

Merchandising Rules Guide

For teams planning the next step

In plain words

Use pins, exclusions, inventory thresholds, product types, vendors, and collections without losing merchant control.

Use this guide to complete a specific merchant task. Start with the smallest safe change, check the result, and expand only when the evidence supports it.

Before you start

- The products and collections in scope
- The commercial rule to enforce
- A way to check conflicts

What to do

- Write down the result you expect and the part of the store you will change.
- Make the change in a preview, test, or narrowly scoped placement first.
- Check eligibility, inventory, merchant rules, and storefront fallback behavior.
- Publish only after the preview matches the intended customer experience.
- Review the result using the metric and time window chosen before the change.

What good looks like

- The merchant remains in control of products, rules, and placement.
- A shopper still has a usable experience when Recommend has no result.
- Reporting identifies the affected placement and period.
- The change can be paused or reversed without rebuilding the storefront.

Limits and cautions

Recommend supports merchandising decisions; it does not guarantee revenue or replace merchant judgment. Results depend on catalog quality, traffic, placement, inventory, and the rules selected by the merchant. Never include access tokens, payment data, or unnecessary customer information in a support request.

If you need help

Record the store domain, placement, approximate time, expected result, actual result, and a screenshot that does not expose sensitive customer data. Then use the Contact Support path.

Working notes

Decision: _____

Owner: _____

Evidence: _____

Next action: _____