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.

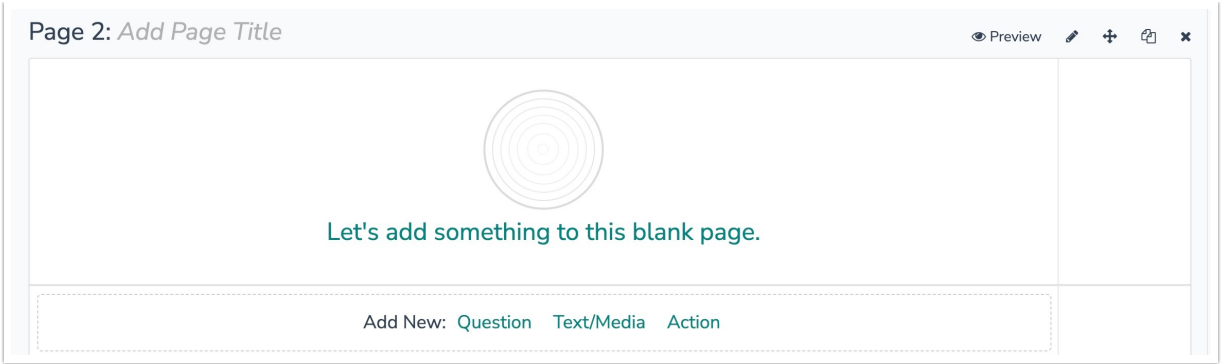
Integration Setup

Adding an Integration Action

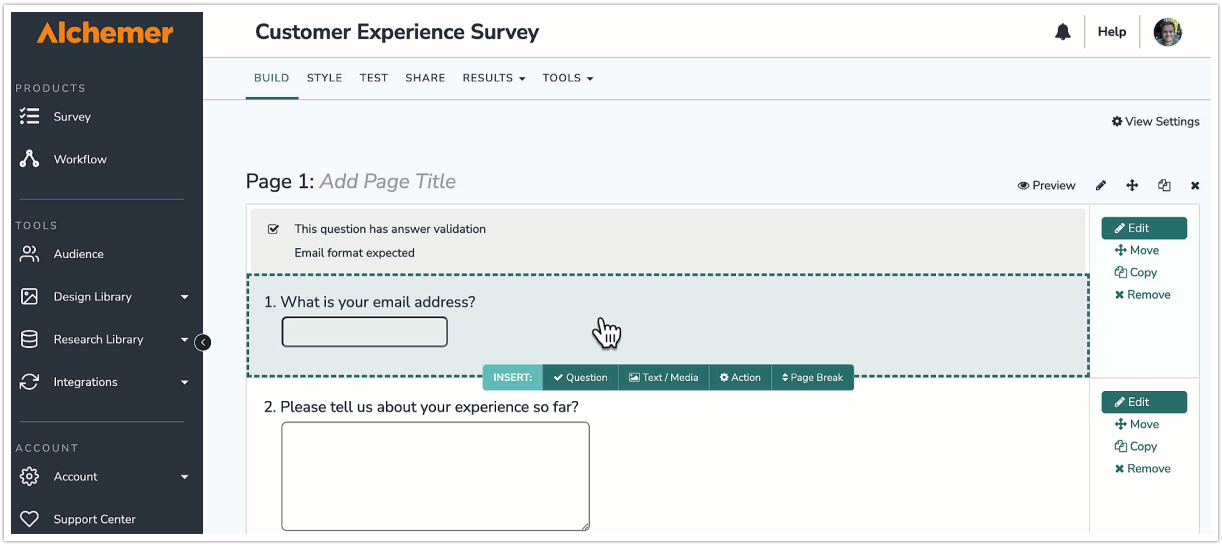
1. Select an existing survey or create a new survey. Then navigate to the Survey Builder.

