



Tandem — quick guide

“Pairs well with” and “Similar” blocks for your product pages. 10 minutes to set up.

Tandem reads your catalog and proposes two blocks for every product page: **Pairs well with** (what goes with this product) and **Similar** (alternatives to compare). Shoppers see only what you accept. You need no technical skills: just follow the numbers on the pictures.

1. Analyze the shop
2. Accept the proposals
3. Check a rule
4. Turn on “Similar”
5. Put the blocks on the product page
6. Language and plan

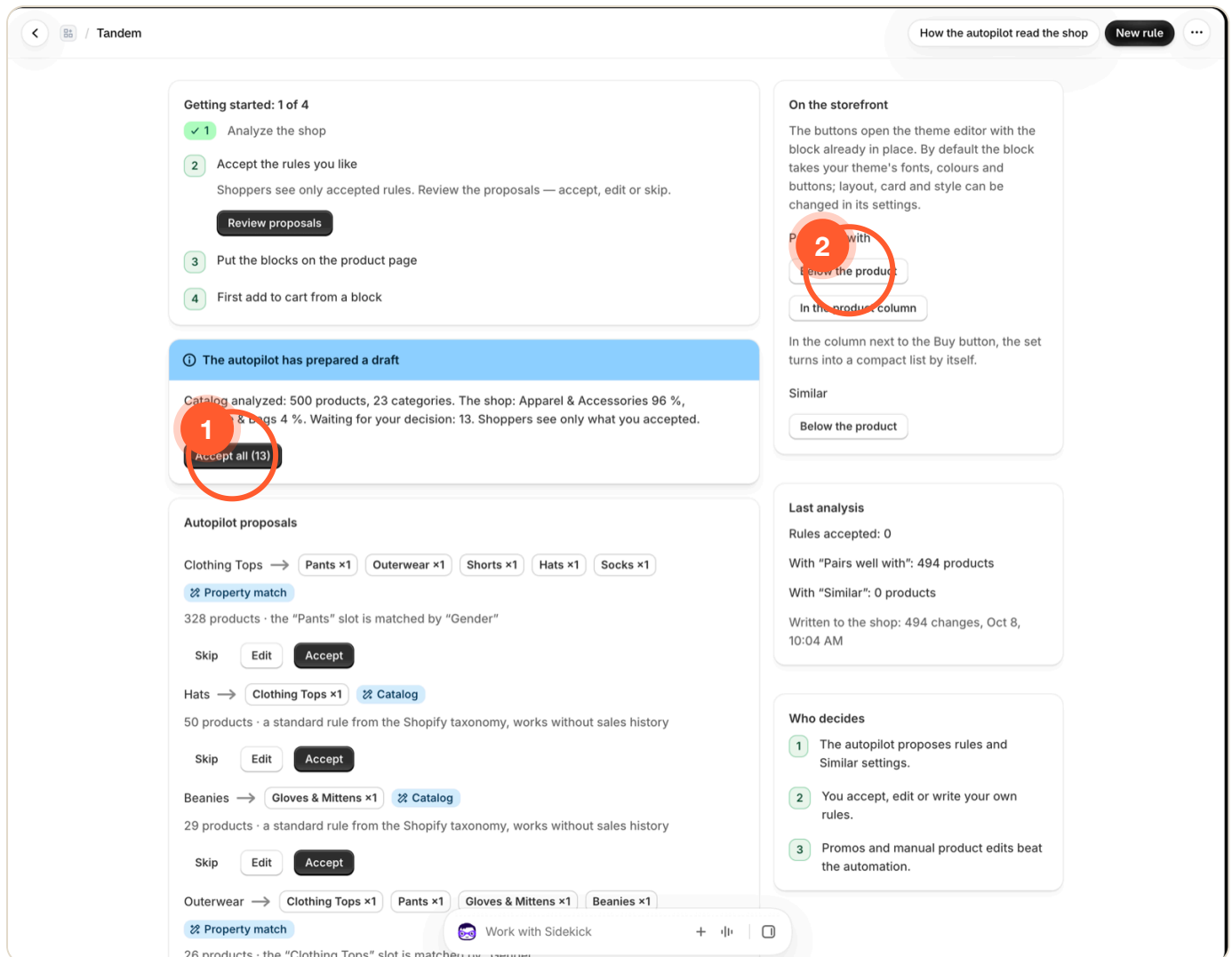
Nothing on the product page?

