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.

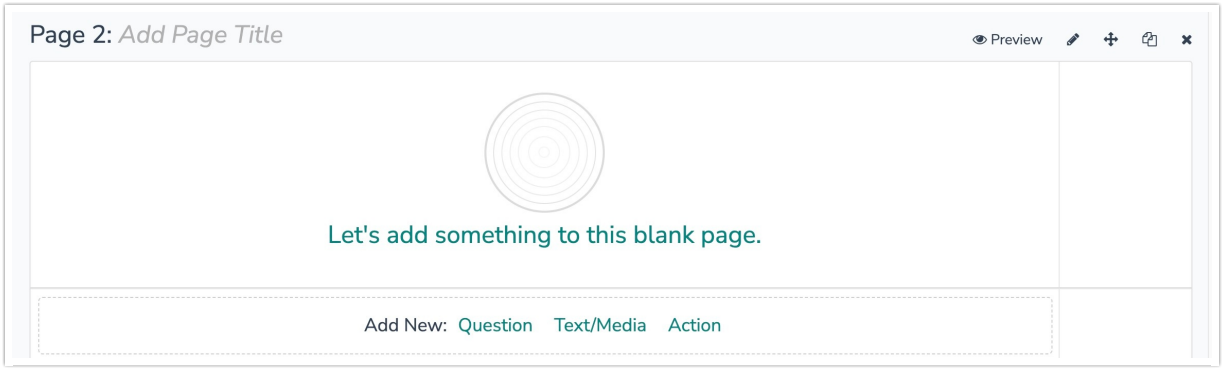
Integration Setup

Adding an Integration Action

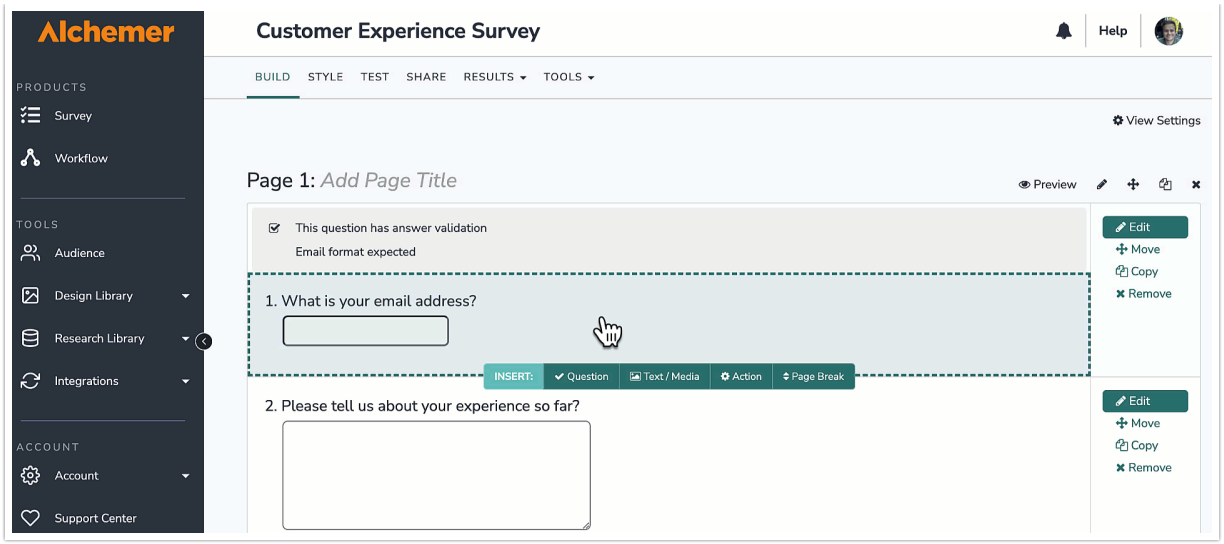
1. Select an existing survey or create a new survey. Then navigate to the Survey Builder.

2. Click "Add New: Action"

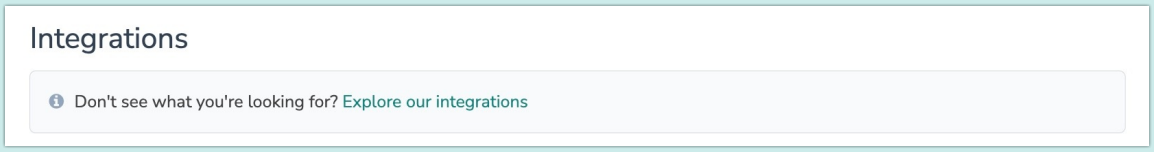
> You cannot add this Integration Action to the first page of the survey.



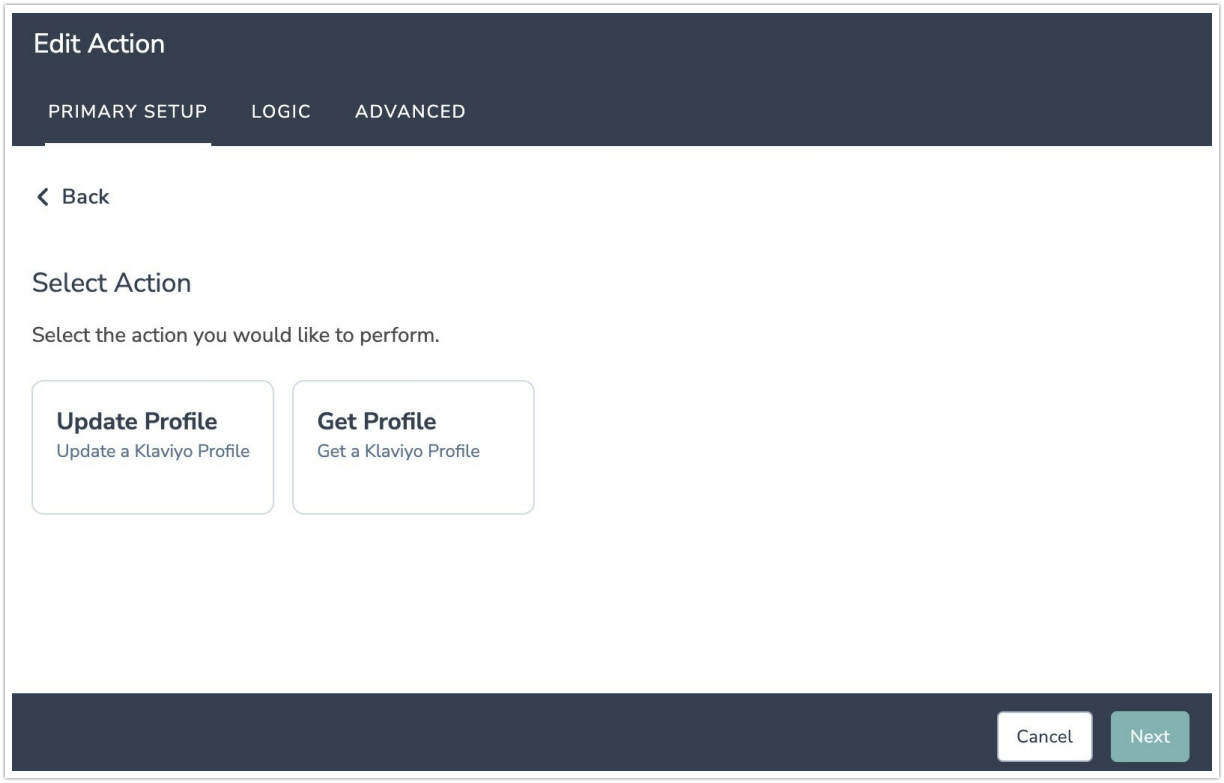
3. In the Add Action modal, scroll down to Integrations. Then click "Add" for one of your purchased integrations.



