

Yext Integration for Alchemer Survey

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

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

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

- Pull a **review URL** from a Yext entity by providing its **Entity ID**.
- Use that review URL in Alchemer surveys, email campaigns, or workflows to direct customers to the correct review page.

What are some examples of the Alchemer Yext Integration in practice:

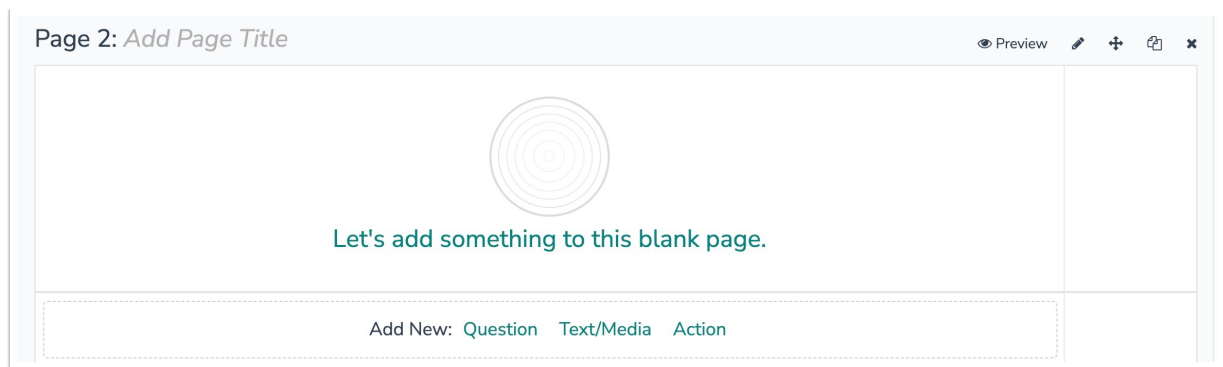
- Automatically return a Yext review link for a specific location based on its Entity ID.
- Insert the review URL into survey follow-ups to encourage customers to leave feedback.
- Streamline feedback collection by dynamically retrieving the correct review link instead of storing URLs manually.

Integration Setup

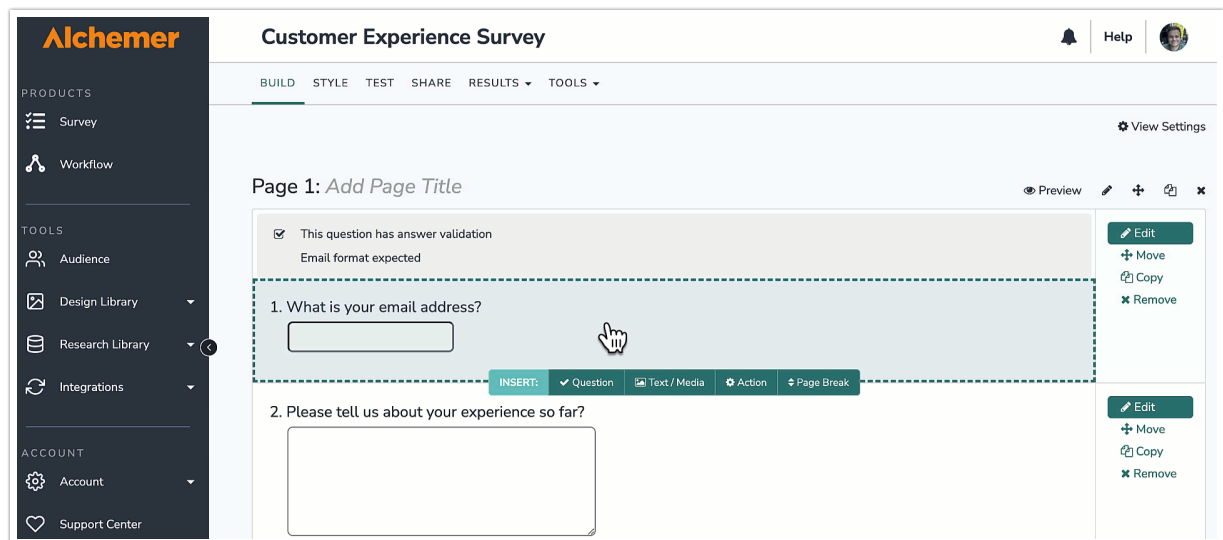
Adding an Integration Action

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

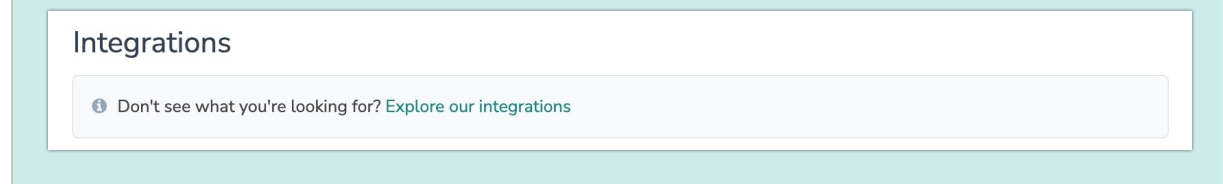
You cannot add this Integration Action to the first page of the survey.



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.

Configure Action

PRIMARY SETUPLOGICADVANCED

< Back

Select Action

Select the action you would like to perform.

Get review URL
Get a review URL from Yext

Cancel

Next

Configuration: Get review URL

What you'll need:

- Your Yext API Key
- Your Yext base URL
- Your Entity ID
- A field in this survey where you can save the review IRL

Edit Action

PRIMARY SETUPLOGICADVANCED

Yext | Get review URL

Retrieve a review URL from Yext

You will need:

Your Yext API Key

Your Yext base URL

Your Entity ID

A field in this survey where you can save the review URL

Need help? [Learn more](#)

v250730

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1. Select "Get review URL"

Configure Action

PRIMARY SETUPLOGICADVANCED

< Back

Select Action

Select the action you would like to perform.

Get review URL

Get a review URL from Yext

Cancel

Next

2. Yext | Authentication

Authenticate with Yext.

Edit Action

PRIMARY SETUPLOGICADVANCED

Yext | Authentication

Authenticate with Yext

Yext connected

PRODUCTIONUS:C719797:T1036009's Yext account

...

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3. Yext | Base URL

Please enter your Yext base URL. This may be different for your environment.

Edit Action

PRIMARY SETUPLOGICADVANCED

Yext | Base URL

Please enter your Yext base URL

Yext Base URL*

https://cdn.yextapis.com

For example, your url should be formatted like this:

<https://cdn.yextapis.com>

This may be different for your environment

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4. Yext | Entity ID

Select the field in this survey that contains the entity you would like to use to retrieve the review URL.

Edit Action

PRIMARY SETUPLOGICADVANCED

Yext | Entity ID

Select the field in this survey that contains the entity ID you would like to use to retrieve the review URL

Use this Alchemer field value

to match this Yext field

Question | 1. Input (id: 3)

Yext | Entity ID

Add a new mapping

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6. Yext | Get data back

Select the fields you want to get back.

Edit Action

PRIMARY SETUPLOGICADVANCED

Yext | Get data back

Select the fields you want to get back.

Use this Yext field

To update this Alchemer survey field

Yext | reviewGenerationUrl

Question | 2. Output (id: 4)

Add a new mapping

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7. Yext | Setup complete

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

Edit Action

PRIMARY SETUP

LOGIC

ADVANCED

Yext | 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: Review URL was successfully returned.

400: Failed to get review URL



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[Save](#)

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