- Did you **Save** in the theme editor?
- Is at least one rule accepted (tab **On the storefront**)?
- Products from the block must be in stock; out-of-stock products are hidden.
- Changes appear after the recount — usually within a minute.

Questions: support@lalo-app.com

1 Open Tandem and analyze the shop

In your Shopify admin open **Apps** → **Tandem**. On first launch press **Analyze the shop** and wait a minute or two.

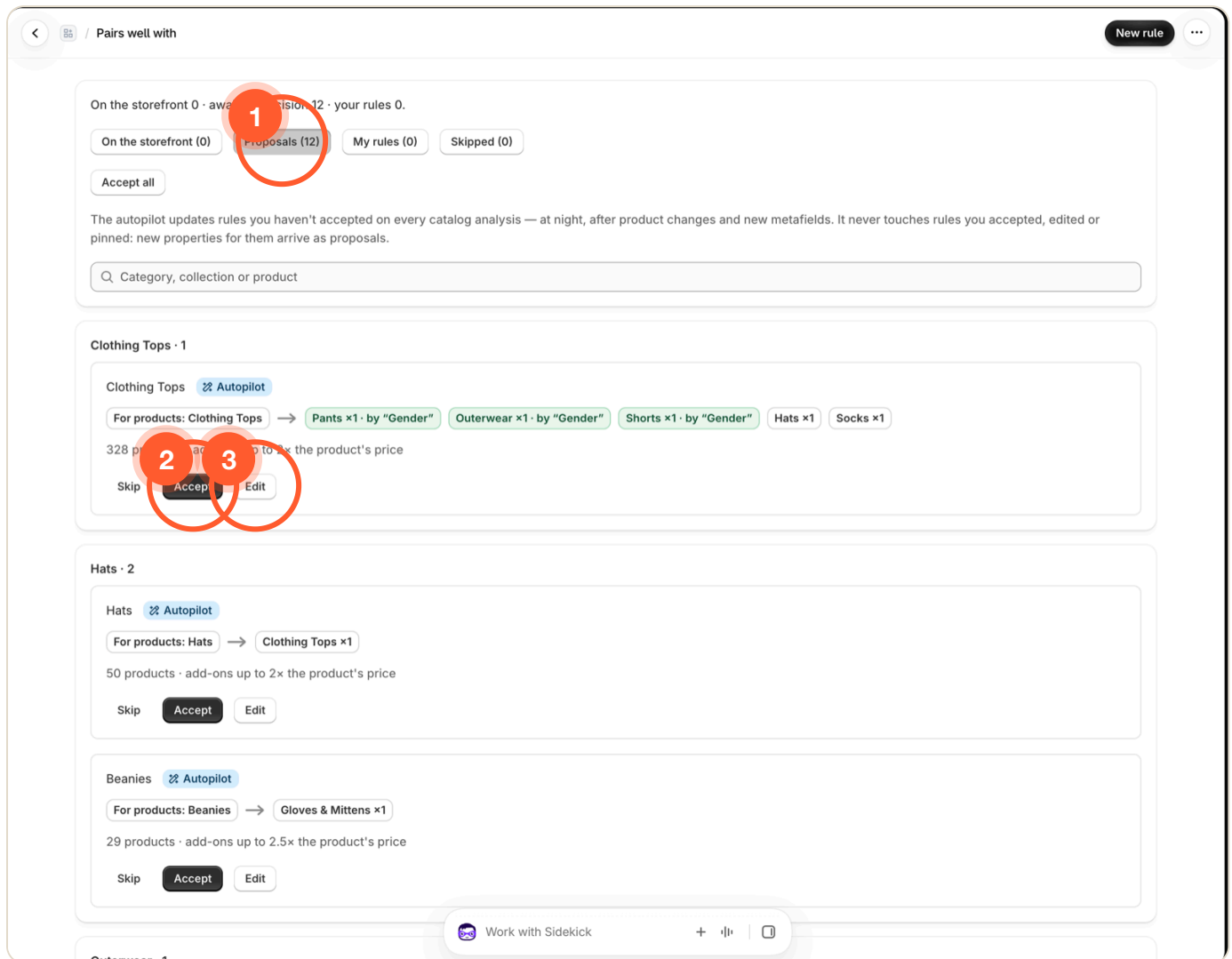


1 **Accept all** — turns on every proposal at once. You can switch any of them off later.