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



4. Select the action you would like to perform:

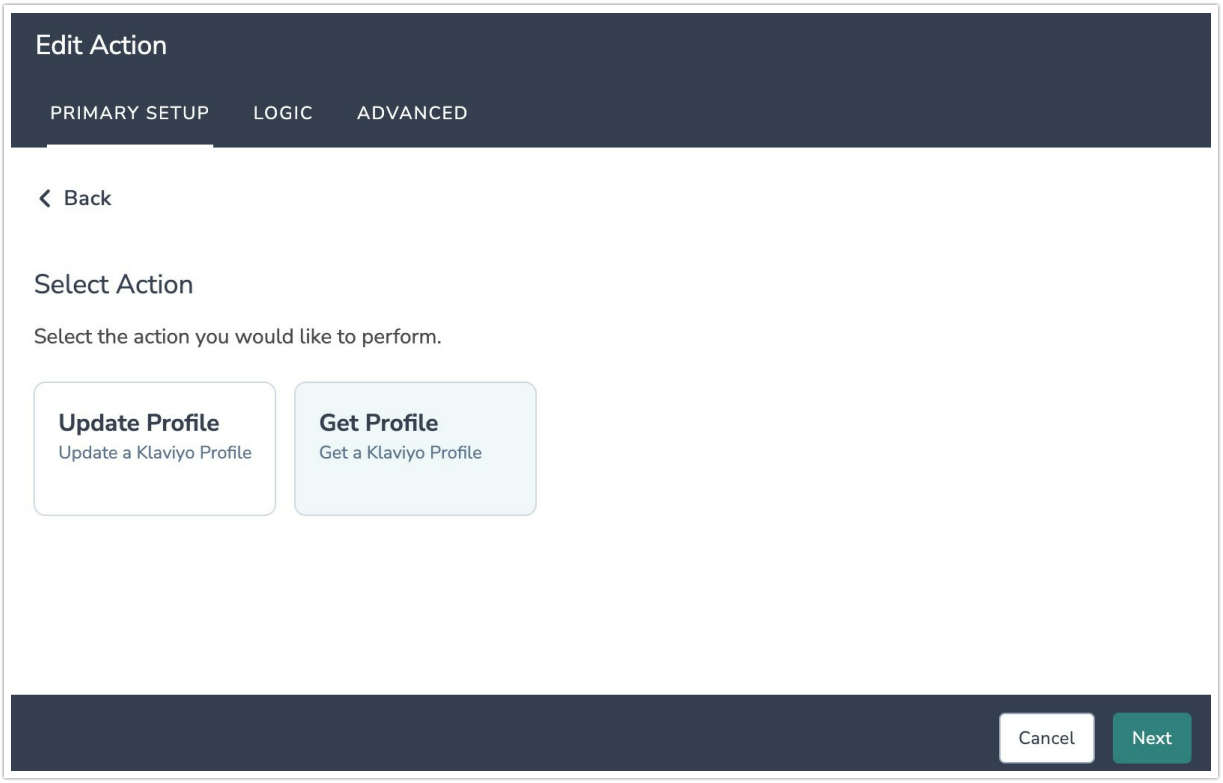


Klaviyo | Get Profile

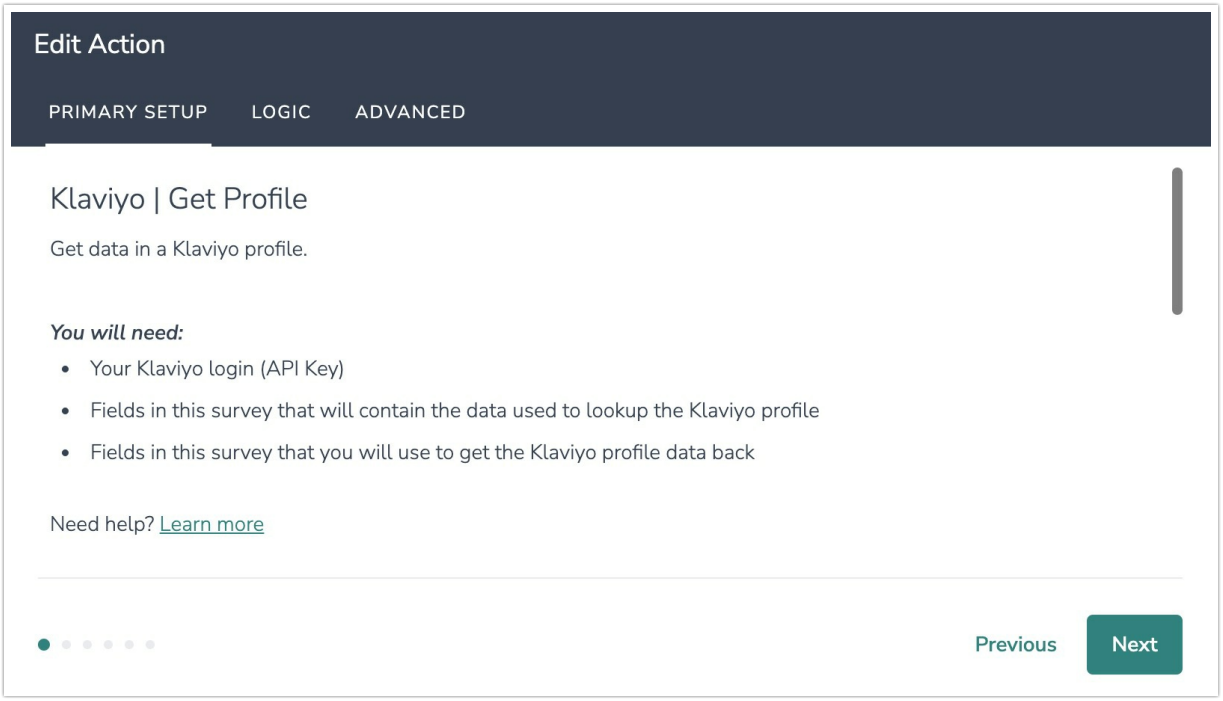
Before configuring this Klaviyo integration action you will need:

- 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 will use the data that you get back from the Klaviyo profile.

