Expand alby's capabilities through 3rd party integrations

Last Modified on 10/07/2025 2:25 pm EDT

There are numerous third-party integration capabilities available to improve and refine your customers' experience with alby.

Integration type	Definition	Sync behavior	Requirements and notes
Help center articles	Improve alby responses and knowledge of your products through your help center documentation.	alby automatically pulls in the latest documents on the first day of every month. You can also manually sync anytime in the integrations section.	N/A
Tracking and shipping	Allow customers to check the shipping status of recent orders.	alby pulls the tracking and shipping information when asked by a customer.	Required for the **Get review summary** action.
Reviews	Pull customer reviews from popular platforms to better inform alby's responses and help potential customers make informed decisions with real user feedback.	Reviews are ingested into alby periodically.	N/A
Verified Q&As	Add your customers' frequently asked questions to alby, preventing confusion for future potential buyers.	See Q&As in the **Verified Q&A** section of alby.	N/A

Add an integration

1. Navigate to [   ] **Integrations**. A list of available integrations appears.

2. Select your platform to integrate with and click **Connect**.

3. Enter your platform's subdomain, URL, or API Key and follow directions in the dialog box to authenticate. For more information on integrating each platform, see Platforms.

4. Once complete, your platform is now integrated and alby will start incorporating it in responses.

Integrations overview

Data delay

Once you've finished the integration steps, it may take at least 24 hours to start seeing new information populate within alby. The integration pulls in data as products are viewed by customers.

Ingesting new data

alby ingests new reviews once per product over a one-week period, dependent on customer views. This means reviews and Q&As for popular products that were posted after the initial setup integration may take up to one week to display within alby. Lower visibility products might take longer than one week.

Deleting data

All integrated data is ingest-only, meaning alby does not automatically delete integrated data after it gets ingested, even if it was deleted on the provider.

To delete information, you must go to the dashboard and manually delete it.

Platforms

Reviews and Q&As

BazaarVoice

BazaarVoice's API token allows alby to access the Conversations API and query review and Q&A information on products, using the same Product ID on the page the customer is on.

The API token needs access to the following:
- Retrieve Reviews
- Retrieve Questions

When setting up the API token, it is necessary to select Conversations API as accessible for the token.

PowerReviews

The PowerReviews API token and merchant id you provide allows alby to access the **Read Services API** to query Q&As and reviews.

The API token needs access to the following:
- Get Product Reviews
- Get Product Questions
- Get Merchant Configuration

Yotpo

Yotpo's App Key queries the UGC API and access the Storefront resources for Q&As and reviews.

Your App Key needs access to the following:
- Retrieve Reviews for a Product
- Retrieve Q&A for a Product
- Retrieve widget site reviews

Okendo

An integration via Okendo User ID allows alby to access the following information:

- Q&A (requires paid Okendo plan)
- Reviews

Other providers

If you have reviews in a provider we do not currently support (or would like to provide additional data), you can upload them as a CSV file.

Tracking and shipping

AfterShip

The AfterShip integration with alby can help answer your customers' questions about their recent order status and shipment tracking information.

Use your AfterShip API key to enable.

Once successfully integrated, alby will recognize customer requests related to shipment tracking, such as "Where is my order?" and "Track my shipment." alby will request the customer's email address and order number used, and return the relevant information.

Knowledge bases

Zendesk, Gorgias, and Hubspot

To integrate with one of these customer support platforms, enter your subdomain or public knowledge base URL. No other information is required. You will begin seeing connected documents under the Documents tab.

Once integrated, alby automatically refreshes documents on the first day of each month.