Assisted conversion pricing

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For self-serve brands, alby operates on an outcome-based pricing model tied to assisted conversions. Enterprise level customers operate on custom plans with fixed rates.

Assisted conversions

An assisted conversion directly measures when alby helps drive a sale. It occurs when alby either recommends a product or answers a question about it, and the customer purchases that product within 30 days.

Assisted conversions are counted per product. If a user buys multiple different products in a single order that were all assisted by alby, each counts as a separate assisted conversion.

Examples

A customer asks alby for a recommendation of skis on July 8, and clicks the product link in alby's response. The next morning, they buy those skis on the site. alby would get credit for an assisted conversion.

Browsing for new boots, a customer looks at a few different styles on a brand's site. After asking alby questions about the sizing fit, they buy a pair in the same session. alby gets credit for an assisted conversion.

Doing research on new gloves, a customer asks alby for recommendations, and clicks the product link in its response. Two months later, the customer buys the gloves. alby does not get credit for an assisted conversion, since the sale happened more than 30 days after the recommendation.

Pricing

Every month, you'll receive 100 assisted conversions for $1. After those 100 conversions are reached, you'll pay $1 per assisted conversion. You set a monthly spending cap that controls your maximum monthly spend. If you reach your cap without increasing it, the alby widget will automatically turn off until the beginning of each calendar month.

You can reactivate it immediately by increasing your spending cap.

Usage tracking

The alby platform tracks assisted conversions for you through integration with your product catalog data, the alby JavaScript snippet, and the Purchase Pixel that tracks sales data.

You can view your usage metrics in the alby dashboard, including total assisted conversions over the current month and breakdown by daily conversion cost (assisted conversions × cost per purchase) for the last 30 days.

To see your usage, navigate to **Settings > Usage**.

If you encounter any issues or have questions on pricing, reach out to support@alby.com for assistance.