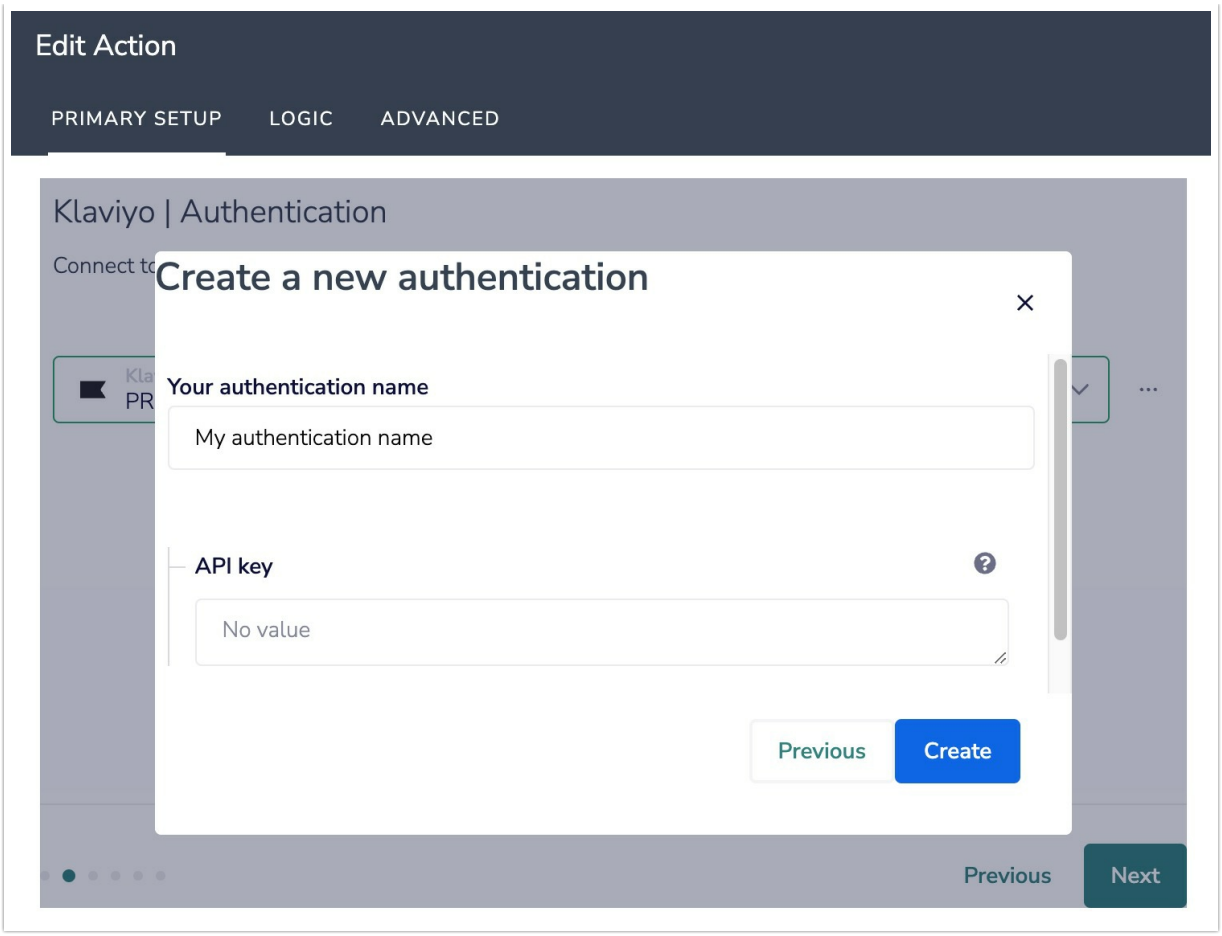
1. Select "Get Profile".



2. Hit next on the overview screen.

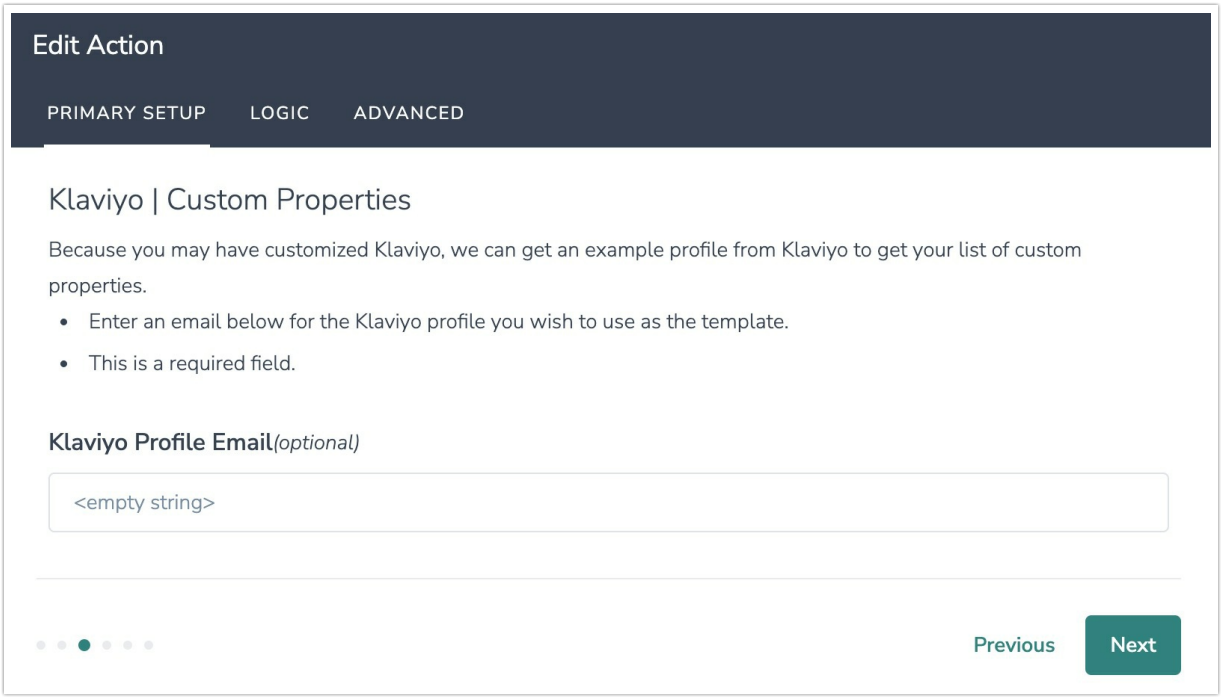


3. Connect Alchemer your Klaviyo account by inputting your API key.



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.