2. Click "Add New: Action"

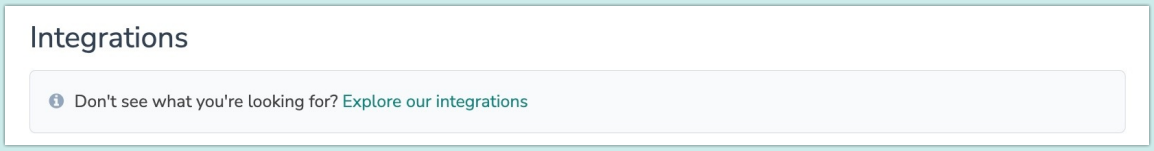
> You cannot add this Integration Action to the first page of the survey.



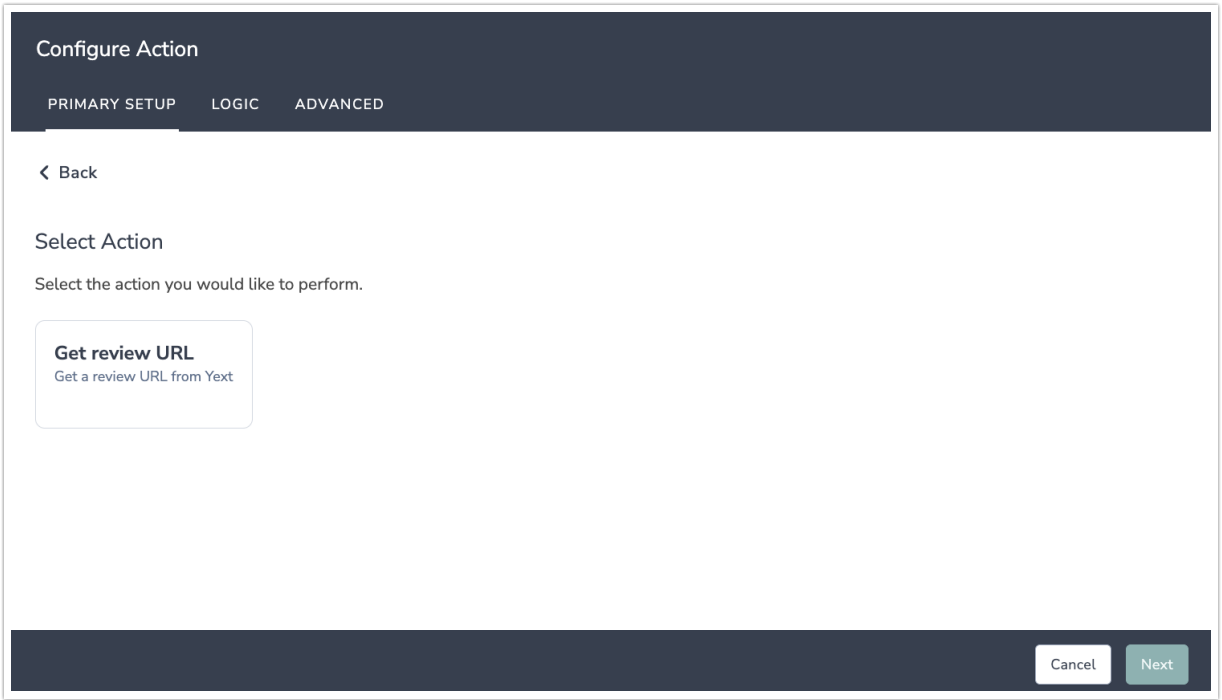
3. In the Add Action modal, scroll down to Integrations. Then click "Add" for one of your purchased integrations.



