

Outcomes Logic And When To Use It

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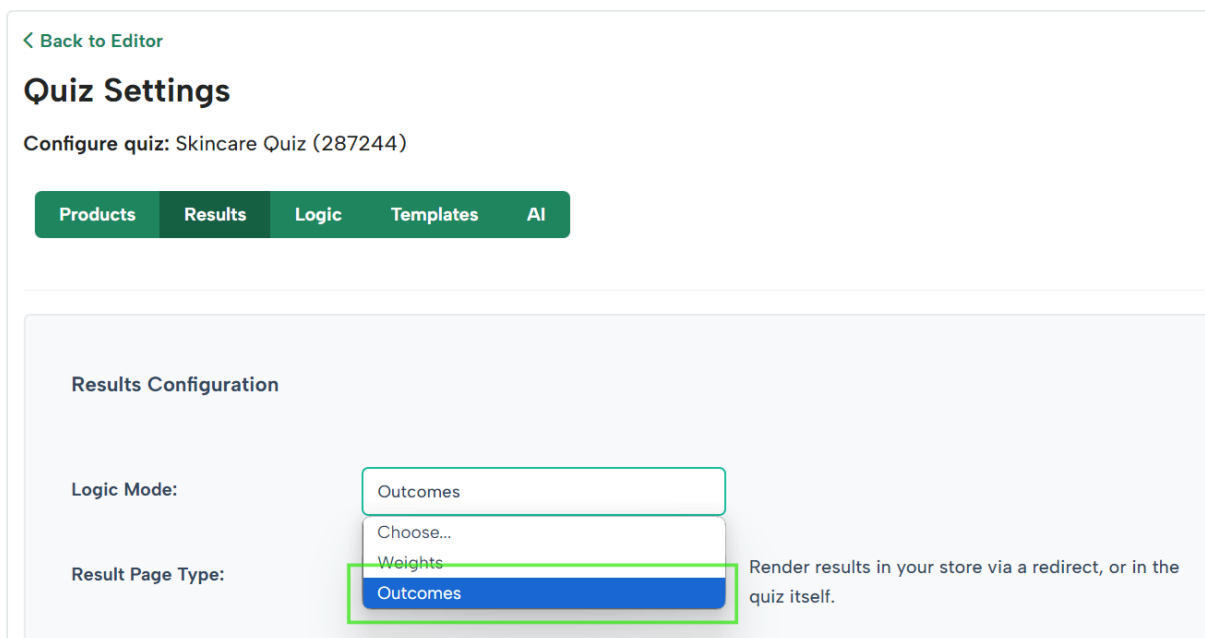
What you'll learn:

- How to set up Outcomes Logic to recommend products based on quiz answer combinations.
- Create rules using AND/OR conditions to define when specific products should be shown.
- Use fallback and exception outcomes to ensure every quiz result has a recommendation or next step.

Outcomes logic is based on the concept that every combination of answers has a configured set of products that will be recommended. It is a great way to group 10-15 recommendations on a quiz, based on the path the user takes through the quiz.

Setting up your outcomes

1. On the Quiz Settings page, under the Results tab, select Logic Mode > Outcomes. Make sure to click Save so it enables the Outcomes option under the logic tab.



The screenshot shows the 'Quiz Settings' interface for a 'Skincare Quiz (287244)'. At the top, there is a navigation bar with tabs for 'Products', 'Results', 'Logic', 'Templates', and 'AI'. The 'Results' tab is active. Below the tabs, the 'Results Configuration' section is visible. It contains two dropdown menus: 'Logic Mode' and 'Result Page Type'. The 'Logic Mode' dropdown is set to 'Outcomes'. The 'Result Page Type' dropdown is also set to 'Outcomes', and this option is highlighted with a blue background. To the right of the 'Result Page Type' dropdown, there is a text label: 'Render results in your store via a redirect, or in the quiz itself.'

2. Go to the Logic tab to create your outcomes (*there is no limit on the creation of outcomes*) and assign rules based on responses. **This is where the fun begins!**
 - a. To create an outcome, click on "+Add Outcome", name it and click save.