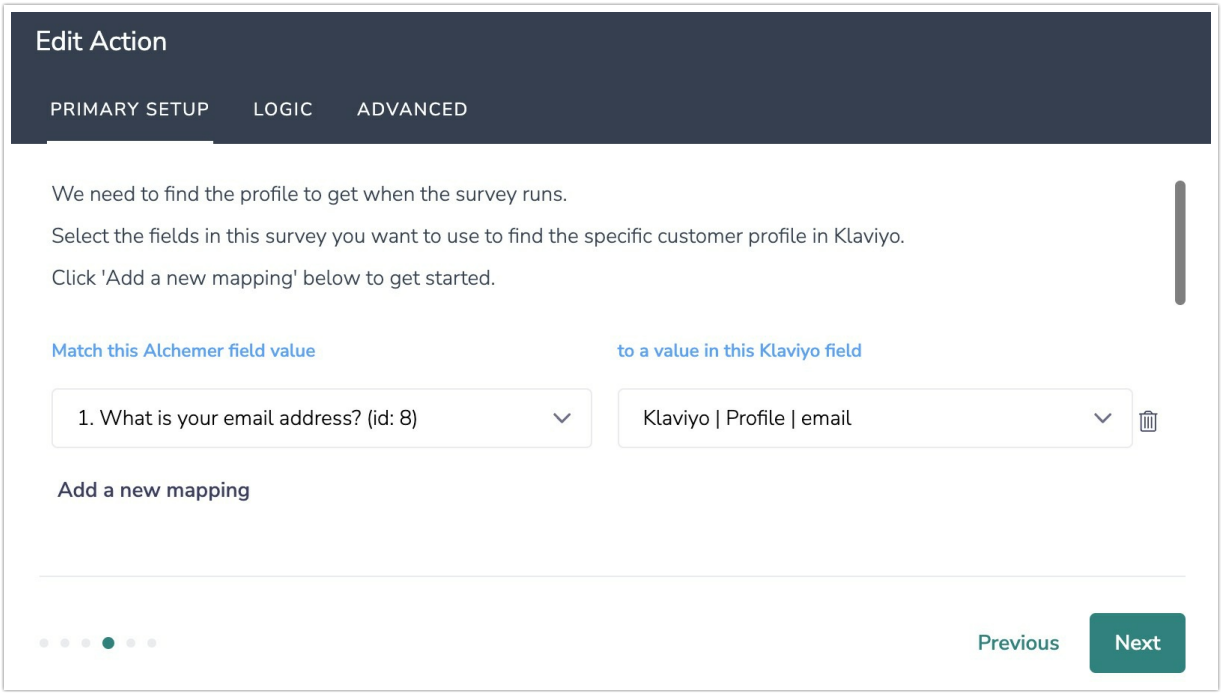
> This is a required field because it is used to pull the profile field list from Klaviyo.



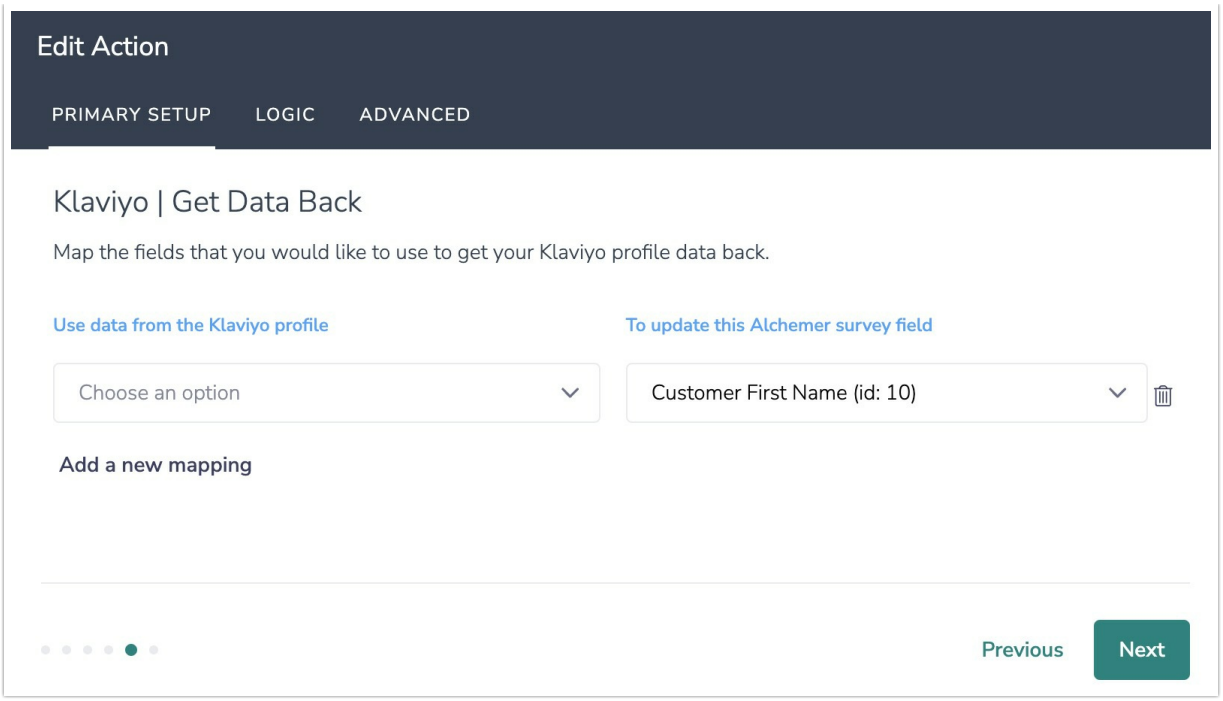
5. Select the field in this survey that you want to use to find the specific customer record in Klaviyo. 'Profile Email' will often make the most sense, but you can use any of the other fields listed in the drop-down list.

