

Bloomreach Integration for Alchemer Survey

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

If you have purchased the Bloomreach Integration and are not seeing it in your account, [don't hesitate to reach out](#).

Alchemer's integration with **Bloomreach** allows you to seamlessly connect customer feedback with your marketing and commerce data. Whether you're creating new customer profiles, updating existing ones, or retrieving customer details to personalize a survey, the Bloomreach integration helps you keep your customer data fresh, accurate, and actionable.

With this integration, you can:

- Automatically create or update customer records in Bloomreach from survey responses
- Retrieve existing customer information in real time to personalize survey content or drive logic
- Enhance your customer data strategy by connecting behavioral feedback with your digital experience tools

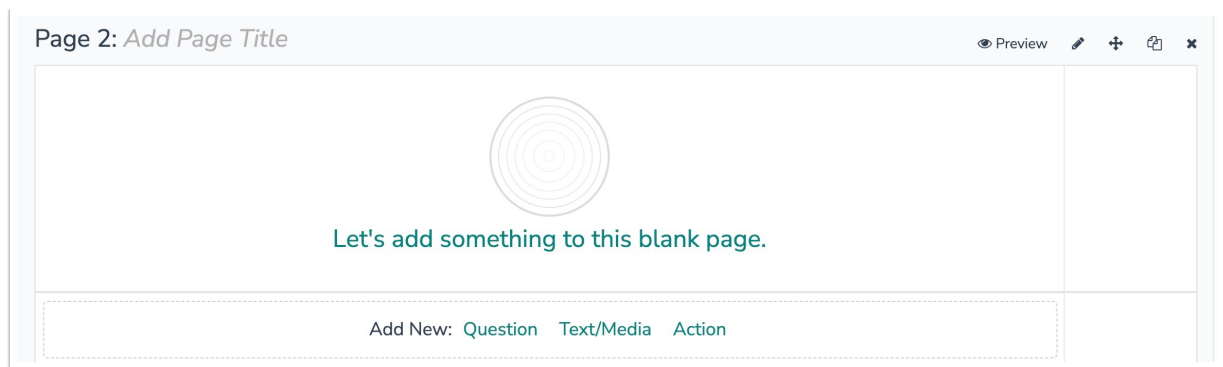
These capabilities are available as **survey-based actions**, making it easy to trigger data syncs as customers respond. From loyalty programs to on-site personalization, Alchemer and Bloomreach together help you build more meaningful, data-informed experiences.

