

Alchemer Connect Bloomreach Initiator

The Bloomreach initiator is available for purchase as an add-on. If you are interested in purchasing, please [contact us](#) for additional information.

The Alchemer Connect Bloomreach Initiator lets you start a Workflow in Alchemer based on customer activity captured in a Bloomreach scenario. This integration makes it easy to automate your feedback workflows at key moments in the customer journey.

What is it?

This integration enables Bloomreach to trigger an Alchemer Workflow using a webhook. When a specified event occurs in a Bloomreach scenario, a webhook is sent to Alchemer Connect, initiating your chosen Workflow and passing along any defined data fields.

This functionality helps teams automate feedback processes, like triggering surveys or support follow-ups, based on real-time customer behavior.

How it works

Once configured, Bloomreach sends a webhook to a unique Alchemer Connect URL tied to your Workflow. The data payload is securely authenticated and used to initiate the Workflow steps.

Set up the Bloomreach Initiator

1. Access Alchemer Connect

Go to *Alchemer Connect* in your account navigation.

2. Create or open your Workflow


From the Workflows tab, create a new Workflow or select an existing one to modify.


3. Select the Bloomreach Initiator


In your Workflow, add a new step and select **Initiate from a Bloomreach Scenario**. This defines the integration trigger.


In Progress


Select Initiator


**Alchemer**
Alchemer integrations

**Bloomreach**
Bloomreach integration with Alchemer

**Salesforce**
Start an Alchemer Workflow from an event in Salesforce

**Scheduled**
Start the Alchemer Workflow on a schedule

**Share Link**
When a user clicks on a custom workflow link

**Survey Listener**
When a given survey is completed

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Next

4. Initiate from a Bloomreach Scenario.

Select Action

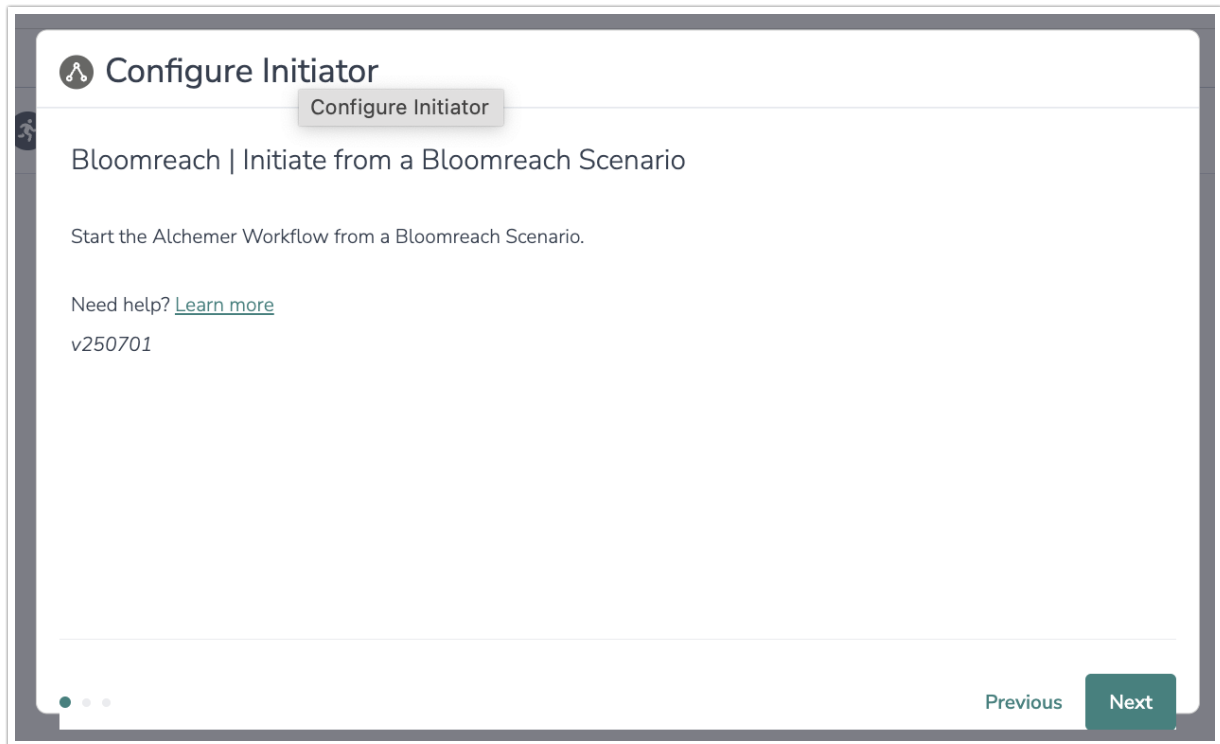
Initiate from a Bloomreach Scenario
Start the Alchemer Workflow from a Bloomreach Scenario

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Previous

Next

5. Configure your Bloomreach scenario



- Open your Bloomreach Scenario editor.
- Add a webhook action and paste in the Alchemer Connect URL.
- Define the data fields you want to send (e.g., email, customer ID, action type).

Configure Initiator

Bloomreach | Webhook URL and Fields

Webhook URL

Webhook URL

`https://e03d949c-299c-4620-92e8-4d07505ecdab.trayapp.io`



Set the Bloomreach webhook URL in your Scenario to this URL.

Fields

Add fields to define the fields this webhook should accept.

Fields^(optional)

0

first_name

1

last_name



Previous

Next

Configure Initiator

Example JSON template*

```
{ "first_name": "<add value for first_name here>", "last_name": "<add value for last_name here>"}
```

Create the message body in the Bloomreach webhook action to pass using the JSON template above. Add the values in Bloomreach with 'Insert variable' for each value.

[Learn more](#)

Webhook Authentication

You may optionally add a username and password to authenticate the webhook action from Bloomreach.

Webhook action username^(optional)

<empty string>

Webhook action password^(optional)

<empty string>

If used, the username and password set here must match the username and password set in the Bloomreach webhook action. This is not your Bloomreach login.



[Previous](#)

[Next](#)

6. Setup complete.

You can monitor this workflow from the monitor tab.



Configure Initiator

Bloomreach | Setup complete

You can monitor this workflow from the Monitor tab.

Next steps

- Ensure the Bloomreach Scenario and Event triggers are setup as desired
- Ensure the Bloomreach webhook action message body includes the desired variables (fields) to pass using the example JSON template provided on the previous page
- Activate the Bloomreach Scenario
- Publish and activate the Alchemer Workflow

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[Save](#)

6. Authenticate the webhook (optional but recommended)

Ensure any required authentication headers or tokens are configured according to your Alchemer Connect security settings.

7. Test and confirm

Trigger the Bloomreach scenario and verify that your Alchemer Workflow starts and receives the correct data.

Security and authentication

Alchemer Connect includes webhook authentication to safeguard your workflows. Refer to your account's Connect settings to configure credentials or API tokens for webhook security.

Example use case

A customer makes a repeat purchase. You've built a Bloomreach scenario that identifies this action. The webhook initiator then triggers a Workflow in Alchemer Connect that sends a thank-you survey and alerts your support team—fully automated.

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

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