How to Create Fields in Alchemer

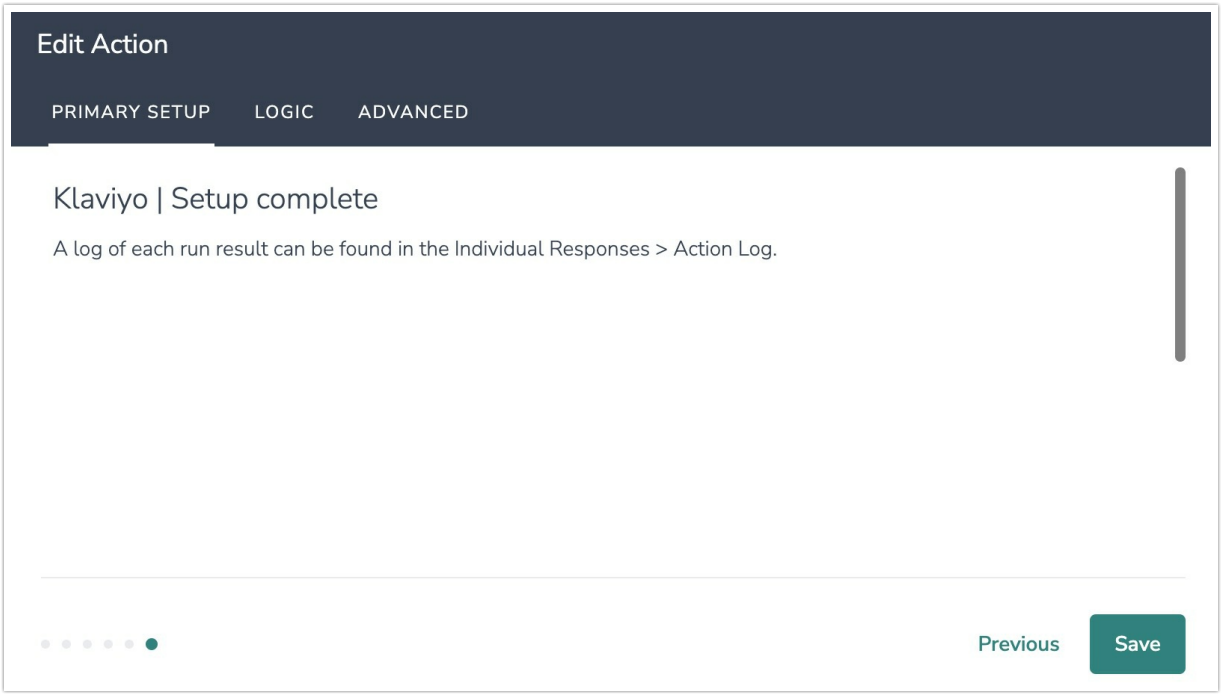
1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)
2. Create a container using a Hidden Value. These Hidden Values can then be mapped to fields in Klaviyo and used as Merge Codes in your survey.