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Quiz Settings

Configure quiz: Skincare Quiz (287244)

Products Results **Logic (Outcomes)** Templates

Each row represents a possible outcome for your Quiz Results. Rows are prioritized and evaluated in order from top to bottom at the time your Quiz is completed. The first row whose logic rules are true will be selected, and those products shown in the results. Further evaluation of subsequent rows will stop at that point, even if they would be true. Finally, we suggest adding fallback outcomes as your bottom rows, which consist of basic rules to catch all possible quiz taking paths.

Quiz Outcomes + Add Outcome Publish QA Publish

Female & Dry Skin Save Cancel

ID	Logic	Results Products	Actions

Return to Editor

- b. Next, add the rules for the outcome. Rules are conditions that are set for when a product should be recommended. Click on the outcome name under the logic column, and select “Add Rules”

Quiz Results Rules for Female & Dry Skin (Box 287244)

Welcome! Rules determine which product group (Outcome) gets displayed in your results. Each set of Outcome Rules are evaluated in order from top to bottom, until a set of Rules is true. If this set of Rules evaluates to true, then we will display the associated group of product(s) in your results.

+ Add Rules Save Close

Each row represents a possible outcome for your Quiz Results. Rows are prioritized and evaluated in order from top to bottom at the time your Quiz is completed. The first row whose logic rules are true will be selected, and those products shown in the results. Further evaluation of subsequent rows will stop at that point, even if they would be true. Finally, we suggest adding fallback outcomes as your bottom rows, which consist of basic rules to catch all possible quiz taking paths.

Quiz Outcomes + Add Outcome Publish QA

ID	Logic	Results Products	Actions
100	Female & Dry Skin	CLICK HERE TO ADD PRODUCTS	

Return to Editor

- c. When creating a rule, there are two types of rules, the “AND rule” or the “OR rule”. The “AND rule” is a set of conditions where all are required to be fulfilled to receive that outcome. You can also use “OR rules” to create an alternative set of rules that can fulfill the outcome as well. When creating rules, select the Page / Question that the rule should match with.

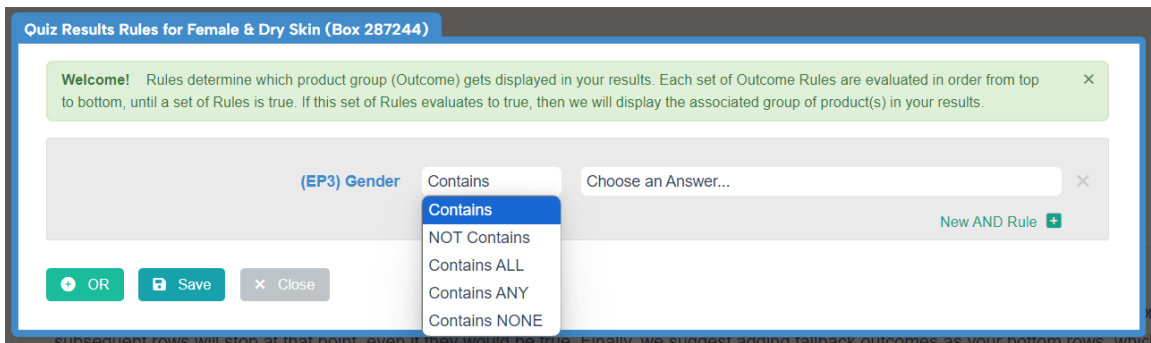
Quiz Results Rules for Female & Dry Skin (Box 287244)

Welcome! Rules determine which product group (Outcome) gets displayed in your results. Each set of Outcome Rules are evaluated in order from top to bottom, until a set of Rules is true. If this set of Rules evaluates to true, then we will display the associated group of product(s) in your results.