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



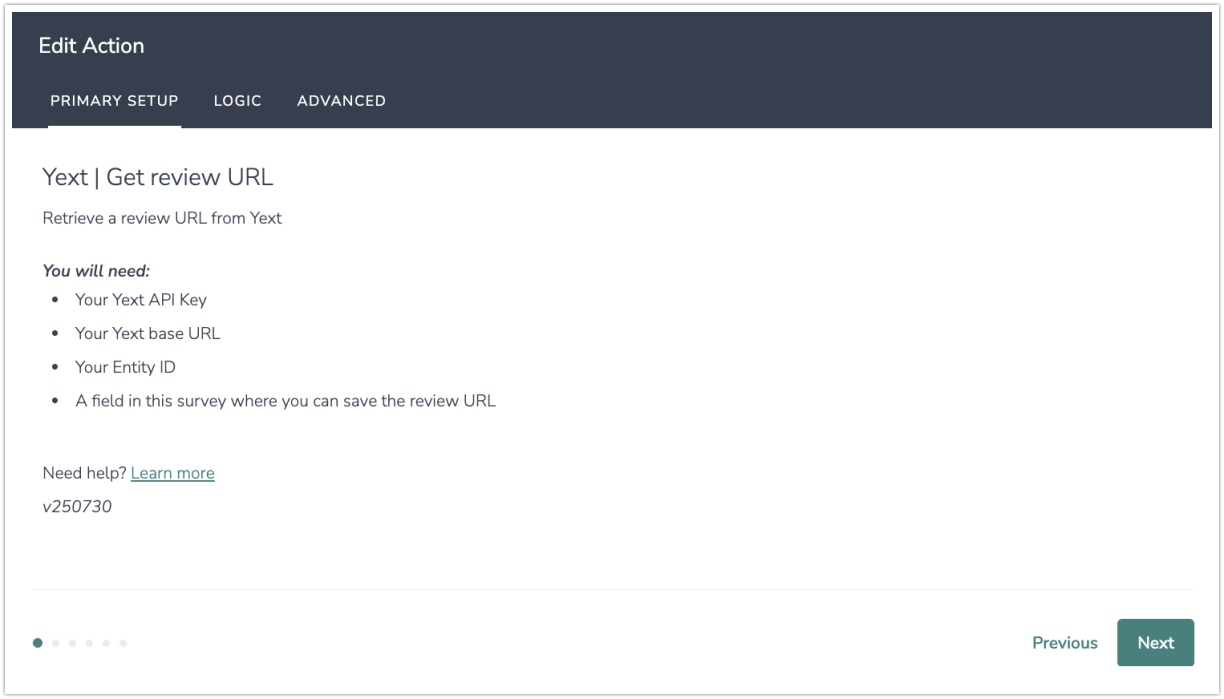
4. Select the action you would like to perform.



