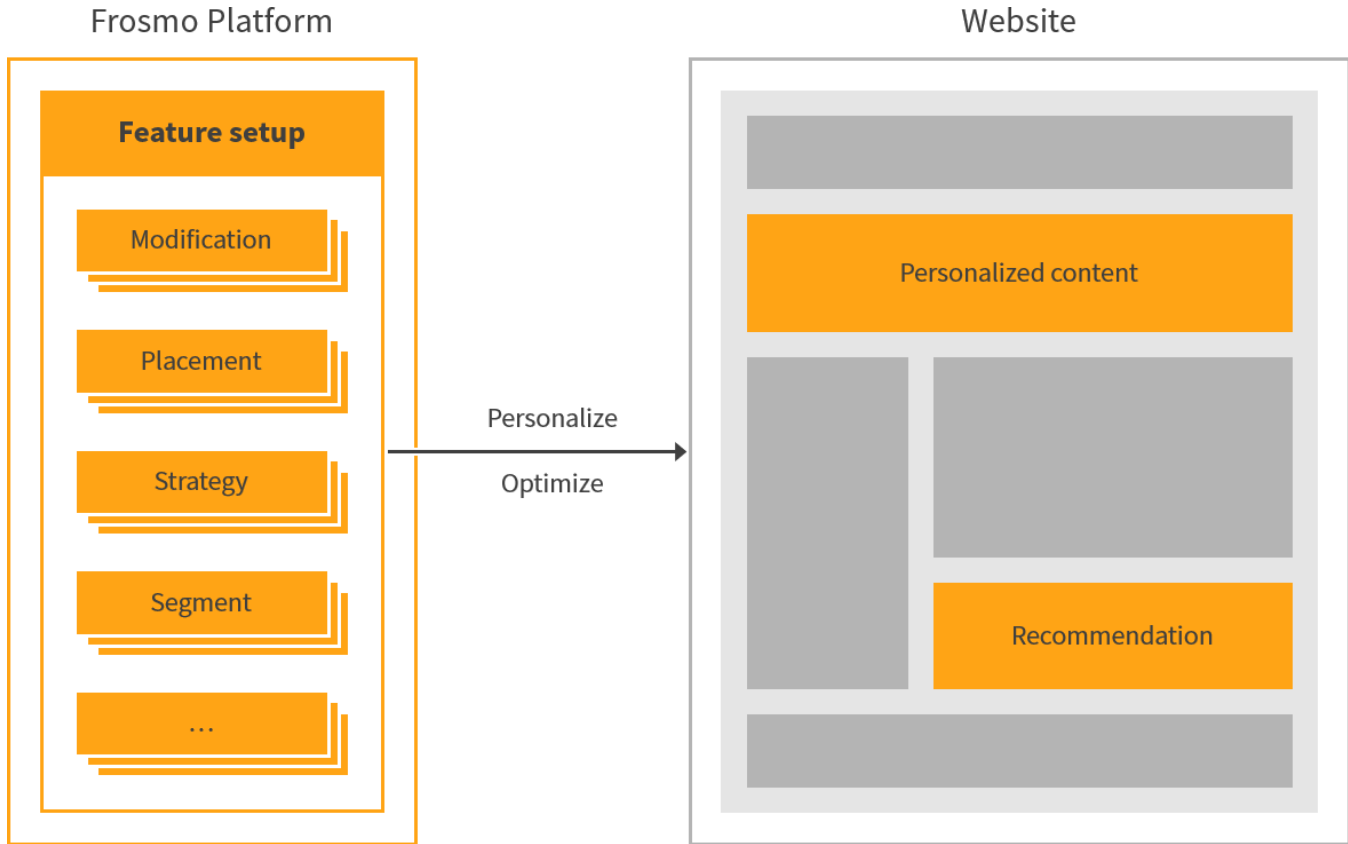


# Basic feature setup

A basic feature setup contains a fixed set of preconfigured [Frosmo Platform](#) features that together provide a website with the essentials for personalization and optimization. The features serve as a tried-and-tested starting point for developing sites in a given business vertical. You can view and manage a site's setup in the [Frosmo Control Panel](#).



**Figure: Basic feature setup for a site (click to enlarge)**

A setup consists of a combination of the following [features](#):

- Modifications
- Placements
- Recommendation strategies and configurations
- Segments
- Templates
- Triggers

The features mainly work to create and display content on the site, namely [recommendations](#), which the platform then automatically tracks for visitor interactions.

The features in a setup are built around a single default user journey for the business vertical for which the setup is designed. The user journey covers the most common steps a visitor is likely to take when interacting with a site.

In addition to the features, a setup also contains a set of supporting modules, implemented in [shared code](#), that provide under-the-hood functionality on which the features rely.



For a basic feature setup to work on a site, the site must be properly [prepared](#).