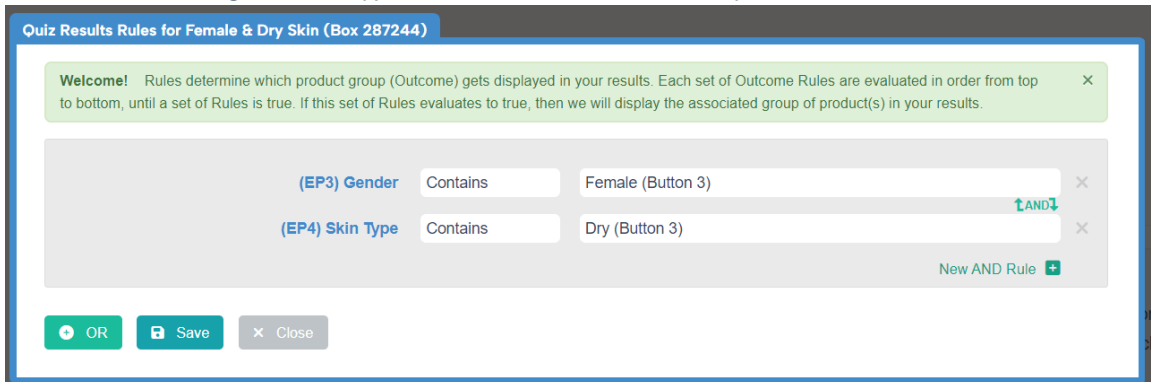
OR Save Close

Choose a Page/Question... Cancel

- d. The set of conditions for the rules are, contains, not contains, contains all, contains any, contains none.



For example: we will select that in the “Extra Page 3 - Gender” the answer **must contain** “Female” **AND** that in the “Extra Page 4 - Skin Type” the answer must contain “Dry”.



- e. Once the rules are configured, the outcome can then be configured with its given product recommendations. On the outcome, click “CLICK HERE TO ADD PRODUCTS”.

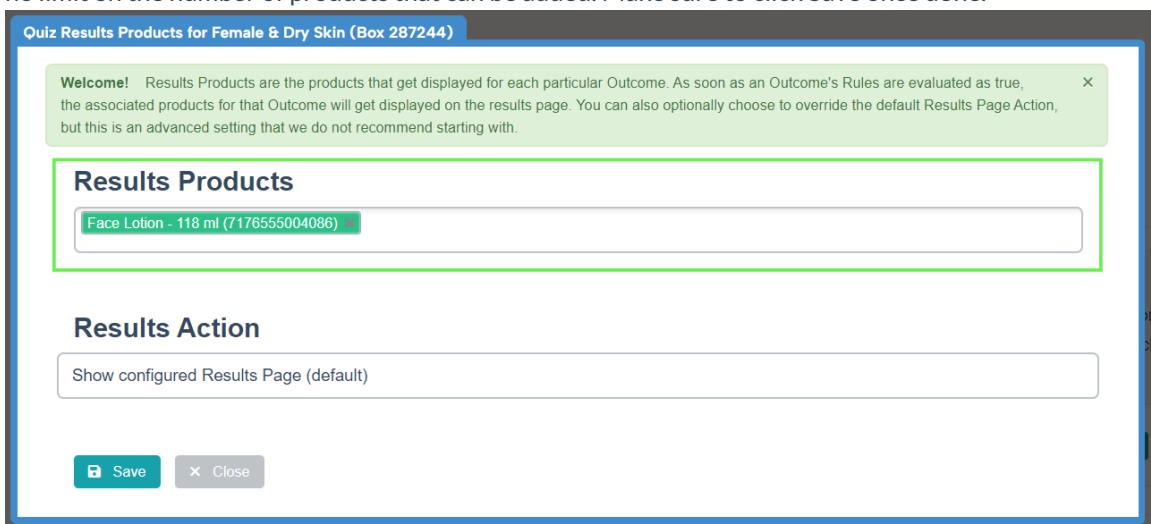
Quiz Outcomes

[+ Add Outcome](#) [Publish QA](#) [Publish](#)

ID	Logic	Results Products	Actions
100	Female & Dry Skin	CLICK HERE TO ADD PRODUCTS	Copy Delete

[Return to Editor](#)

- f. Under the Results Products, select the recommended products if the customer takes this path. There is no limit on the number of products that can be added. Make sure to click Save once done.



3. Outcomes can also be duplicated if there are outcomes that follow similar paths. Click on the copy button in the Actions column, the copied outcome can then be updated to account for its specific branching & recommendation. Copying outcomes is an easy way to quickly create several outcomes.

Quiz Results Products for Female & Dry Skin (Box 287244)

Welcome! Results Products are the products that get displayed for each particular Outcome. As soon as an Outcome's Rules are evaluated as true, the associated products for that Outcome will get displayed on the results page. You can also optionally choose to override the default Results Page Action, but this is an advanced setting that we do not recommend starting with.

