A/B Testing alby

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It is required that alby is installed on the page before proceeding. Visit Setting up alby on your website to ensure that you have installed alby before continuing.

To ensure accurate analytics and tracking for your alby A/B test, review the following tasks to successfully measure alby's performance.

Required actions

- **Passing the following testing details to alby**:
  - `test_id` : Provide a unique test ID to identify this test set so that alby can accurately track and report data specific to that version.
  - `test_version` : Specify what A/B test condition the page is on. Possible values are `alby` , `control` , `excluded`
    - `alby` - Any user assigned to the alby segment and is able to engage with alby.
    - `control` - Any user assigned to the segment that is NOT able to see alby.
    - `excluded` - Any remaining users that is NOT in the `alby` or `control` segment.
  - `test_description` : If alby is being A/B tested, provide an description of the test.

1. Insert the following snippet in your HTML on **any segment** involved with the alby A/B test.

```
<script>
   window.albyConfig = window.albyConfig || {};
   window.albyConfig.test_id = ""PLACE_TEST_ID_HERE""
   window.albyConfig.test_version = ""PLACE_TEST_VERSION_HERE - alby OR control OR excluded""
   window.albyConfig.test_description = ""PLACE_TEST_DESCRIPTION_HERE""
</script>
```

2. When A/B testing alby, alby's purchase pixel should be on **any segment** involved with the alby A/B test. You must always supply additional context inside the purchase pixel, full details on alby's purchase pixel can be found here.

```
test_id: ""PLACE_ID_HERE"",
test_version: ""PLACE_TEST_VERSION_HERE - alby OR control OR excluded""
test_description: ""PLACE_TEST_DESCRIPTION_HERE""
```

- **Sending behavioral events to alby**:
  - Whenever a user involved on any segment with the alby A/B test lands on a product description page, capture an event to alby.

```
window.albyEvent = window.albyEvent || [];
window.albyEvent.push('ViewedProduct', {
   productId: 'abc123',       // required
   variantId: '678xyz'        // optional
});
```