2 **Below the product** — opens the theme editor with the block already in place (step 5).

2 Accept or edit the proposals

Left menu → **Pairs well with**. Each card says: for these products, show these categories.



- 1 Tab **Proposals** — what the autopilot suggests and you haven't decided yet.
- 2 **Accept** — the rule goes live on the storefront.
- 3 **Edit** — change what to show, how many, the price limit.

3 Check a rule with the preview

After **Edit** you see the rule. Change anything and press **Save** at the top.

< / Pairs well with / Clothing Tops Discard changes Save ...

1 Preview

Product

Floral Heritage Crew

Fernie Brushed Legging
78 · Pants

Joffre Vest
148 · Outerwear

Hemp Stretch Instow Short
78 · Shorts

Tentree Heritage Planter Alden Beanie
35 · Hats

Gambier Socks (2-Pack)
16 · Socks

Atlin Legging
78 · Pants

Left out

Pants: don't match the property — 6

Outerwear: above the price limit — 24

Outerwear: don't match the property — 11

Shorts: don't match the property — 2

This rule isn't accepted yet: on every catalog analysis (at night, after product changes or new metafields) the autopilot updates it by itself — slots, properties, names. Accept it, save an edit or pin it to keep it as it is.

☐ Pin
Catalog analysis won't change this rule. New product properties will arrive as proposals — add them yourself if needed.

Name

Clothing Tops

When a shopper is looking at

The rule is for

Product category

Product category

Clothing > Clothing Tops (328)

except:

no exceptions

+ exclude a category

What to show · places in the block: 5

1. Pants

Clothing > Pants · in stock 16

Uses properties eco material Turn off

How many

1

Property match

Gender

Work with Sidekick

1 Preview — choose any product and see exactly what a shopper will get. Below it: what was left out and why.

4 Turn on “Similar”

Left menu → **Similar**. The autopilot already chose which properties must match for each category.

Turn Similar on

The autopilot prepared the settings

Check the categories and press “Turn Similar on” — until then shoppers don't see them.

Category

Settings for the category

T-Shirts (88)

What must match

Brand

Shopify field “Vendor”

Required Preferred Doesn't matter

Colour

filled in for 100% of products

Required Preferred Doesn't matter

Size

filled in for 100% of products

Required Preferred Doesn't matter

eco material

filled in for 97% of products

Required Preferred Doesn't matter

Gender

filled in for 100% of products

Required Preferred Doesn't matter

Required — without a match the product isn't shown. Preferred — matching products rank higher.

Price

Work with Sidekick

Preview

Product

Juniper T-Shirt

Juniper T-Shirt · 45

Juniper T-Shirt

same price organic cotton men

Juniper Cork Patch T-Shirt

same price cork trims men

Juniper T-Shirt

same price cork trims

Juniper T-Shirt

same price cork trims

Juniper Cork Patch T-Shirt

same price cork trims men

Juniper Cork Patch T-Shirt

same price cork trims men

TreeBlend Baker T-Shirt

same price organic cotton men

Sasquatch T-Shirt

same price organic cotton men

Added by hand

None yet. Added products come first in this product's “Similar”.