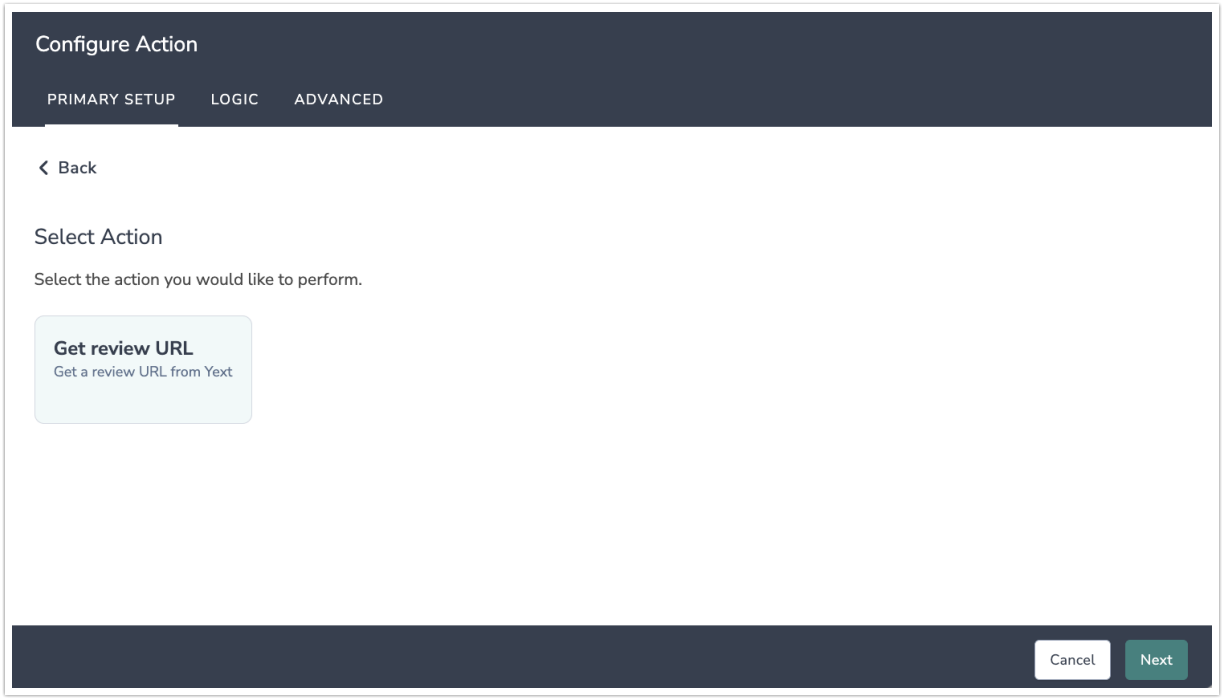
Configuration: Get review URL

What you'll need:

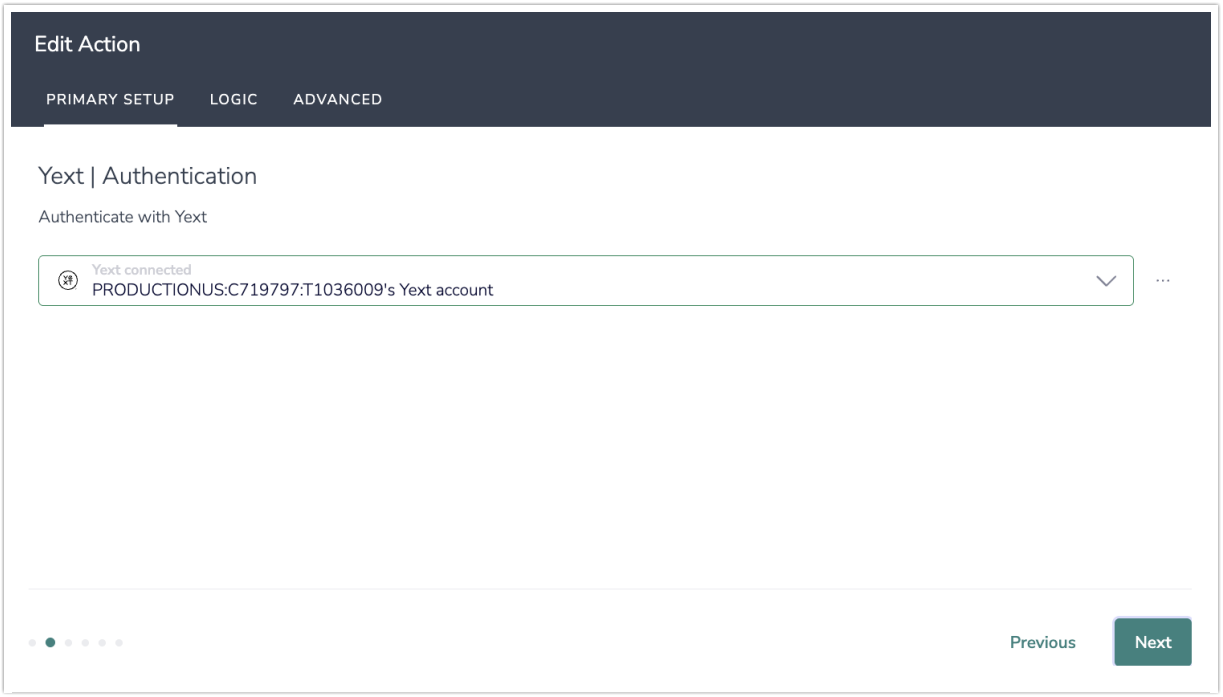
- Your Yext API Key
- Your Yext base URL
- Your Entity ID
- A field in this survey where you can save the review IRL



