Alchemer Survey Klaviyo Integration

> The Alchemer Klaviyo Integration is available for purchase as an add-on. If you are interested in purchasing the, please contact us for additional information.

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

- Push survey data from Alchemer into Klaviyo to update profiles.
- Pull data from Klaviyo profiles into Alchemer surveys.

Integration Setup

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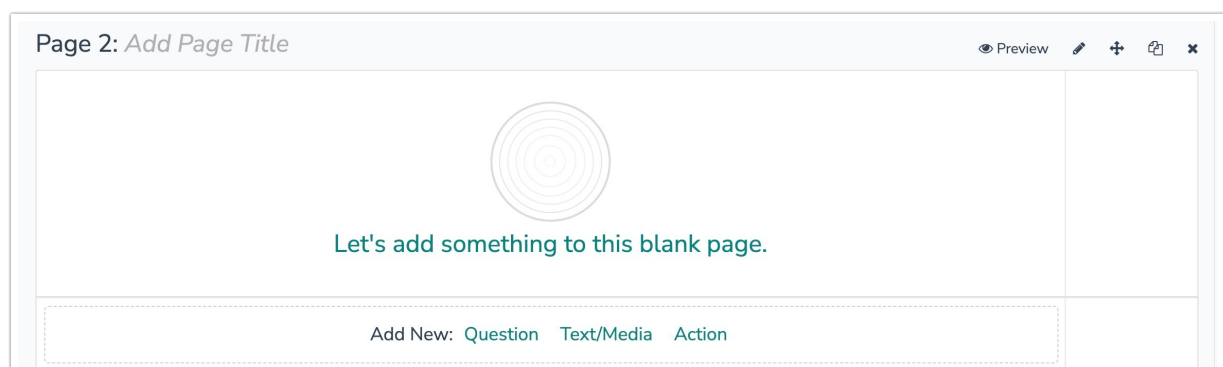
3. In the Add Action modal, scroll down to Integrations. Then click "Add" for one of your purchased integrations.

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

Integrations

ⓘ Don't see what you're looking for? Explore our integrations

4. Select the action you would like to perform:

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

‹ Back

Select Action

Select the action you would like to perform.

Update Profile
Update a Klaviyo Profile

Get Profile
Get a Klaviyo Profile

Cancel   Next

Klaviyo | Get Profile

Before configuring this Klaviyo integration action you will need:

1. Select "Get Profile".

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

❮ Back

Select Action

Select the action you would like to perform.

| Update Profile | Get Profile |
| Update a Klaviyo Profile | Get a Klaviyo Profile |

Cancel   Next

2. Hit next on the overview screen.

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

Klaviyo | Get Profile

Get data in a Klaviyo profile.

You will need:

- Your Klaviyo login (API Key)
- Fields in this survey that will contain the data used to lookup the Klaviyo profile
- Fields in this survey that you will use to get the Klaviyo profile data back

