

# Leveraging Best Sellers, Co-purchase, and Co-view actions

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alby's recommendation actions help your customers discover top products that best fit their needs. These actions enable you to deliver smarter, more targeted recommendations to your customers.

The actions are:

- **Best Sellers**
  - Show best-selling products within a specific category
- **Co-purchase**
  - Recommend products people often buy together with the product being viewed
- **Co-view**
  - Recommend products that customers frequently view together with the current product

## Best Sellers

This action helps customers who want to know what's popular or trending in a particular category. From a brand perspective, it can help highlight your top-performing products.

### How Best Sellers works

Best Seller recommendations use purchase data from the last 30 days.

On a product landing page (PLP) or in a chat interaction, customers can click a button or ask questions such as "What are the most popular products in <category>?" and "What are some popular skis?".

You can reference best sellers in a Playbook with the command `/Get best sellers` within your instructions. For example, "Use `/Get best sellers` to show the customer the top-selling products of the category they've asked about."

## Co-purchase

This action is designed for customers who are looking for items that go well together or that would complete their purchase. It can help you to increase average order value through product suggestions.

### How Co-purchase works

On product detail pages (PDPs), customers can click buttons like "What's frequently bought with this?".

Co-purchase buttons will not appear unless the customer is viewing a PDP.

You can reference this action in a Playbook with the command `/Get co-purchased products` within your instructions. For example, "Use `/Get co-purchased products` to help the customer find complementary products to buy."

## Co-view

This action is for customers looking to find relevant alternatives or complementary items to the one they're viewing. It also helps brands wanting to help customers discover related products and find new products.

### How Co-view works

On PDPs, customers can click buttons like "What else do people view with this?"

Co-view buttons will not appear unless the customer is viewing a PDP.

You can reference this action in a Playbook with the command `/Get co-viewed products` within your instructions. For example, "Use `/Get co-viewed products` to help the customer find alternative products to buy."

## How to enable an action

To use any of these actions, they must be enabled on the Agent used in your Experience or Chat instance. This enables your Agent to access the action.

To enable the action on an Agent:

1. In the alby dashboard, click ☐ **Agents**.
  2. Select an Agent to modify.
  3. Navigate to the **Actions** tab.
  4. Click the relevant toggle for the action you want to enable. The setting is automatically saved.
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