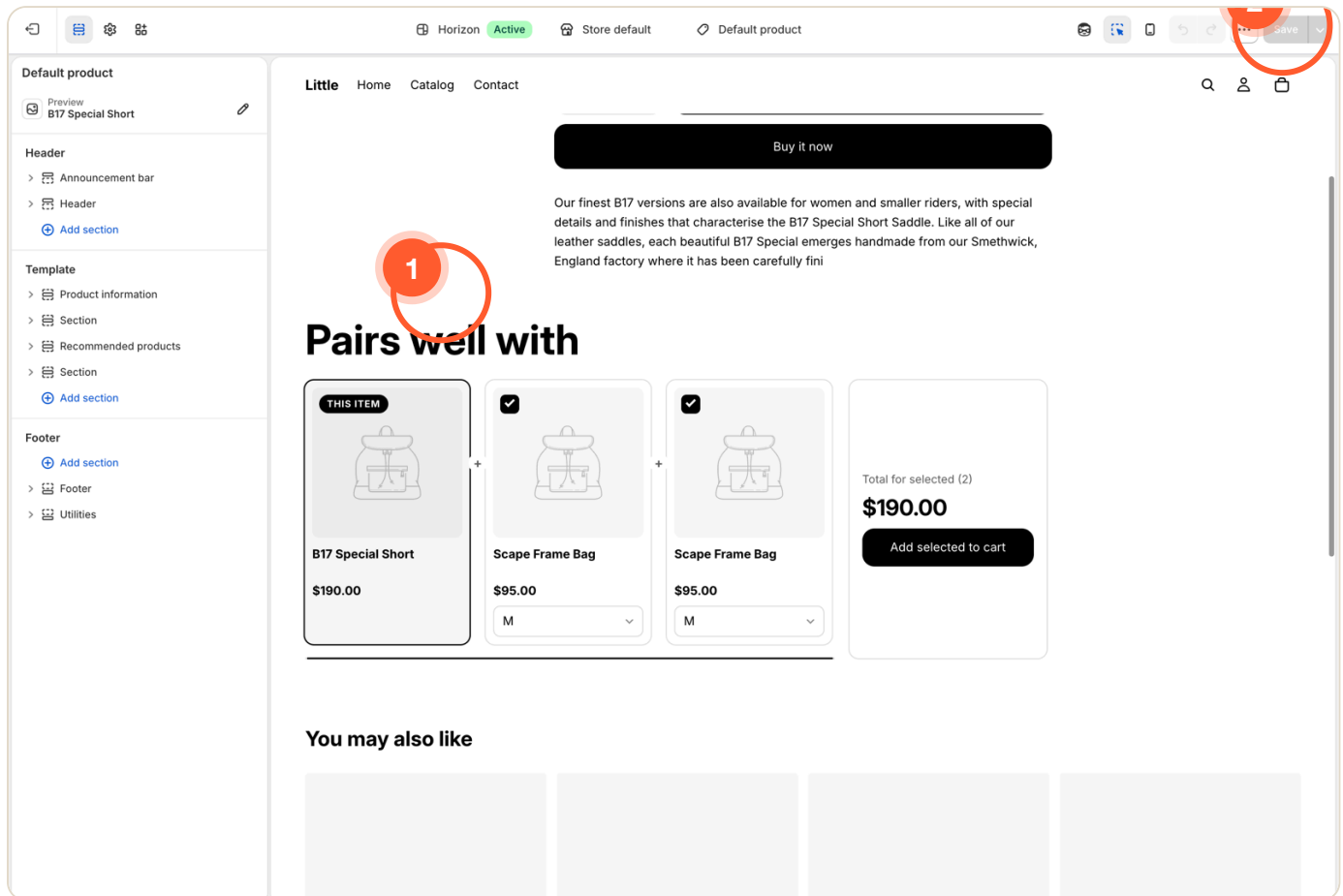
Add similar products by hand

1 Turn Similar on — until you press it, shoppers don't see the Similar block.

2 For each property choose **Required**, **Preferred** or **Doesn't matter**.

5 Put the blocks on the product page

On the Overview press **Below the product** (step 1, marker 2). The theme editor opens on a product page with the block added.