Need help? Learn more

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3. Connect Alchemer your Klaviyo account by inputting your API key.
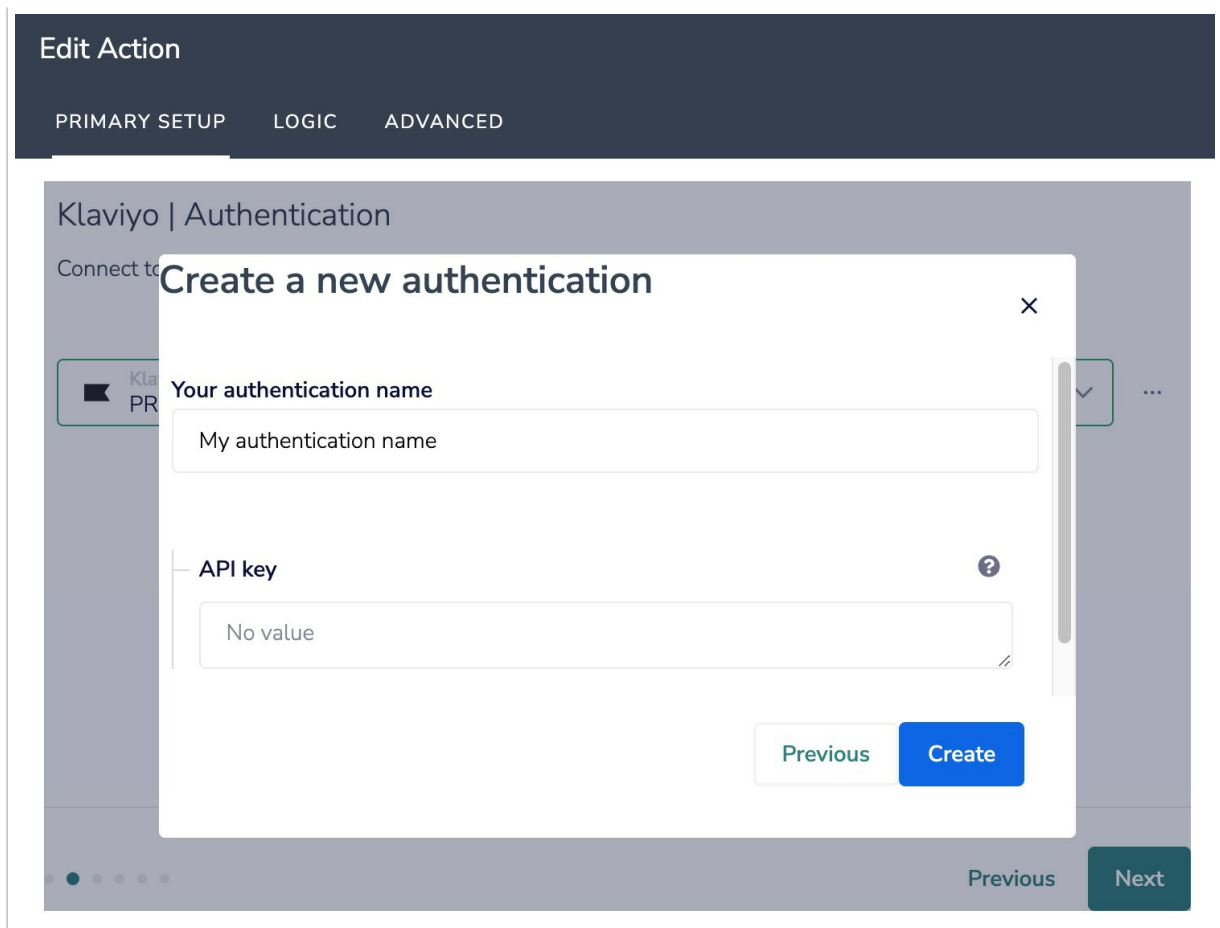
4. To configure the integration, Alchemer needs the list of profile fields from Klaviyo. We get this list of fields by looking up a sample profile, using an email address. Please enter an email address for an example profile in Klaviyo.

This is a required field because it is used to pull the profile field list from Klaviyo.

5. Select the field in this survey that you want to use to find the specific customer record in Klaviyo. 'Profile 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. Create a container using a Hidden Value. These Hidden Values can then be mapped to fields in Klaviyo and used as Merge Codes in your survey.

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

We need to find the profile to get when the survey runs.

Select the fields in this survey you want to use to find the specific customer profile in Klaviyo.

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

Match this Alchemer field value   **to a value in this Klaviyo field**

| 1. What is your email address? (id: 8) ⌄ | Klaviyo \| Profile \| email ⌄ | 🗑 |

Add a new mapping

• • • ● • •   Previous   **Next**

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6. Select the Klaviyo profile fields you want to use in your survey and map them to fields in your Alchemer survey.

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

Klaviyo | Get Data Back

Map the fields that you would like to use to get your Klaviyo profile data back.

Use data from the Klaviyo profile

To update this Alchemer survey field

| Choose an option ⌄ | | Customer First Name (id: 10) ⌄ | 🗑 |

Add a new mapping

● ● ● ● ● ● ○

Previous   Next

7. Click "Save".

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

Klaviyo | Setup complete

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

● ● ● ● ● ● ●

Previous   Save

Klaviyo | Update Profile

Before configuring this Klaviyo integration action you will need:
- Your Klaviyo login (API Key). For details on finding your API Key, refer to Klaviyo's documentation.
- Fields in this survey that will contain the data used to lookup the Klaviyo profile.
- Fields in this survey that contain the data you want to use to update the Klaviyo profile

1. Select "Update Profile".

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

‹ Back

Select Action

Select the action you would like to perform.

| **Update Profile** | **Get Profile** |
| Update a Klaviyo Profile | Get a Klaviyo Profile |

Cancel   Next

2. Hit next on the integration overview screen.

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

Klaviyo | Update Profile

Update data in a Klaviyo profile.