Integration Setup

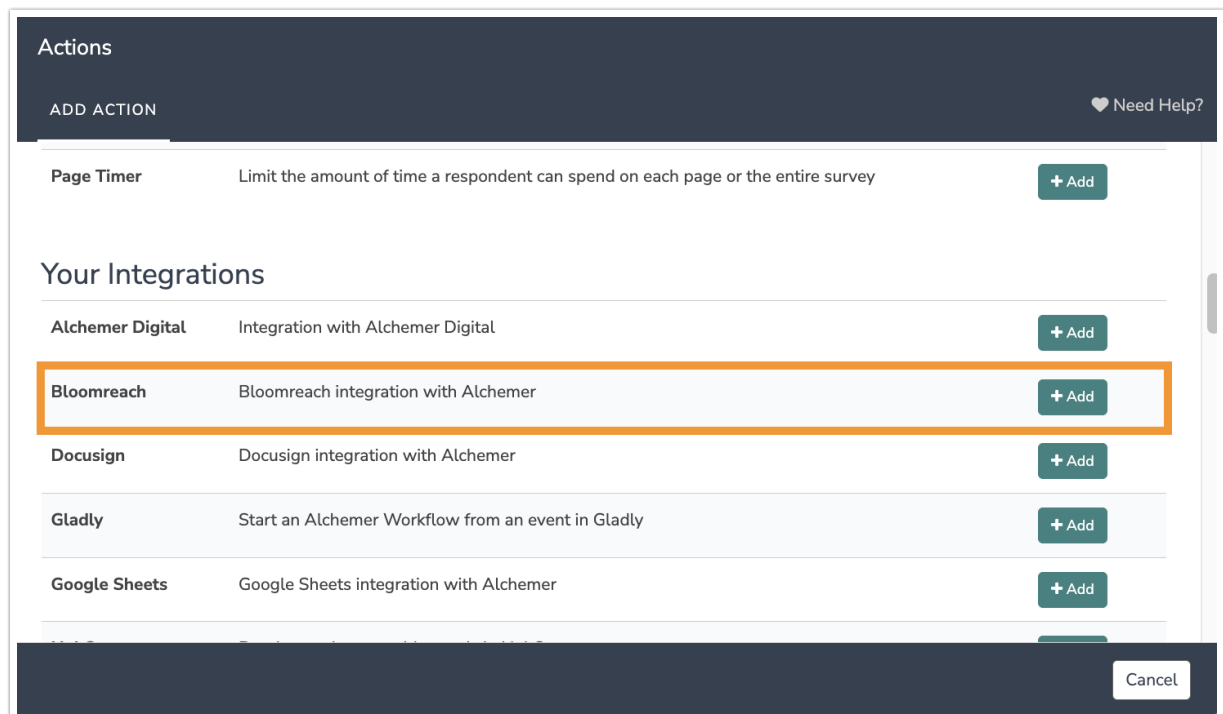
Adding an Integration Action

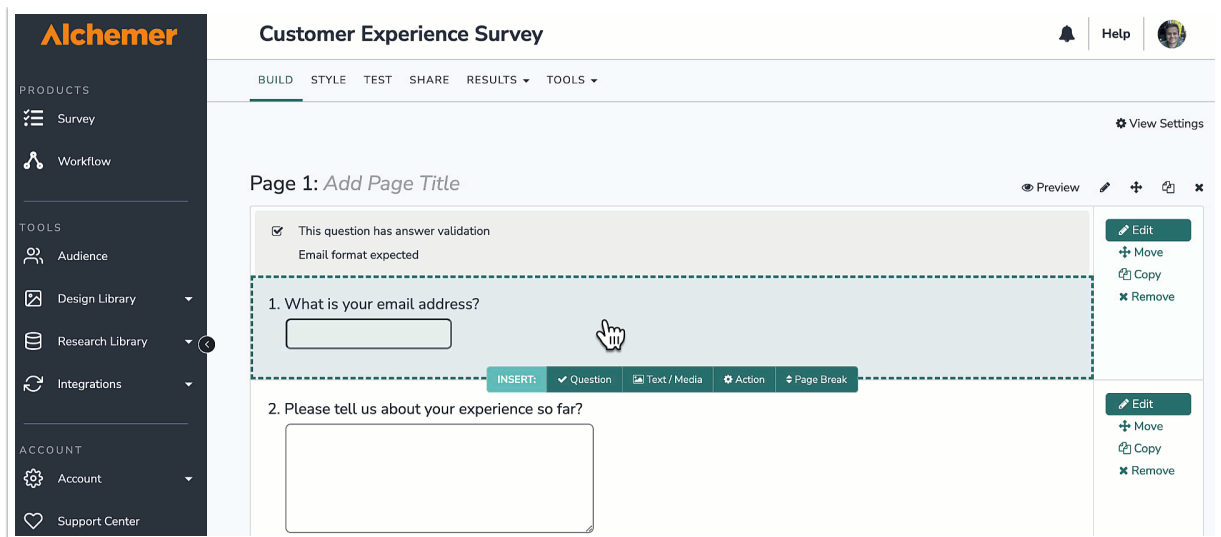
1. Select an existing survey or create a new survey. Then navigate to the Survey Builder.
2. Click "Add New: Action"

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.



