Magenest implementation team before publishing fixed store-specific values.
- Some advanced settings may depend on the current AI service version. If a configuration change does not affect the storefront results, confirm its implementation status with the AI technical team.

Update

- When a bug fix or new feature is released, we will provide you with the module's new package.
- All you need to do is repeating the above installing steps and uploading the package onto your store. The code will automatically override.
- Flush the config cache. Your store and newly installed module should be working as expected.

Support

- We will reply to support requests within **2 business days**.
 - We will offer **lifetime free update and 6 months of free support for all of our paid products**. Support includes answering questions related to our products, bug/error fixing to make sure our products fit well in your site exactly like our demo.
 - Support **DOES NOT** include other services such as customizing our products, installation, and uninstallation service.
-

Once again, thank you for purchasing our extension. If you have any questions relating to this extension, please do not hesitate to contact us for support.