Add alby to Bluecore emails

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If you use both alby and Bluecore Communicate for email, you can add product question prompts to your Bluecore email campaigns, linking to the alby widget on a product page.

This allows you to answer your customers' top questions about the product from a Bluecore email.

> ⓘ This feature is only available to partners currently partnering with alby. Ask your CSM for more information on partnering with alby.

The alby question instance has no impact on load time. It loads asynchronously with the usual alby widget on the page.

Set up the alby chat

If you don't have an alby chat instance, you need to create one. Follow the steps outlined in Adding an alby Experience to your site to configure your alby chat.

If you already have an alby chat instance, no additional steps are required to view alby prompts in a Bluecore email.

Add questions to Bluecore email

If your Namespace has alby enabled, you will see slightly different product block options when creating a template in VTE.

Some existing dynamic product blocks will have "powered with alby" on the block. This means you can add alby question prompts to the block.

The following product blocks have alby prompt functionality:
- Hero Product
- Banner Product
- Single Column
- Hero Product With Content

After dragging such a block into your template all the same settings will be there, in addition to settings for the alby prompts:

Some of these settings, such as **Custom Styling**, reveal more options. The following settings are available for the alby prompts:
- Show Questions/Hide Questions
  - Show or hide the alby prompts in the widget.
- Include Header/Hide Header
  - Show or hide a header above the prompts. The text and styling of the header is also adjustable.
- Number of questions shown

- Adjust how many questions will be shown in the email template.
  - Defaults to five.
- Question Alignment
  - Align the alby prompts within the VTE widget.
  - Defaults to Left.
- Question styling
  - Change the styling of the alby prompts, or use the styling of the default alby widget, found in the alby platform.
- Fallback (if no product questions are available)
  - Adjust what happens if no product questions are available, either Show Button or Show Nothing.
    - Show Button
      - An "Ask Any Question" button will appear.
    - Show Nothing
      - The space designated for prompts will remain empty if no questions are available.

> ⓘ If no questions are available, the campaign will still send, regardless of the fallback selected here.

- Desktop Widget Top Padding/Desktop Widget Bottom Padding
  - Adjust the top or bottom padding for desktop or mobile campaigns.