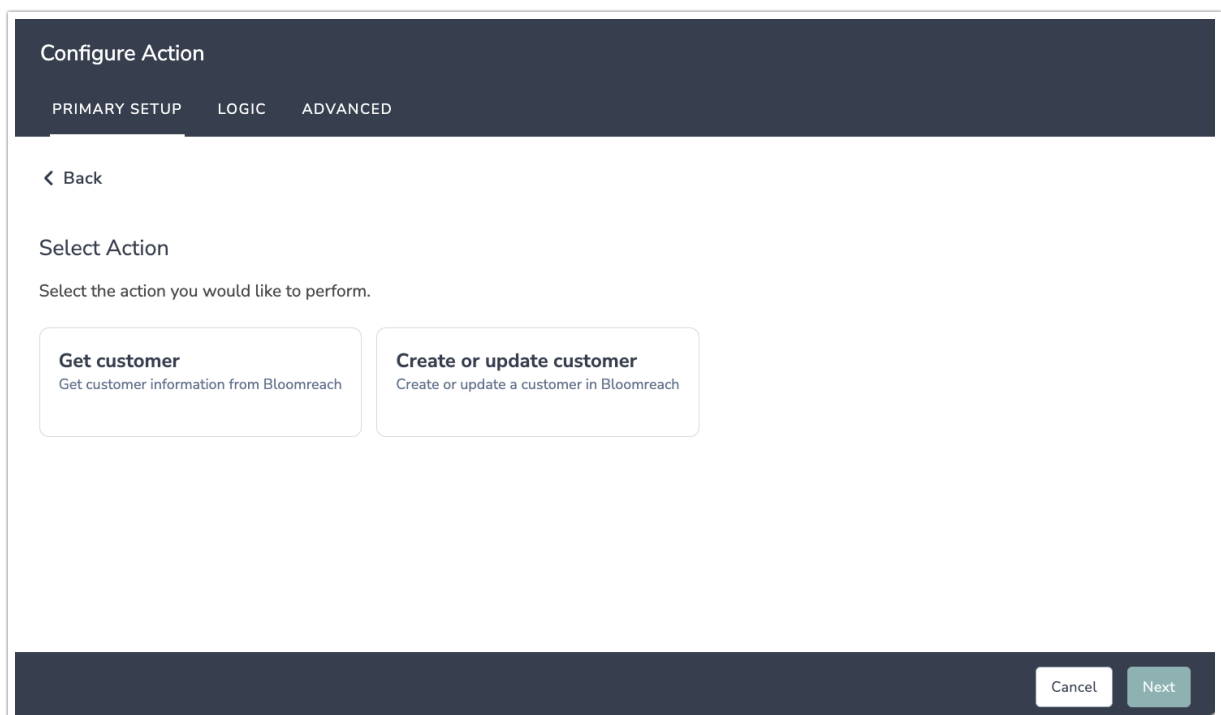


If you haven't purchased any additional integrations, you will see the below screen:

Integrations

Don't see what you're looking for? [Explore our integrations](#)

4. Select the action you would like to perform.



Bloomreach | Get customer

1. Select "Get customer"

Configure Action

PRIMARY SETUPLOGICADVANCED

[< Back](#)

Select Action

Select the action you would like to perform.

Get customer
Get customer information from Bloomreach

Create or update customer
Create or update a customer in Bloomreach

Cancel

Next

2. Get customer properties from Bloomreach.

You will need:

- To authenticate with Bloomreach
- Your Bloomreach API base URL
- Your project token
- A sample customer email address
- Fields in this survey used to find the customer
- Fields in this survey where you can save the customer properties

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Get customer

Get customer properties from Bloomreach

You will need:

- To authenticate with Bloomreach
- Your Bloomreach API base URL
- Your project token
- A sample customer email address
- Fields in this survey used to find the customer
- Fields in this survey where you can save the customer properties

Need help? [Learn more](#)

v250722

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3. Connect your Salesforce account.

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Authentication

Authenticate with Bloomreach

b

BloomReach connected

...

