Setting up alby on your website

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> The following information is only for brands that **do not** integrate with Shopify. If you use Shopify for your storefront, see the Launch on Shopify category.

The first step in getting alby on your website is to insert the alby Website Integration to your website template.

All customers will need to use the alby Website Integration.

This allows the script to be loaded on your website, enabling alby's widgets to work. This section may need to be completed by your company's website administrator or director of e-commerce, whomever manages the website.

The snippet must be added to each web page by your technical team, including the unauthenticated/guest checkout page, the authenticated checkout page, and the account creation pages.

Prerequisite

Before proceeding with the installation, you must have a Brand ID (`brand_id`). This unique identifier connects your website to alby.

Add the alby Website Integration

Follow the below steps to add the alby JavaScript snippet to your site.

1. Open your website's source code.
2. Locate the section of your code where you want to place the Alby embed script, typically just before the closing `</body>` tag.
3. Insert the following code and replace [`BRAND_ID`] with your Brand ID:

```
<script type=""text/javascript"" src=""https://cdn.alby.com/apps/launcher/embed.js?brandId=[BRAND_ID]""></script>
```

Google Tag Manager

If you prefer to install the alby Website Integration using Google Tag Manager instead of modifying the direct source code, follow these steps:

1. Log in to your Google Tag Manager account and navigate to your container.
2. Create a new Tag with a Custom HTML configuration.
3. Insert the following code and replace [`BRAND_ID`] with your Brand ID:

```
<script type=""text/javascript"" src=""https://cdn.alby.com/apps/launcher/embed.js?brandId=[BRAND_ID]""></
script>
```

4. Save, publish, and test your changes.

For detailed instructions on setting up a snippet using Google Tag Manager, refer to Google Tag Manager's documentation.

The integration does not capture product data.

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