Alchemer Workflow Shopify Initiator

> The Shopify initiator is available for purchase as an add-on If you are interested in purchasing, please contact us for additional information.
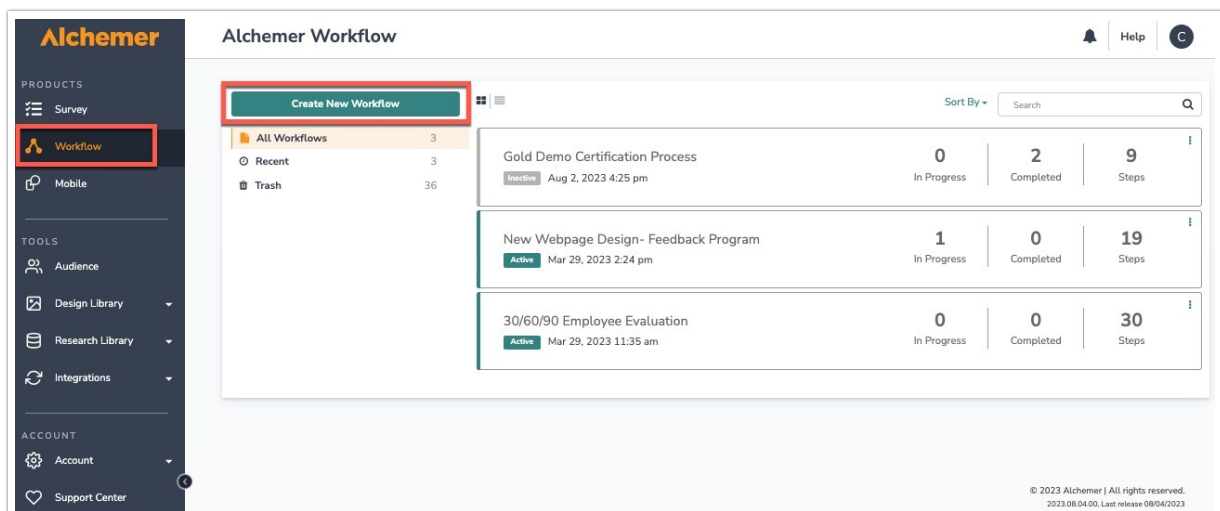
Overview

With Alchemer and Shopify, you and your team can initiate Workflows from Alchemer from a Shopify Webhook.

The Shopify initiator combines the strengths of Alchemer's feedback collection engine with Shopify's dynamic e-commerce platform. This initiator allows you to seamlessly collect customer feedback whenever certain events occur in Shopify. For example, you can automatically send out a survey to collect feedback from customers after they pay for their order.

This solution doesn't just help you collect feedback, but helps you act on customer feedback as well. With Alchemer Workflow, you can use If/Else Logic and Send Email Actions to route specific customer feedback to appropriate teams and take targeted actions depending on the feedback received.

Setup

1. Create a new Workflow.

2. Name your Workflow.

Create New Workflow

* What would you like to name this Workflow?

Shopping Experience Workflow

Cancel   **Start Building**

3. Scroll down and select the Shopify button when choosing a Workflow initiator.

Select Initiator

Share Link
When a user clicks on a custom workflow link

Shopify

Slack

Survey Listener
When a given survey is completed

Zendesk

Need Help?   **Next**

4. Select "Start workflow from a Shopify webhook"

Select Action

Start workflow from a Shopify webhook
Start the Alchemer Workflow from a Shopify webhook

Need Help?   Previous   **Next**

5. Click the "Next" button on the initiator overview screen.

Configure Initiator

Shopify | Start workflow from a Shopify webhook

Start the Alchemer Workflow from a Shopify webhook

Need help? Learn more

v250411

6. Copy the provided Webhook URL and add this URL to the webhook setup in Shopify.

For more information on creating webhooks in Shopify, refer to their documentation.

Configure Initiator

Shopify | Webhook URL and options

Webhook URL
Webhook URL

https://ef68039b-6ed7-4057-afa4-cba6bd35312a.trayapp.io

Add this URL to the webhook setup in Shopify

HMAC verification
You may optionally use HMAC signature verification to verify the data sent from Shopify is unaltered.

HMAC signing key *(optional)*

<empty string>

The signing key is found at the bottom of the Settings > Notifications > Webhooks page in Shopify

Previous   Next

7. *Optional:* You may optionally use HMAC signature verification to verify the data sent from Shopify is unaltered.

> The signing key is found at the bottom of the Setting > Notifications > Webhooks page in Shopify.

8. Paste a sample of the webhook payload JSON here.

> To complete the webhook integration, customers will need a sample JSON payload from Shopify. Shopify does not provide this sample by default, so users must manually capture one. This can be done by configuring a test destination, such as webhook.site, and triggering Shopify's test function feature. Once the payload is received, it can be copied and pasted into the setup wizard.
>
> Please note: The system is designed to handle any valid Shopify payload format, regardless of event type or version, by dynamically parsing the fields present in the sample provided.

Configure Initiator

Shopify | Sample webhook payload

We need a sample of the webhook payload to discover the fields to make available as merge codes in the workflow.

Sample webhook payload JSON*

<empty string>

Sample webhook payload JSON is required

Paste a sample of the webhook payload JSON here. Learn more

Previous   Next

9. In the drop down that appears, you'll be able to see the successfully found fields. When the webhook fires, Shopify will pass the following fields to Alchemer Workflow. After configuring this initiator, you can use these fields in merge codes, logic, and other Workflow features.

Configure Initiator

Shopify | Sample webhook payload

We need a sample of the webhook payload to discover the fields to make available as merge codes in the workflow.

Sample webhook payload JSON*

```
{        "id": 123456,        "order_id": 820982911946154500,        "status": "pending",        "created_at": "20
```

Paste a sample of the webhook payload JSON here. Learn more

Successfully found fields *(optional)*

Type to search	∧

destination | address2

destination | company

destination | latitude

destination | longitude

destination | name

destination | country_code

---

10. Click "Save" to complete initiator setup.

Configure Initiator

Shopify | Setup complete

You can monitor this workflow from the Monitor tab.

Workflow merge codes *(optional)*

-- Click to see the merge codes that will be available in the workflow --	∨

Previous   **Save**

FAQs

▷   What permissions do I need within Alchemer to set-up and use the Shopify initiator?

▷   Can multiple Workflows initiate off the same Shopify initiator?

▷   This initiator doesn't fit my use cases, or I want to provide feedback to the Alchemer Product Team!

Related Articles