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



7. Click "Save".

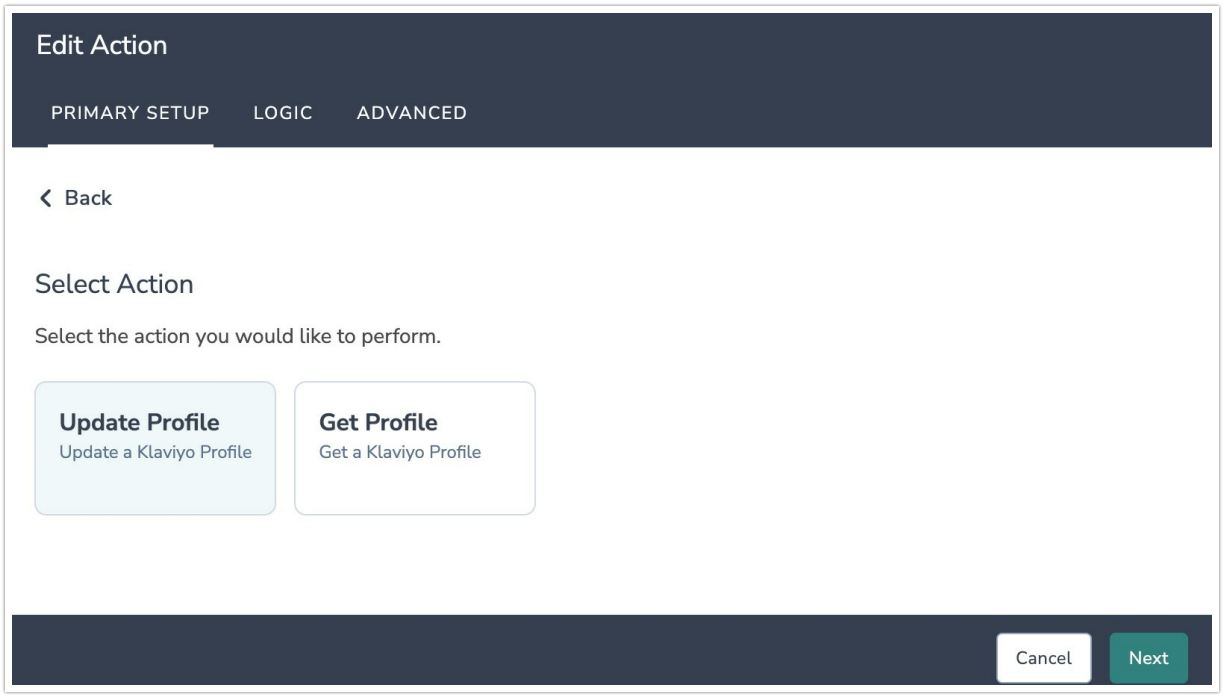


Klaviyo | Update Profile

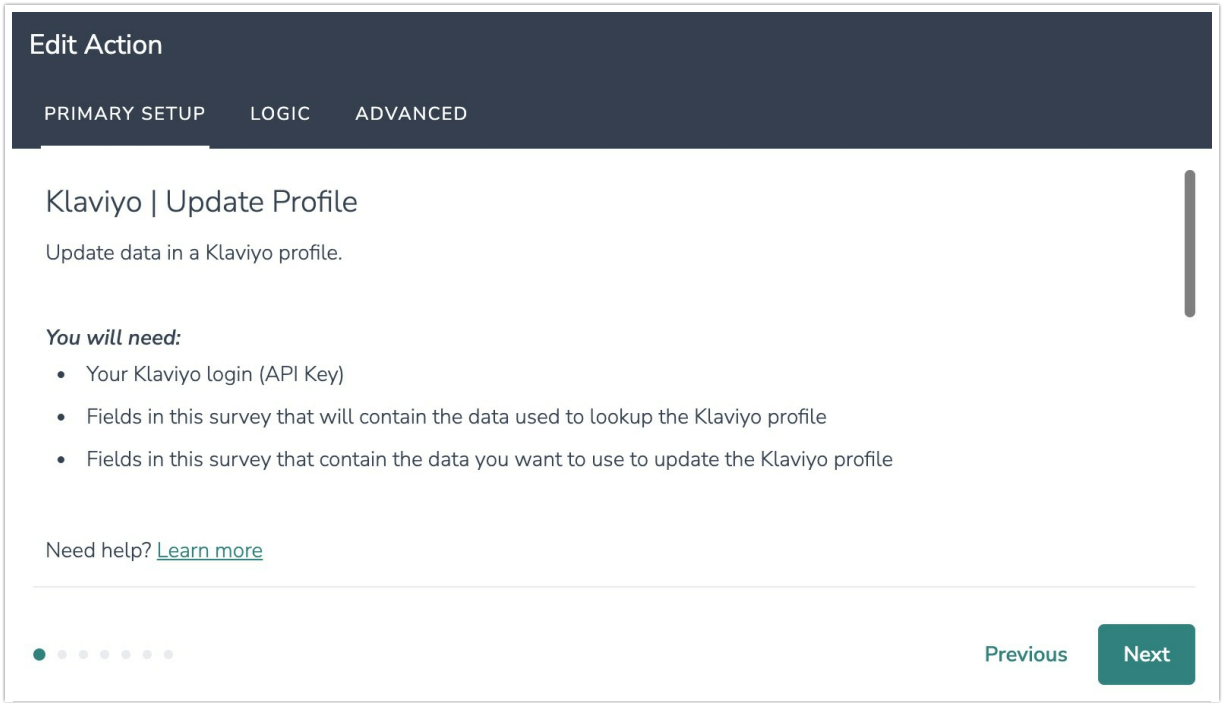
Before configuring this Klaviyo integration action you will need:

- 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

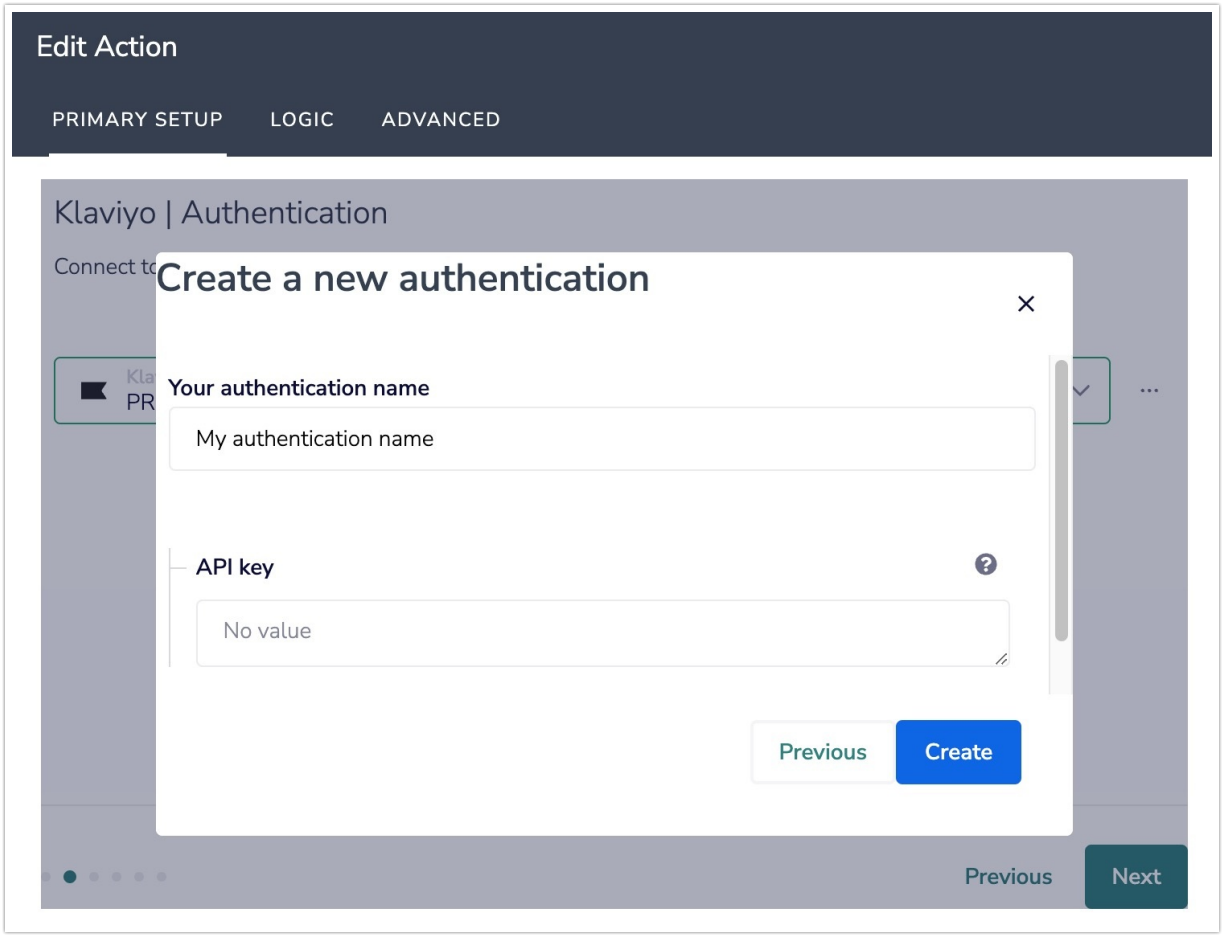
1. Select "Update Profile".



