

# Alchemer Survey Shopify Integration

The Alchemer Shopify Integration is available as an add-on. If you are interested in purchasing the Shopify Integration, please [contact us](#) for additional information.

## Overview

At a high-level, Alchemer's integration with Shopify allows you to easily:

- Pull data from Shopify Customer Records into Alchemer, for use in surveys or email campaigns.
- Push survey data from Alchemer into Shopify, for example to update customer records.

On the Shopify-side, customer feedback from Alchemer seamlessly integrates with your store saving valuable time and resources that would have otherwise been used to manually add feedback into Shopify customer records.

On the Alchemer-side, this integration leverages data from Shopify customer records to create customized surveys tailored at the customer level. This personalized approach enables you to gather more relevant and targeted insights that lead to a better understanding of your customers' preferences and your overall Shopify Store experience.

**What are some examples of the Alchemer Shopify Integration in practice?**

- Run a Store Experience Survey in Alchemer and automatically update customer records in Shopify when that customer provides feedback.
- Bring in data from Shopify Customer Records to personalize surveys sent through Alchemer.

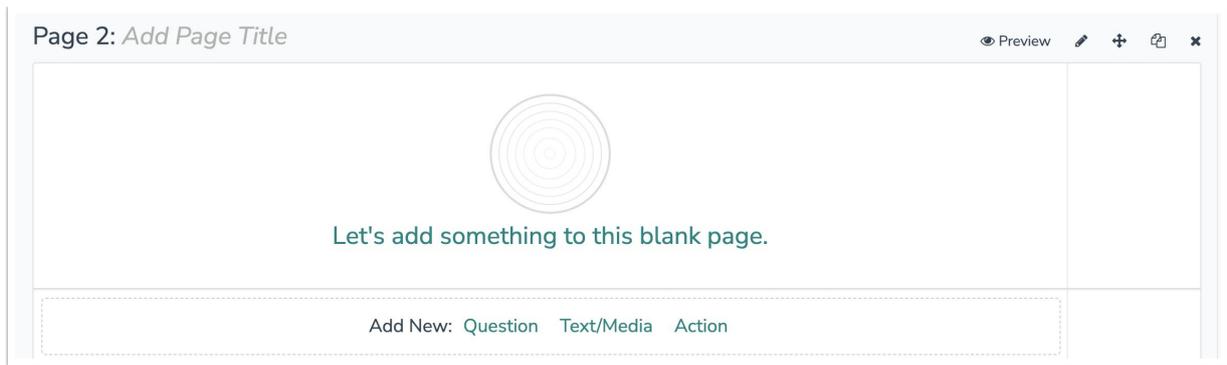
## Integration Set-Up

This integration is not currently available to customers in the European Union. If you are a customer in the EU and interested in this integration, please [contact us](#).

