

Creating personalized content

This section shows you how to develop and apply the [basic features on your site](#) through practical examples. The examples are based on common uses cases for developing web content. You get to work with modifications, placements, recommendation strategies, and segments. You can try out the examples in any order.



Before you proceed, make sure you're familiar with the following getting started topics:

- [Key features and concepts](#)
- [Basic feature setup](#)
- [Introduction to the Frosmo Control Panel](#)

For the examples, see:

- [Adding a recommendation to a new page](#)

Learn how to display an existing recommendation on a new page. You create a placement for the new page, duplicate a recommendation modification, and assign the new modification to the new placement.

- [Adding filters to a recommendation](#)

Learn how to use filters to refine the results of an existing recommendation. You duplicate a recommendation strategy, add one filter to the new strategy, and set an existing recommendation modification to use the new strategy.

- [Creating and testing two recommendation variants](#)

Learn how to test two competing recommendation strategies in the same modification. You create two recommendation strategies and an A/B test modification with two variations, and use the strategies in the variations.

- [Targeting content to specific visitor segments](#)

Learn how to target a recommendation to a specific group of visitors. You create a segment for the group of visitors you want to target, and assign a non-segmented recommendation modification to the new segment.