2. Hit next on the integration overview screen.



3. Connect Alchemer your Klaviyo account.



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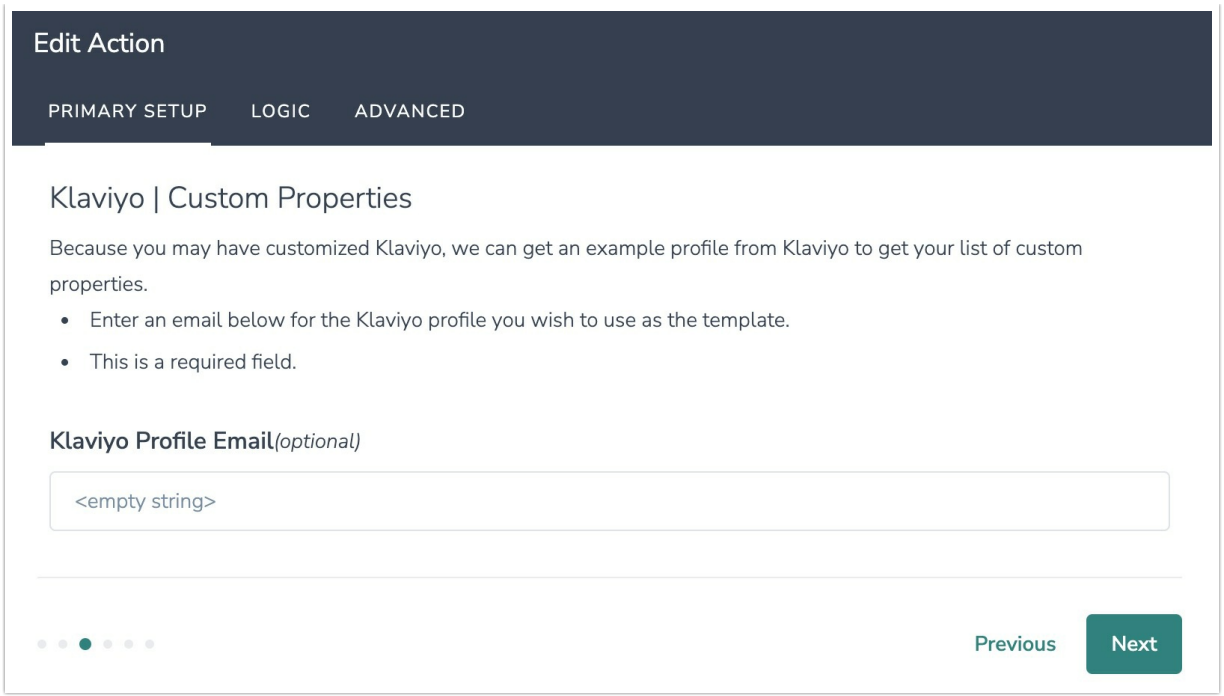

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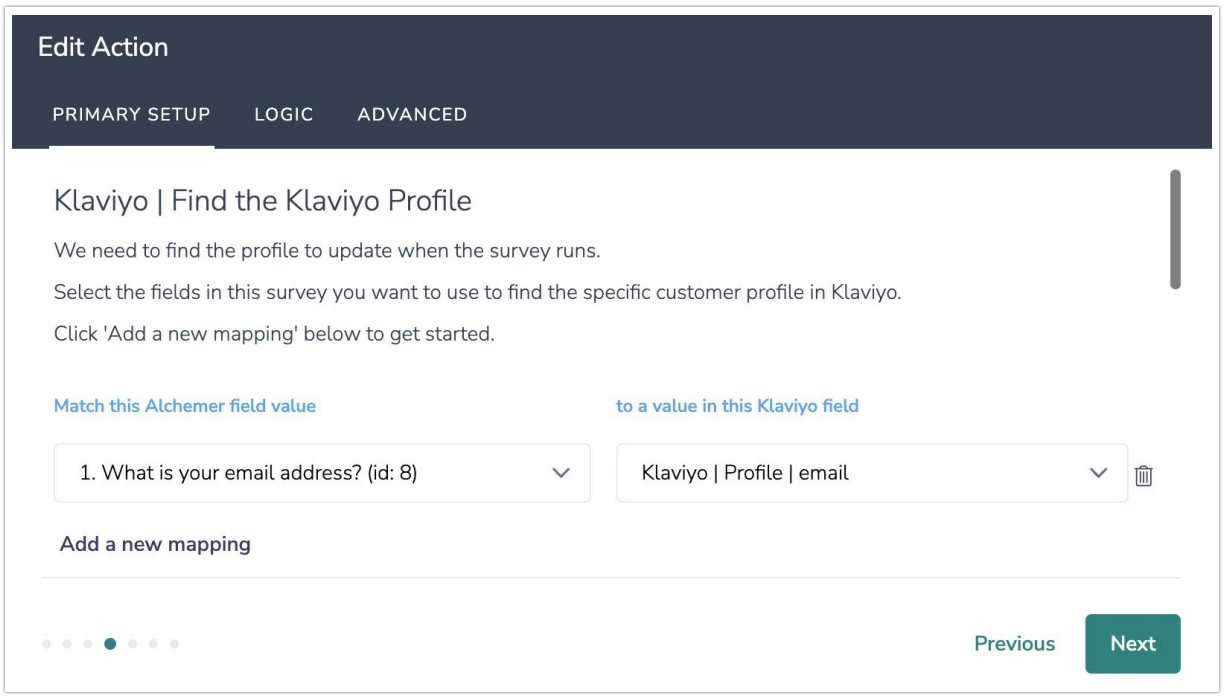
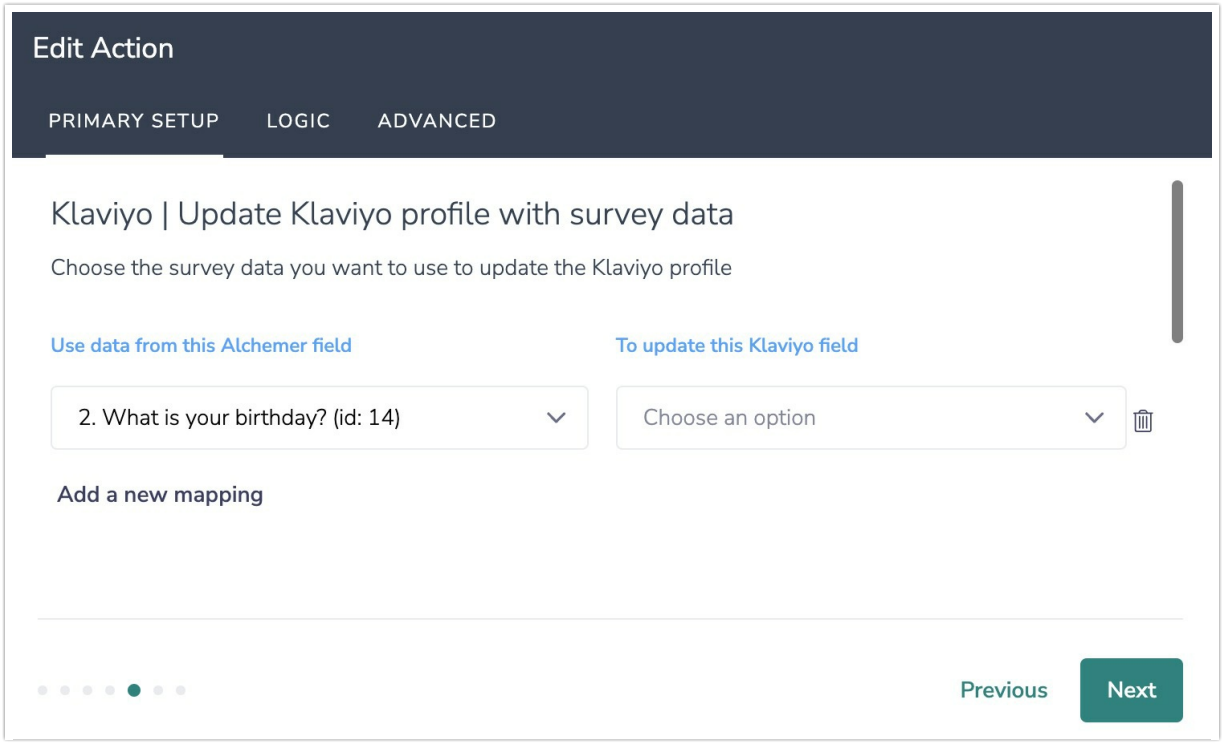
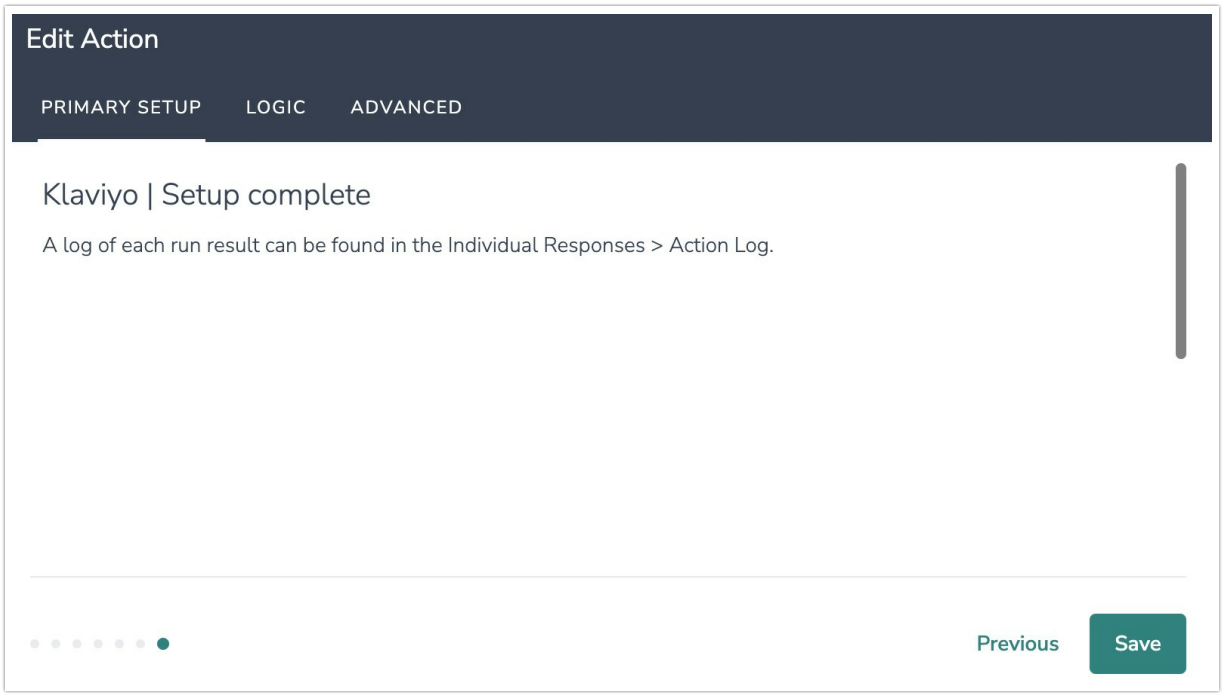