You will need:
- Your Klaviyo login (API Key)
- Fields in this survey that will contain the data used to lookup the Klaviyo profile
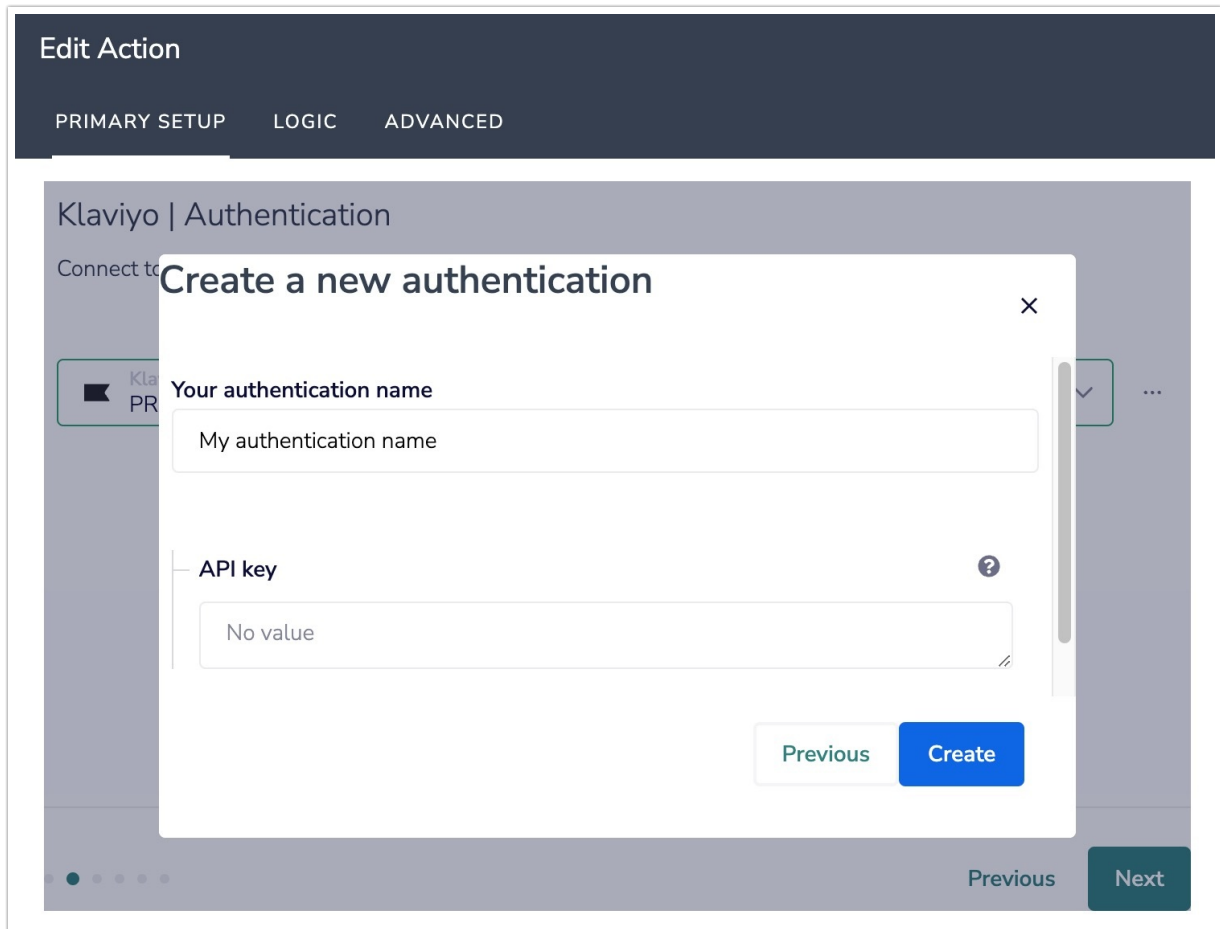- Fields in this survey that contain the data you want to use to update the Klaviyo profile

Need help? Learn more

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3. Connect Alchemer your Klaviyo account.

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

Klaviyo | Authentication

Connect to

Create a new authentication   ✕

Your authentication name

My authentication name

API key   ⍰

No value

Previous   **Create**

Previous   Next

4. To configure the integration, Alchemer needs the list of profile fields from Klaviyo. We get this list of fields by looking up a sample profile, using an email address. Please enter an email address for an example profile in Klaviyo.

This is a required field because it is used to pull the profile field list from Klaviyo.

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

Klaviyo | Custom Properties

Because you may have customized Klaviyo, we can get an example profile from Klaviyo to get your list of custom properties.

- Enter an email below for the Klaviyo profile you wish to use as the template.
- This is a required field.