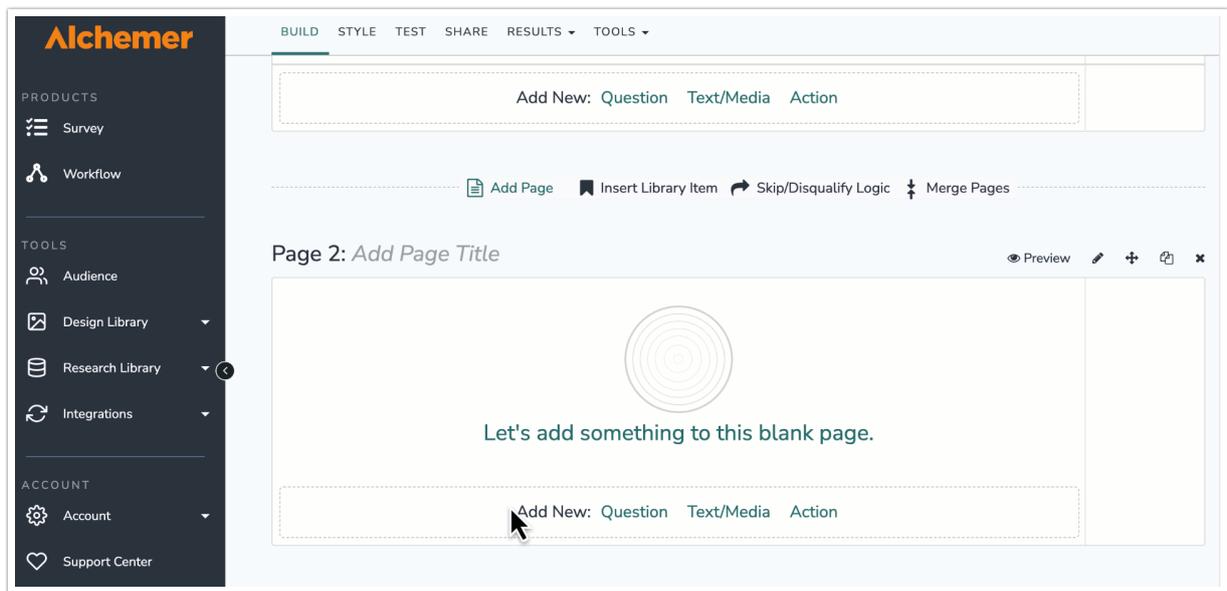
### Adding an Integration Action

1. Select an existing survey or create a new survey. Then navigate to the Survey Builder.
2. Click "Add New: Action"

You cannot add this Integration Action to the first page of the survey.



3. In the Add Action modal, scroll down to Integrations. Then click "Add" for one of your purchased integrations.



If you haven't purchased any additional integrations, you will see the below screen:



4. Select the action you would like to perform. You can either:

- **Get Shopify Customer Records:** Look up Shopify Customer Records by email, customer ID, or other field. Then pull information from those customer records into a survey or email campaign. Click [the link](#) to jump to the configuration section for this action.
- **Update Shopify Customer Records:** Update a Shopify Customer Record with survey response data. Click [the link](#) to jump to the configuration section for this action.

## Configuration: Get Customer Record

Before configuring the Shopify Integration action you will need:

- Your Shopify login credentials

- Your Shopify shop subdomain
- Create a field in this survey that will contain the data used to look up the Shopify customer record
- Create fields in this survey where you want to add Shopify customer data.

1. Select "Get Shopify Customer".

**Edit Action**

PRIMARY SETUP LOGIC

< Back

**Select Action**

Select the action you would like to perform.

**Get Shopify Customer**  
Get a Shopify Customer record by email, ID, or other fields

**Update Shopify Customer**  
Update a Shopify Customer record

Cancel Next

2. Hit "Next" on the overview screen.

3. Provide your Shop subdomain and authenticate with your Shopify store.

## Edit Action

PRIMARY SETUP LOGIC

### Shopify | Authentication

Connect to your Shopify account.

**Shop subdomain\***

Shop subdomain is required

**Shopify Authentication**

 Shopify connected ✎

Progress indicator: ● ○ ○ ○ ○

Previous **Next**

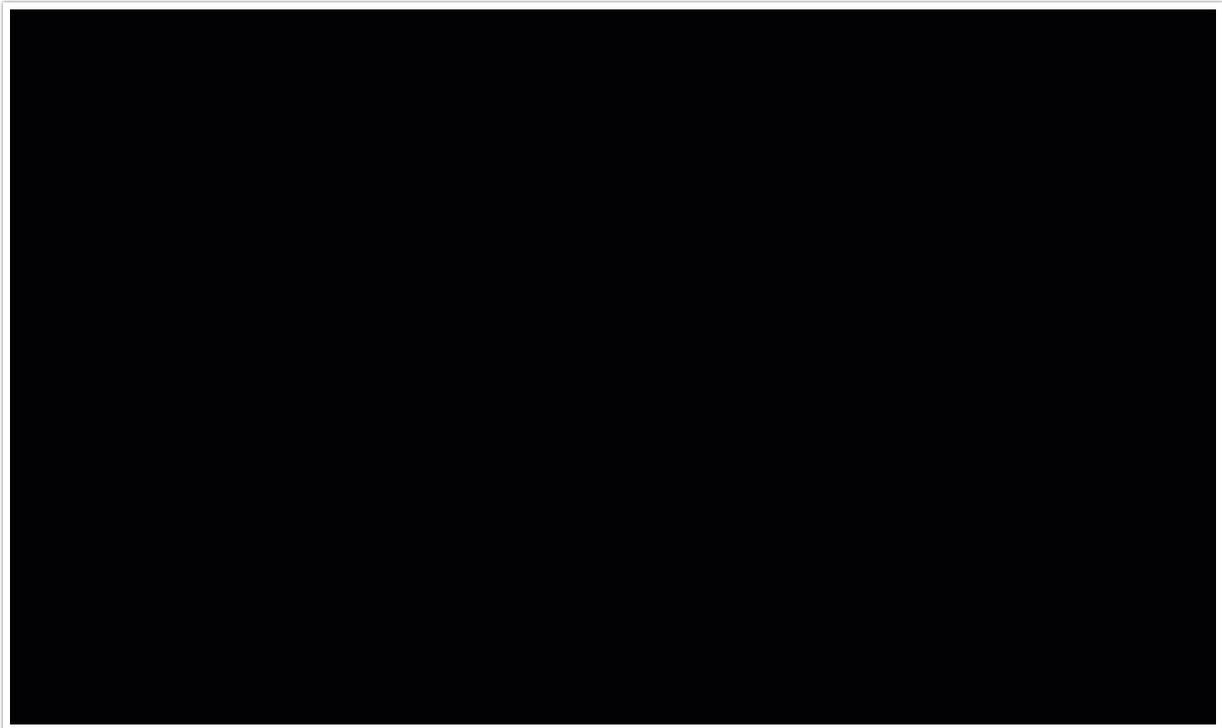
4. Select the field in this survey that you want to use to find the specific customer record in Shopify. 'Customer ID' or 'Customer Email' will often make the most sense, but you can use any of the other fields listed in the drop-down list.