1. Select "Get review URL"

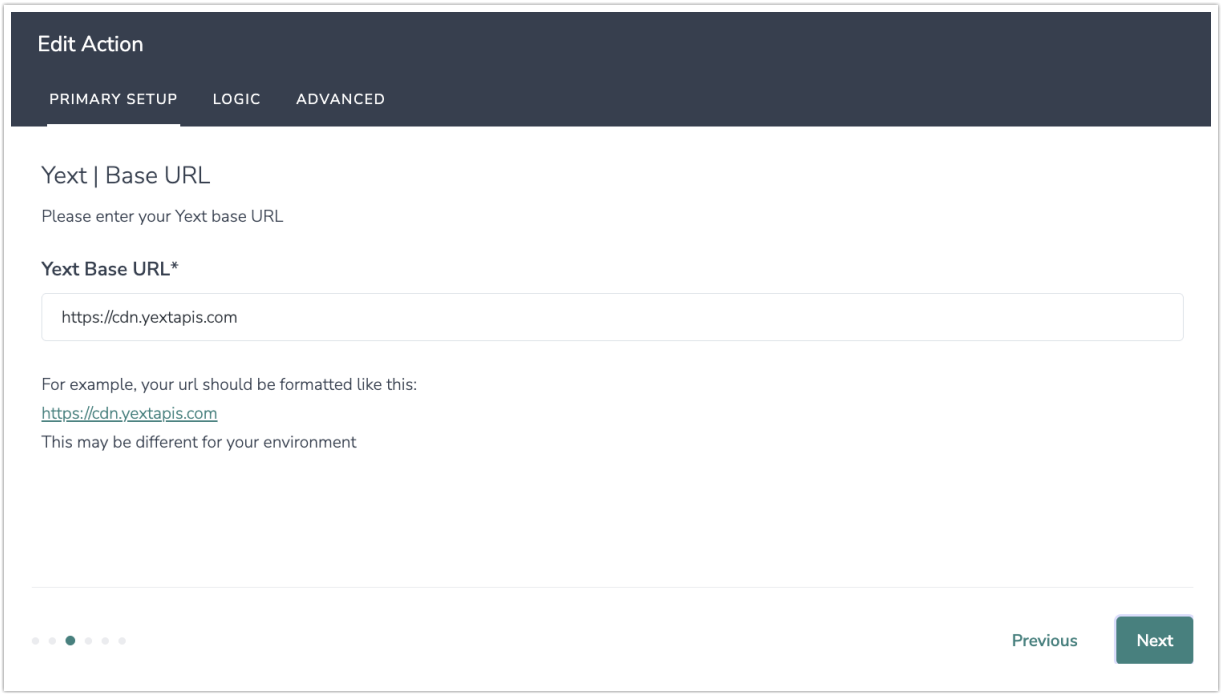


2. Yext | Authentication
Authenticate with Yext.



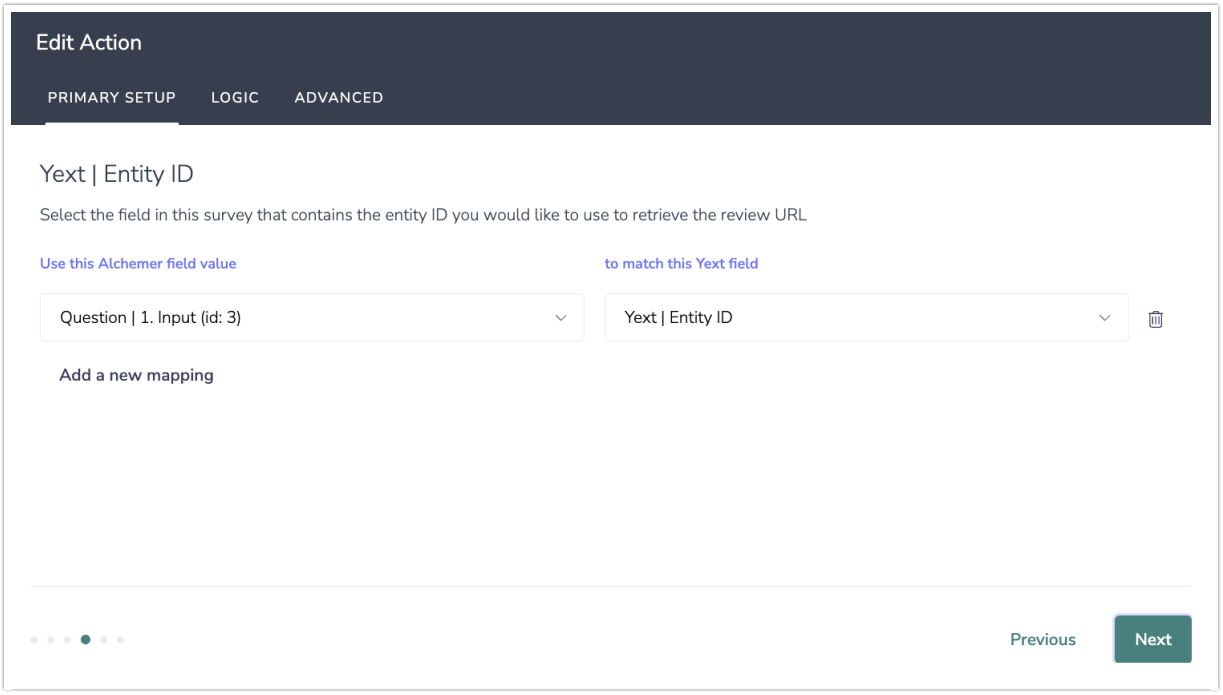
3. Yext | Base URL