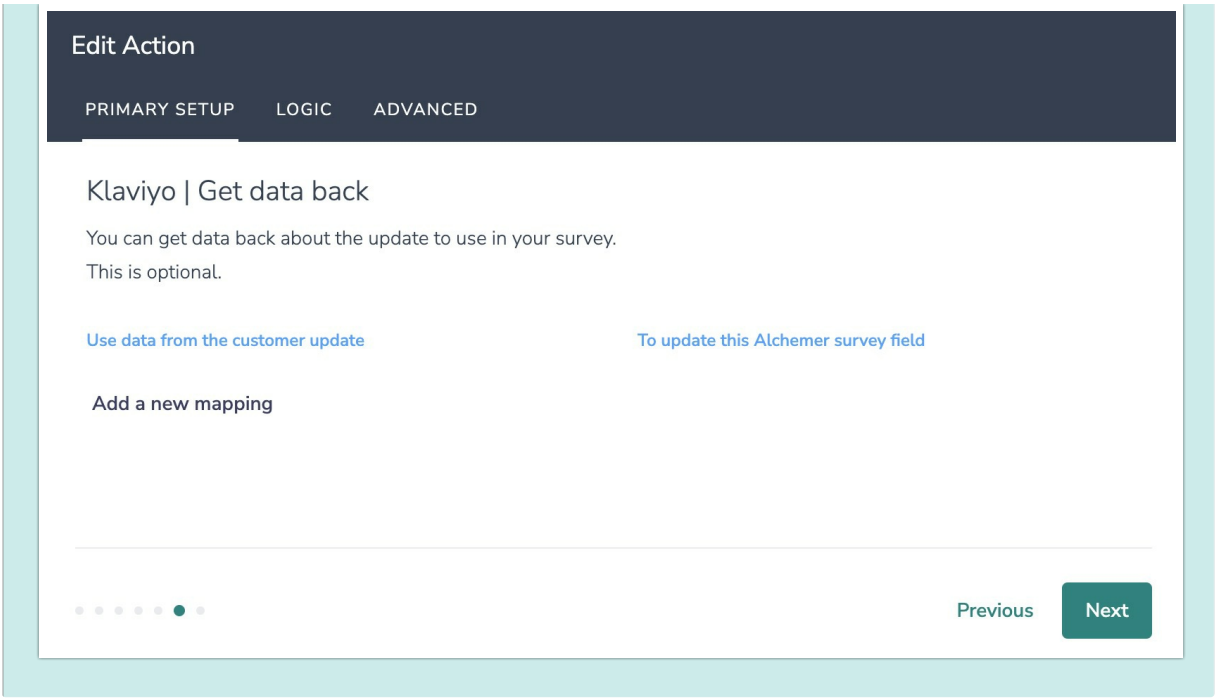
6. Map a survey field in Alchemer to a corresponding field in Klaviyo. This will push the data from that survey field into Klaviyo and update the corresponding field for that customer record.



7. Click "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