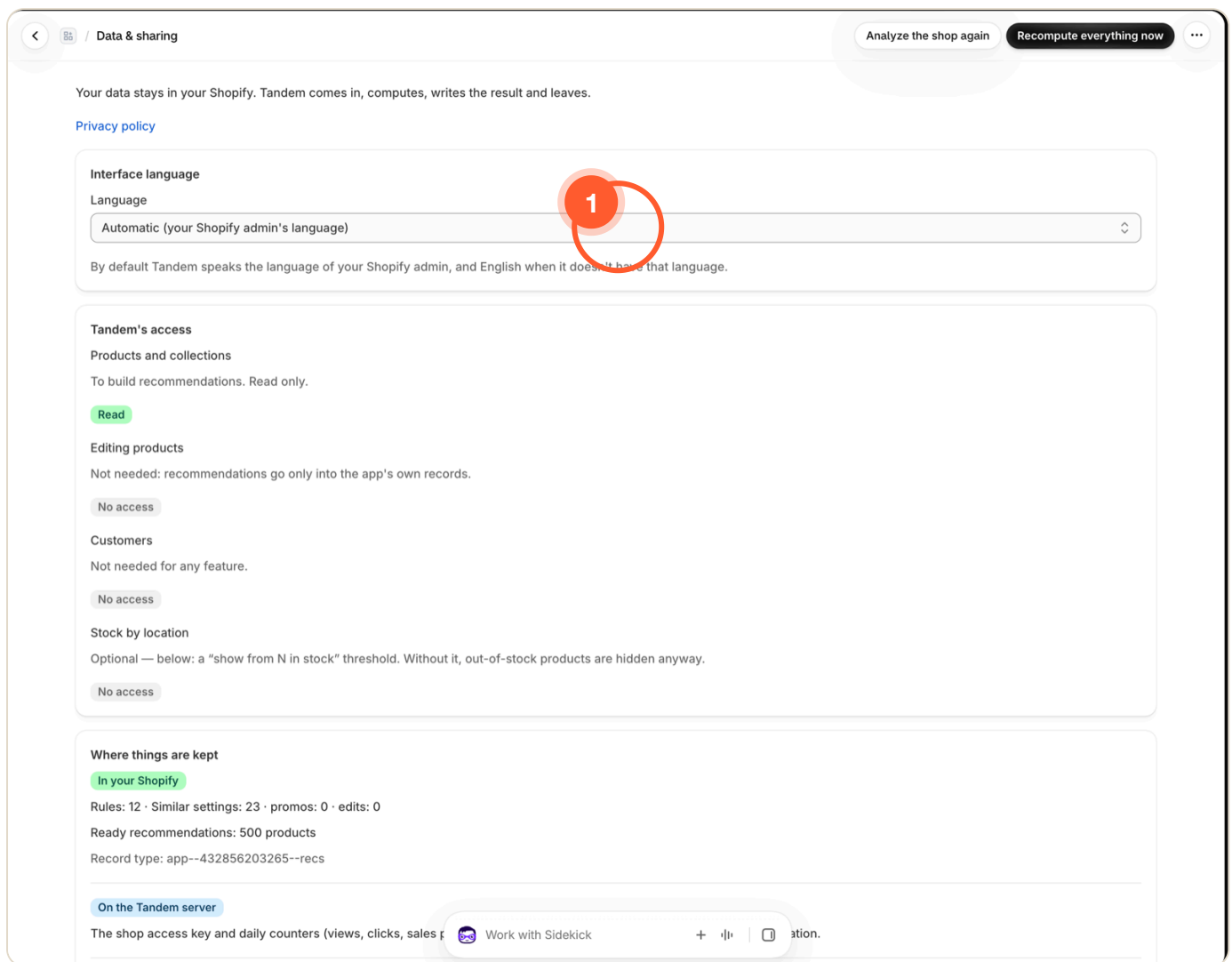


1 The block on the product page. Click it to change the title, style and colours.

2 **Save** — without it the block is not published.

6 Language and plan

Left menu → **View more** → **Data & sharing**.



1 Language — by default Tandem uses the language of your Shopify admin; you can pick another one here.

Your plan

Further down on the same page: the plans and what each includes. Your current plan is marked; **Change plan** opens Shopify's plan page. Payment goes through your Shopify invoice.

88

/ Data & sharing

Analyze the shop againRecompute everything now...

Plan

Free

Free

Up to 4 products in "Pairs well with" and 4 in "Similar"

Catalog up to 200 products

Starter

\$10 / month

Up to 6 products in "Pairs well with" and 6 in "Similar"

Catalog up to 1,000 products

✓ Edits for single products

Growth

\$15 / month

Up to 8 products in "Pairs well with" and 8 in "Similar"

Catalog up to 5,000 products

✓ Own rules — for a collection, chosen products or a property

✓ Edits for single products

✓ All block styles and your own colours

1

Pro yours

\$30 / month

Up to 12 products in "Pairs well with" and 12 in "Similar"

Unlimited catalog

✓ Own rules — for a collection, chosen products or a property

✓ Promo campaigns

✓ Edits for single products

✓ All block styles and your own colours

✓ Analytics: views, clicks and adds from recommendations

The plan is chosen and paid in Shopify: it's billed together with Sidekick — nothing — blocks get shorter, own rules and promos freeze.

Work with Sidekick

+ | |

emselfes when the plan changes; a downgrade deletes

1 Your current plan.