alby Context: Enhancing customer experience with session data

> Context is in beta and only currently available for brands integrating alby with Shopify.

alby Context makes your conversations relevant and personal for each customer. Your AI agent uses what each customer has viewed, clicked, purchased, or searched during their session.

alby captures when a customer does any of the following within their session:

- Adds an item to their cart
- Browse product pages
- Enters search terms
- Shares information in alby conversations
- Makes purchases

alby Context is always enabled.

alby Context examples

Below are a few examples of how alby Context can improve existing conversations and features:

Customer Question	Corresponding Context
"What else should I get with this?"	alby looks at what's in the cart and suggests relevant add-ons such as size in matching socks when ski boots are in the cart
"Recommend something for me"	alby remembers recently viewed products and recommends based on what is known about their preferences