Enter your Bloomreach API base URL

Bloomreach Base URL*

Your Bloomreach API base URL can be found in the Engagement web app under Project settings > Access management > API e.g. <https://api.exponea.com>

PreviousNext

4. Enter your Bloomreach project token.

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Project token

Enter your Bloomreach project token

Bloomreach project token*

PreviousNext

5. Enter the email_id of the customer you want to use as the sample. The sample should have values for all of the fields that you want to use with this action.

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Sample customer

We will get a sample record to identify available fields. Enter the email_id of the customer you want to use as the sample. The sample should have values for all of the fields that you want to use with this action.

Bloomreach sample customer email_id*

test@example.com

The email_id is typically the same as the email address.

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6. Select the field in this survey that contains the value you want to use to find the specific customer in Bloomreach.

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Find customer

Select the field in this survey that contains the value you want to use to find the specific customer in Bloomreach

Use this Alchemer field value

to match this Bloomreach field

Question | 1. Input (id: 2)

Bloomreach | emailLid

Add a new mapping

PreviousNext

7. Select the fields you want to get back.

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Get data back

Select the fields you want to get back.

Use this Bloomreach field

To update this Alchemer survey field

Action | Metadata | message

Question | 1. Input (id: 2)

Add a new mapping

PreviousNext

8. Setup complete.

[illegible]

Bloomreach | Create or Update customer

1. Select "Create or Update customer".

Configure Action

PRIMARY SETUPLOGICADVANCED

< Back

Select Action

Select the action you would like to perform.

Get customer

Get customer information from Bloomreach

Create or update customer

Create or update a customer in Bloomreach

Cancel

Next

2. Create or update a customer in Bloomreach.

You will need:

- To authenticate with Bloomreach
- Your Bloomreach API base URL
- Your project token
- A sample customer email address
- Fields in this survey used to find the customer
- Fields in this survey used to create or update a customer

Configure Action

PRIMARY SETUP LOGIC ADVANCED

Bloomreach | Create or update customer

Create or update a customer in Bloomreach. If the email_id used is not unique this action will create a new customer record in Bloomreach.

You will need:

- To authenticate with Bloomreach
- Your Bloomreach API base URL
- Your project token
- A sample customer email address
- Fields in this survey used to find the customer
- Fields in this survey used to create or update a customer

Need help? [Learn more](#)

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3. Connect your Salesforce account.

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Authentication

Authenticate with Bloomreach

b

BloomReach connected

▼

...

Enter your Bloomreach API base URL

Bloomreach Base URL*

Your Bloomreach API base URL can be found in the Engagement web app under Project settings > Access management > API e.g. <https://api.exponea.com>

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4. Enter your Bloomreach project token.

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Project token

Enter your Bloomreach project token

Bloomreach project token*

PreviousNext

5. Enter the email_id of the customer you want to use as the sample. The sample should have values for all of the fields that you want to use with this action.

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Sample customer

We will get a sample record to identify available fields. Enter the email_id of the customer you want to use as the sample. The sample should have values for all of the fields that you want to use with this action.

Bloomreach sample customer email_id*

test@example.com

The email_id is typically the same as the email address.

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6. Select the field in this workflow that contains the value you want to use to find the specific customer in Bloomreach.

Edit Action

PRIMARY SETUPLOGICADVANCED

Bloomreach | Find customer

Select the field in this workflow that contains the value you want to use to find the specific customer in Bloomreach

Use this Alchemer field value

to match this Bloomreach field

Question | 1. Input (id: 2)

Bloomreach | emailLid

Add a new mapping

PreviousNext

7. Select the fields in this survey that contain the values you want to use to update the specific record in Bloomreach. If the email_id does not exist, this will create a new record.

8. Select the fields you want to get back. This is optional.

9. Setup complete.

Edit Action

PRIMARY SETUP

LOGIC

ADVANCED

Bloomreach | Setup complete

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

A status code is available in the action metadata:

200: Record was successfully updated.

202: Multiple records were found. Please update your query to select unique fields.

400: The external integration returned an error.



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[Save](#)

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