#### How to Create Containers for the Field Values

1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)

OR

2. Create a container using a [Hidden Value](#). These Hidden Values can then be mapped to fields in Shopify and used as [Merge Codes](#) in your survey.



5. Map fields in Shopify to corresponding fields in Alchemer.

If you selected **Get Shopify Customer Records** as your action, you will map a Shopify field to a corresponding field in Alchemer. This will pull in data from an existing field in Shopify and update the corresponding field in Alchemer.

### Edit Action

PRIMARY SETUP   LOGIC

Retrieve this Shopify field	Update this Alchemer field
Shopify   Customer   state	State (id: 23)
Shopify   Customer   first_name	First Name (id: 21)
Shopify   Customer   last_name	Last Name (id: 22)

Add a new mapping

Previous   Save

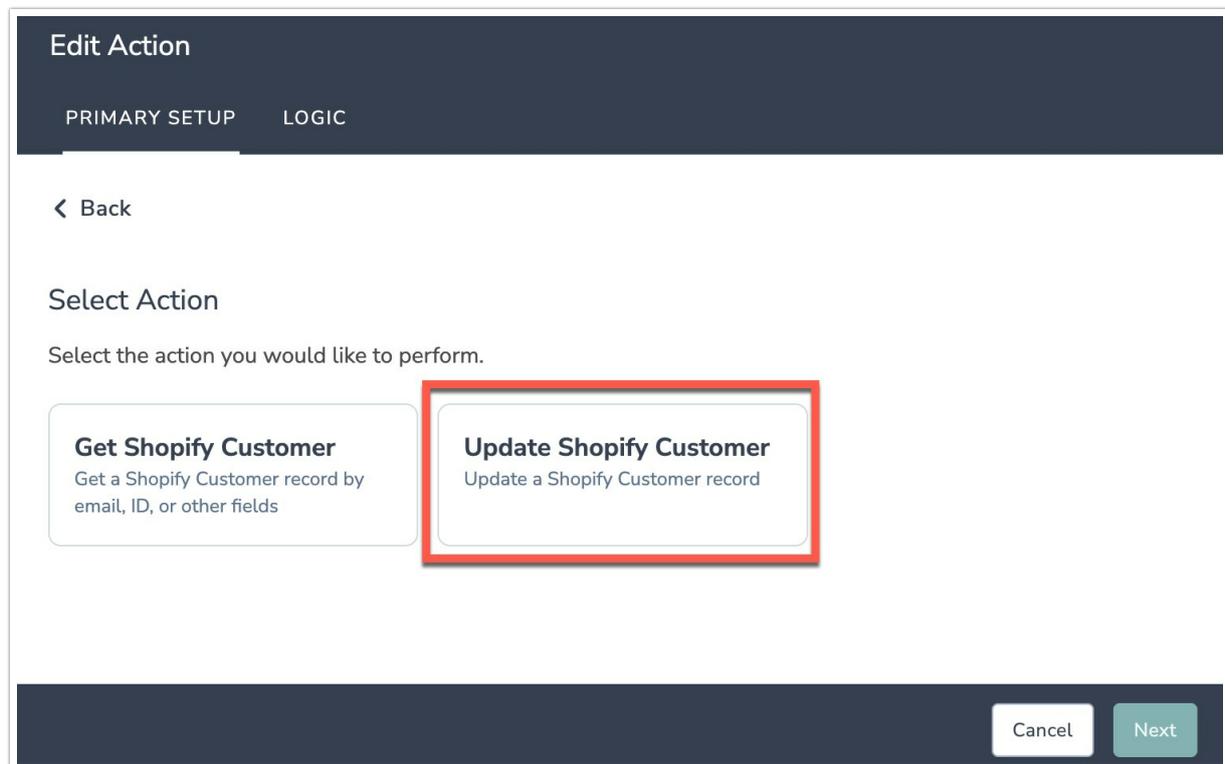
6. When complete, click "Save" to finalize the Integration.