Klaviyo Profile Email_(optional)_

<empty string>

Previous   **Next**

5. Select the field in this survey that you want to use to find the specific customer record in Klaviyo. 'Profile 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. Create a container using a Hidden Value. These Hidden Values can then be mapped to fields in Klaviyo and used as Merge Codes in your survey.

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

Klaviyo | Find the Klaviyo Profile

We need to find the profile to update when the survey runs.

Select the fields in this survey you want to use to find the specific customer profile in Klaviyo.

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

Match this Alchemer field value   **to a value in this Klaviyo field**

| 1. What is your email address? (id: 8) ∨ | Klaviyo \| Profile \| email ∨ | 🗑 |

Add a new mapping

Previous   **Next**

6. Map a survey field in Alchemer to a corresponding field in Klaviyo. This will push the data from that survey field into Klaviyo and update the corresponding field for that customer record.

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

Klaviyo | Update Klaviyo profile with survey data

Choose the survey data you want to use to update the Klaviyo profile

Use data from this Alchemer field

2. What is your birthday? (id: 14)   ⌄

To update this Klaviyo field

Choose an option   ⌄   🗑

Add a new mapping

Previous   **Next**

7. Click "Save".

Edit Action

PRIMARY SETUP   LOGIC   ADVANCED

Klaviyo | Setup complete

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

Previous   **Save**

Advanced Functionality (Optional)

After a Klaviyo update profile action occurs, data about the action is available for use in your survey. You can map this data back to fields in Alchemer. These fields are intended to be used with custom scripts or to provide more details on what exactly the query returned.
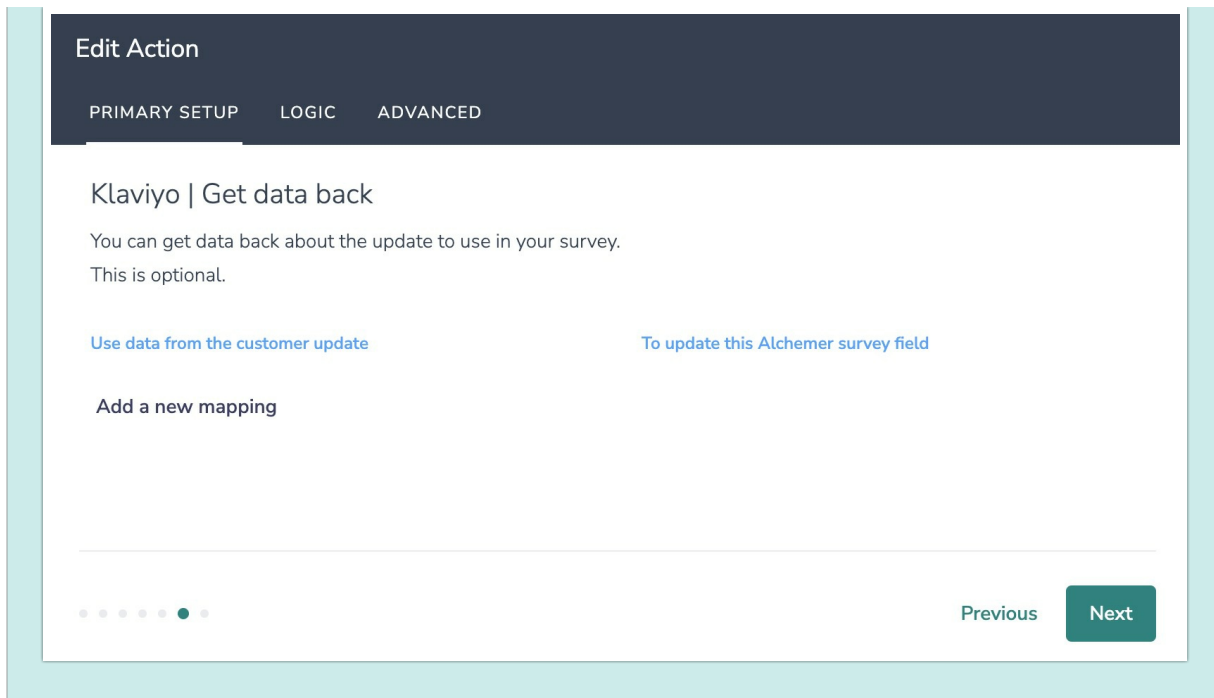
Monitoring a Klaviyo Integration Action

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.

FAQs

▷ **What permissions do I need within Alchemer to set-up and use the Klaviyo integration?**

▷ **This integration doesn't fit my use cases, or I want to provide feedback to Alchemer!**

Related Articles