

Turn product questions into sales with alby's Comparison Action

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The Comparison Action helps customers understand the differences between products by creating detailed comparison tables. It uses product information to highlight key distinctions across multiple items.

Customers can select two or more products from alby's product recommendation carousel using checkboxes, then view a side-by-side comparison with a summary that helps them make informed purchase decisions.

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Enable the Comparison Action

The Comparison Action is enabled by default for alby Agents, so if a customer asks to compare products, it will generate a carousel and table. No additional work is required for brands.

If you want initial questions to involve product comparisons, enable it at the Experience level. This would allow alby to show initial prompts like "Compare these skis with similar products." See [Actions: Enabling alby Agent capabilities](#) for more information on how to enable.

Additional features

Shopify only: Add to Cart

Brands integrating with Shopify can enable an **Add to Cart** button to allow customers to immediately add the product to their carts from the product carousel.

Customization

Adjust carousel styling in the **Customize** tab when creating an experience. See [Customize alby's look and feel](#) for more.