## Configuration: Update Customer Record

Before configuring the Shopify Integration action you will need:

- Your Shopify login credentials
- Your Shopify shop subdomain
- Create a field in this survey that will contain the data used to look up the Shopify customer record
- Create fields in this survey that contain the data you want to use to update Shopify customer records.

1. Select "Update Shopify Customer".



The screenshot shows the 'Edit Action' configuration interface. At the top, there is a dark blue header with the title 'Edit Action' and two tabs: 'PRIMARY SETUP' and 'LOGIC'. Below the header, there is a 'Back' button with a left-pointing arrow. The main content area is titled 'Select Action' and contains the instruction 'Select the action you would like to perform.' There are two action cards displayed: 'Get Shopify Customer' (with the description 'Get a Shopify Customer record by email, ID, or other fields') and 'Update Shopify Customer' (with the description 'Update a Shopify Customer record'). The 'Update Shopify Customer' card is highlighted with a red border. At the bottom right of the screen, there are two buttons: 'Cancel' and 'Next'.

2. Hit "Next" on the overview screen.

3. Provide your Shop subdomain and authenticate with your Shopify store.

**Edit Action**

PRIMARY SETUP   LOGIC

### Shopify | Authentication

Connect to your Shopify account.

**Shop subdomain\***

Shop subdomain is required

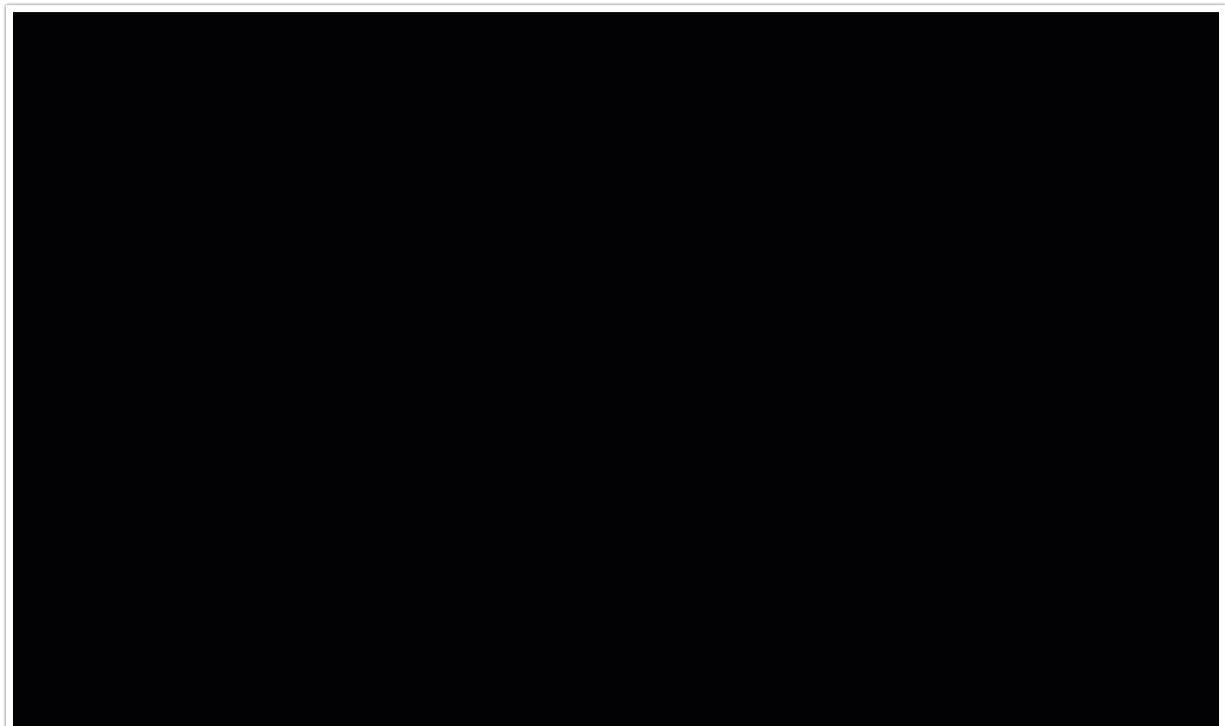
**Shopify Authentication**

 Shopify connected ✎

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Previous **Next**

4. Select the field in this survey that you want to use to find the specific customer record in Shopify. 'Customer ID' or 'Customer Email' will often make the most sense, but you can use any of the other fields listed in the drop-down list.



#### How to Create Fields in Alchemer

1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)
2. Use and create [Merge Codes](#) as your fields. Hidden Values - link, create a container for the fields.

5. Map fields in Alchemer to corresponding fields in Shopify.

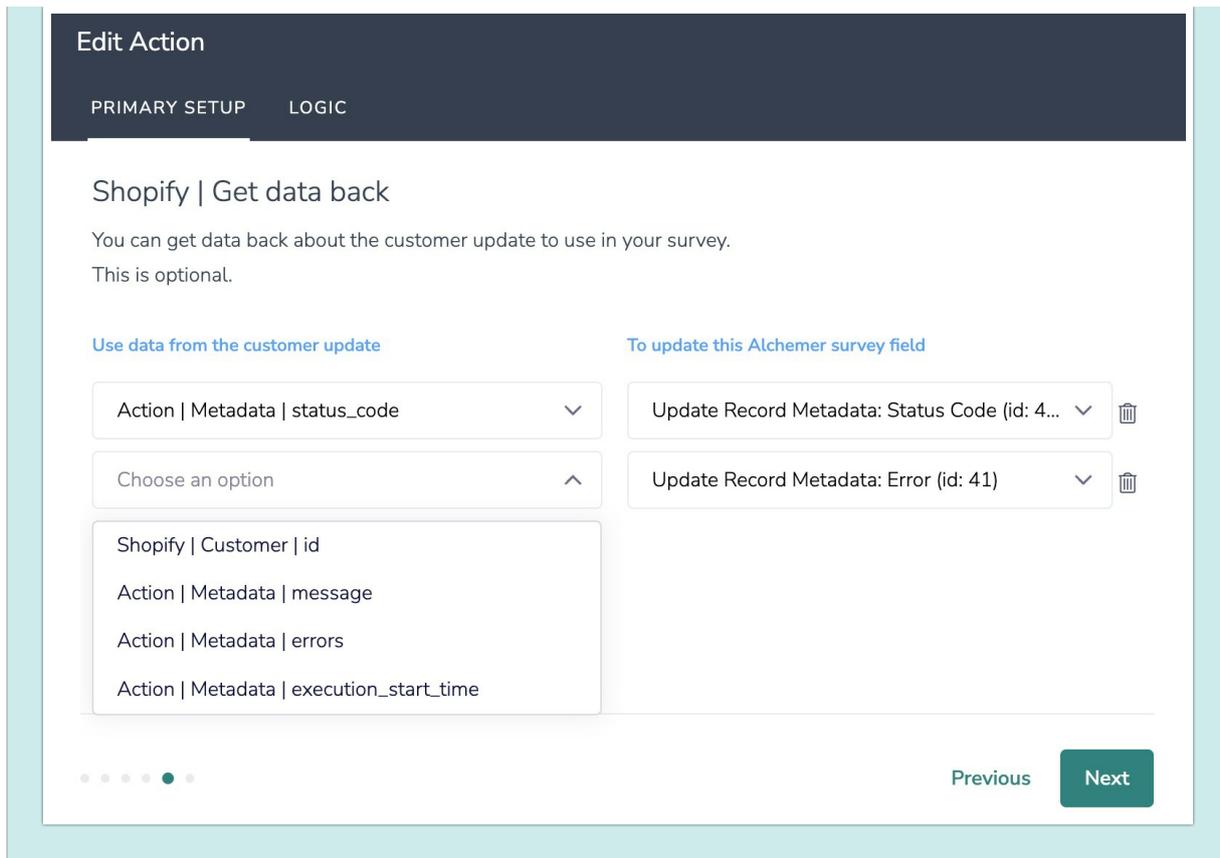
If you selected **Update Shopify Customer Records** as your action, you will map a survey field in Alchemer to a corresponding field in Shopify. This will push the data from that survey field into Shopify and update the corresponding field for that customer record.