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



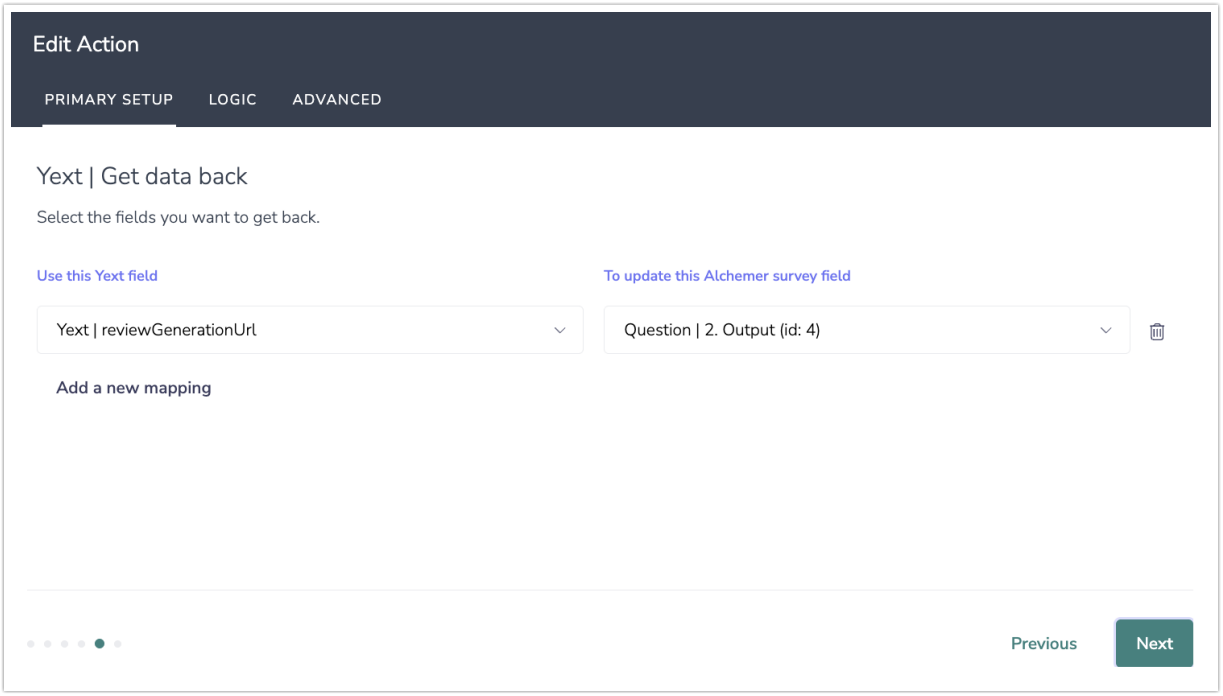
4. Yext | Entity ID

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