Results Products

Face Lotion - 118 ml (7176555004086)

Results Action

Show configured Results Page (default)

Save Close

Make sure to rename your new outcomes once duplicated by clicking on the copy icon next to the name:

Quiz Outcomes + Add Outcome Publish QA Publish

ID	Logic	Results Products	Actions
100	Female & Dry Skin	Face Lotion - 118 ml	
101	Male & Dry Skin	CLICK HERE TO ADD PRODUCTS	
102	Female & Oil Skin	CLICK HERE TO ADD PRODUCTS	
103	Female & Oil Skin copy 1	CLICK HERE TO ADD PRODUCTS	

Return to Editor

If you want an easy way to figure out every outcome possibility, [try out Outcome Builder Excel Template](#).

Setting up a Fallback Outcome rule

The quiz outcomes are read from TOP TO BOTTOM, and the last row of products works as a fallback or safety net. In the occasion where no paths have been reached the bottom row will always be showing in the quiz result page.

Quiz Outcomes + Add Outcome Publish QA Publish

ID	Logic	Results Products	Actions
100	Female & Dry Skin	Hydration Bundle	
101	Male & Dry Skin	Face Lotion - 118 ml	
102	Female & Oil Skin	Hydration Bundle	
103	Male & Oil Skin	Charcoal Face Wash - 118 ml	

Return to Editor **Fallback**











It is a good idea to start with the Fallback Outcome rule, so a set of products always show up. The Fallback Outcome should always be at the bottom.

Organizing the order of your outcomes

You can click and hold on the grid icon and move the position of the outcome to prioritize one over another.

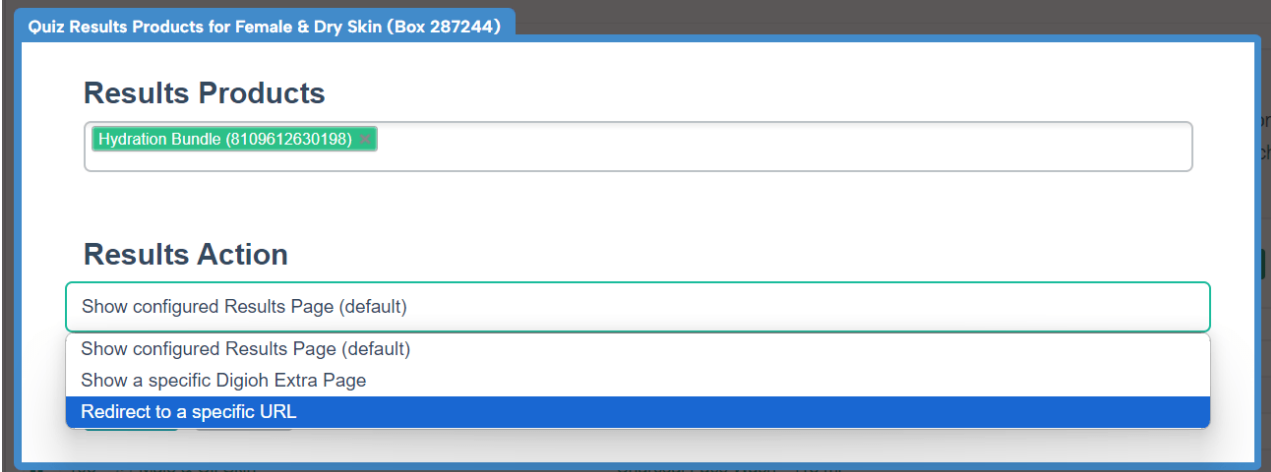
Quiz Outcomes

[+ Add Outcome](#)[Publish QA](#)[Publish](#)

ID	Logic	Results Products	Actions
100	Female & Dry Skin	Hydration Bundle	 
101	Male & Dry Skin	Face Lotion - 118 ml	 
102	Female & Oil Skin	Hydration Bundle	 
103	Male & Oil Skin	Charcoal Face Wash - 118 ml	 

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For the use-case where there are no products to recommend, an “exception outcome” can be created. The ‘exception outcome’ will redirect the user to a specified URL or move them along to a new Quiz Page. You can set this up by changing the Results Action in the Results' setup window:



Quiz Results Products for Female & Dry Skin (Box 287244)

Results Products

Hydration Bundle (8109612630198)

Results Action

- Show configured Results Page (default)
- Show configured Results Page (default)
- Show a specific Digioh Extra Page
- Redirect to a specific URL**

Note that this is not our most common configuration for Outcomes-logic based quizzes, and it should only be used when strictly required.