The screenshot shows the 'Edit Action' configuration page for 'Shopify | Update Shopify customer with survey data'. The page has a dark header with 'Edit Action' and two tabs: 'PRIMARY SETUP' and 'LOGIC'. Below the header, the title 'Shopify | Update Shopify customer with survey data' is displayed, followed by the instruction 'Choose the survey data you want to use to update the Shopify customer'. There are two columns of configuration options: 'Use data from this Alchemer field' and 'To update this Shopify field'. The first column has a dropdown menu with the selected option '2. How would you describe your overall experi...'. The second column has a dropdown menu with the selected option 'Shopify | Customer | note' and a trash icon. Below these options is a link 'Add a new mapping'. At the bottom, there are navigation buttons: 'Previous' and 'Next' (highlighted in green), and a progress indicator with four dots, the second of which is filled.

#### Optional: Get Data Back About the Record Update Action

After a Shopify Record Update action occurs, data about the action is available for use in your survey. You can map this data back to fields in Alchemer.

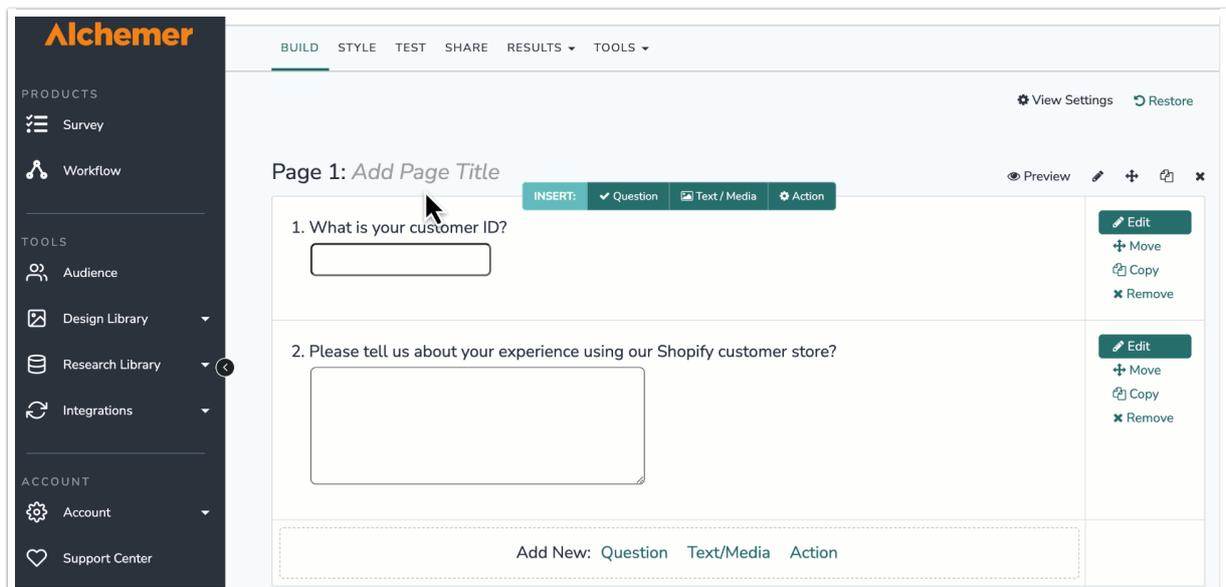
For example, if there is an error in the action you can skip the rest of the survey questions for that respondent.



6. When complete, click "Save" to finalize the Integration.

## Monitoring a Shopify Integration Action

A log of each run result can be found in Results > Individual Responses > Action Log.



Select an individual response and then navigate to the Action Log. In the Action Log you can monitor if the action was successful or not.

