

A/B Testing alby

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It is required that alby is installed on the page before proceeding. Visit [here](#) 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 browser events to alby:**

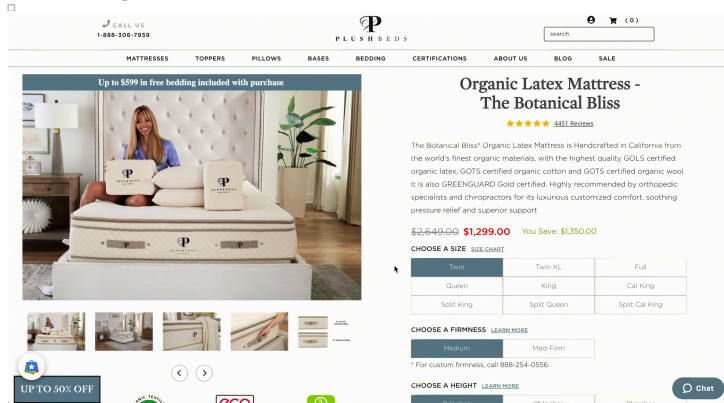
- Whenever a **user involved on any segment** with the alby A/B test lands on a product description page, capture an event to alby.

```
window.albyTrack = window.albyTrack || [];
window.albyTrack.push({
  event: "LOAD_PDP",
  payload: {
    productId: 'abc123', // Product ID of the item
    variantId: '678xyz' // (Optional) ID of specific variant for a given Product
  }
});
```

- Full article on alby's supplemental events can be found [here](#).

Recommended actions

1. **Placement of the alby widget:** Brands have had the most success with placing alby below the page fold and also below product description. Although placing alby higher on the page will increase engagement with the experience, it will actually drive negative conversion rates as it distracts from Add to Cart (primary call-to-action on the page) and will capture too much unqualified traffic that doesn't make it past the fold. The alby experience works best for shoppers who are in research mode and need help converting.



2. **Sending additional browser events to alby:**
 - b. Full article on alby's supplemental events can be found [here](#).