

Leveraging 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:

- **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

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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