In the example below, you can see in the Output section that the Shopify Customer Record was successfully identified and that the 'note' field for that customer record was successfully updated

with the customer's feedback.

### Response #1

DATA    DETAILS    ACTION LOG    DATA QUALITY    [Need Help?](#)

**Shopify**

**Submitted:** 2024-02-07 15:14:03

**Input:**  
type: pull  
solution\_id: 0751d6d1-0f4a-499a-8bbd-f51313bd247a  
field\_mappings:  
  Shopify | Customer | id: 8443948564757  
  Shopify | Customer | note: Overall, I love your shopping experience. However, the cart checkout keeps glitching and I have to input my credit card details multiple times.

**Output:**  
solutionIntegrationId: 0751d6d1-0f4a-499a-8bbd-f51313bd247a  
trayResponse:  
  status\_code: 200  
  message: Successfully found Shopify customer ID 8443948564757 with query: id:8443948564757. Updated Shopify customer ID 8443948564757 with request: {"customer":{"note":"Overall, I love your shopping experience. However, the cart checkout keeps glitching and I have to input my credit card details multiple times. "}} Execution start time: 2024-02-07T20:14:00.929Z Log: https://app.tray.io/workflow/2cc118c9-a0b5-4c2c-b35a-f32cfba57393/logs/c7f11979-79d1-3120-aa3b-34c4116030f22024-02-07T20:14:00.929Z

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## Example Use Case

### Use Case: Update Shopify Customer Records with Survey Data

In this example, we want to demonstrate how to run a Shopify Customer Experience Survey in Alchemer and automatically update customer records in Shopify with the survey data.

Integrating survey data from Alchemer into Shopify Customer Records provides you and your team with valuable insights into customer preferences and satisfaction levels.

1. To start, create a new survey in Alchemer. On the first page of the survey, add your questions.



## Page 1: Add Page Title

1. What is your customer ID?

- Edit
- Move
- Copy
- Remove

2. Please tell us about your experience using our Shopify customer store?

- Edit
- Move
- Copy
- Remove

Add New: Question Text/Media Action

Make sure to include the following questions in your survey:

1. A question that will be used to identify the specific customer record for the survey respondent. In this example, it makes the most sense to ask the respondent, "What is your customer email address?". However, you could also ask for their Customer ID or a different field. The integration will then use the provided email to map the survey responses to the appropriate customer record.
2. Survey questions that will provide the data you want to update the Shopify Customer Records with. In this example, we want to ask a general question about their experience with the online store.

2. On the second page of your survey, add a Shopify Integration action. When configuring the integration select "Update Shopify Customer".

## Edit Action

PRIMARY SETUP
LOGIC

[← Back](#)

### Select Action

Select the action you would like to perform.

**Get Shopify Customer**

Get a Shopify Customer record by email, ID, or other fields

**Update Shopify Customer**

Update a Shopify Customer record

Cancel
Next

3. After authenticating your Shopify account, map the customer email question field, in Alchemer, to the customer email field in the Shopify Customer Record.

## Edit Action

PRIMARY SETUP
LOGIC

### Shopify | Find the Shopify Record

Select the fields in this survey you want to use to find the specific customer record in Shopify.

Click 'Add a new mapping' below to get started.

Match this Alchemer field value

to a value in this Shopify field

1. Please provide your customer email address below: (id: 2)
Shopify | Customer | email ▼
🗑️

2. How would you describe your overall experience with our Shopify store? Please share any thoughts, feedback, or suggestions that you may have. (id: 3)
an one field is used.

⋯

Previous
Next

4. Next, choose the store experience survey question and map the question to the 'note' field in the Shopify Customer Record. When the survey question is answered, the response data will update the 'note' field.

## Edit Action

PRIMARY SETUP LOGIC

### Shopify | Update Shopify customer with survey data

Choose the survey data you want to use to update the Shopify customer

Use data from this Alchemer field To update this Shopify field

2. How would you describe your overall experi... ▾	Shopify   Customer   note ▾	🗑️
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Add a new mapping

Previous Next

5. A log of each run result can be found in Results > Individual Responses > Action Log.

## FAQs

- ▶ What permissions do I need within Alchemer to set-up and use the Shopify integration?
- ▶ This integration doesn't fit my use cases, or I want to provide feedback to Alchemer!

Related Articles