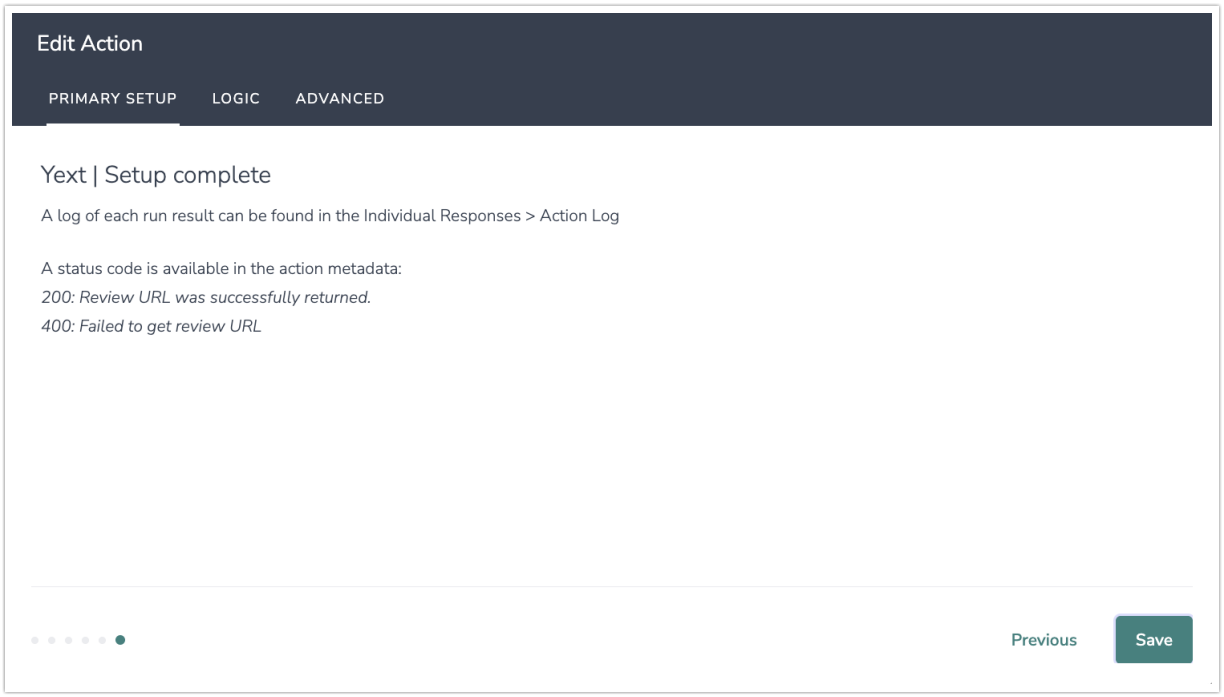
6. Yext | Get data back

Select the fields you want to get back.



7. Yext | Setup complete

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



Related Articles