Swoogo Integration for Alchemer Survey

Overview

Swoogo is an event management platform used by organizations to plan, manage, and execute events. It provides tools to manage event registrations, speakers, attendees, and contacts, helping teams coordinate every aspect of their events from planning through post-event follow-up.

The Alchemer integration with Swoogo supports automated event, speaker, registrant, and contact lookups. The Alchemer Swoogo integration allows Alchemer to use information from Swoogo to personalize surveys, enrich response data, and tailor the survey experience based on event-related details.

Common uses for the Alchemer Swoogo integration

- Personalize invites and surveys using event, speaker, or registrant details from Swoogo
- Use Swoogo information in survey logic and routing
- Pre-fill surveys with attendee or contact details
- Reduce manual data entry by pulling event details directly into surveys
- Collect feedback tied to specific events, sessions, or registrants

What can the Alchemer Swoogo integration do?

- Get event
- Get speaker
- Get registrant
- Get contact

Why use our Swoogo integrations?

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You will need

- Swoogo API credentials. More details in the authentication how-to guide.
- An Alchemer plan that includes integrations with the Integration Manager permission enabled.
  - Contact us if you are unsure if your plan includes integrations.

Setup Alchemer Swoogo integration in surveys

Swoogo | Get Event

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You will need:
- Swoogo API credentials
- A survey field containing a unique identifier or filter value for a Swoogo event

Configure the action

1. Open your survey in **Survey Builder**.

2. Select **Add New: Action**.

3. In the Add Action modal, scroll to the **Your Integrations** section.

4. Select **Swoogo**.

5. Select **Swoogo | Get Event**.

6. **Swoogo | Authentication:** Select an existing authentication or create a new one.

7. **Swoogo | Select Event:** Select the event from the dropdown that contains the data you want to look up.

8. **Swoogo | Get data back:** Select the Swoogo event fields you want returned (e.g., *name*, *start_date*, *end_date*, *location*). These values can personalize survey questions or drive logic.

9. Save the action.

Status codes
- 200: An event was successfully found
- 201: Query succeeded but no events were found
- 202: Multiple events were found (first returned is used)
- 400: Error returned by Swoogo API

Swoogo | Get Speaker

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You will need:
- Swoogo API credentials
- A survey field containing a unique identifier or filter value for a Swoogo speaker

Configure the action

1. Open your survey in **Survey Builder**.

2. Select **Add New: Action**.

3. In the Add Action modal, scroll to the **Your Integrations** section.

4. Select **Swoogo**.

5. Select **Swoogo | Get Speaker**.

6. **Swoogo | Authentication:** Select an existing authentication or create a new one.

7. **Swoogo | Select Event:** Select the event from the dropdown that contains the speaker you want to look up.

8. **Swoogo | Get Speaker:** Add filters using the Alchemer field that contains your lookup value to find the specific speaker record.

9. **Swoogo | Get data back:** Select the Swoogo speaker fields you want returned (e.g., *first_name*, *last_name*, *email*, *bio*, *session*). These values can personalize survey questions or drive logic.

10. Save the action.

Status codes
- 200: A speaker was successfully found
- 201: Query succeeded but no speakers were found
- 202: Multiple speakers were found (first returned is used)
- 400: Error returned by Swoogo API

Swoogo | Get Registrant

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You will need:
- Swoogo API credentials
- A survey field containing a unique identifier or filter value for a Swoogo registrant

Configure the action
1. Open your survey in **Survey Builder**.

2. Select **Add New: Action**.

3. In the Add Action modal, scroll to the **Your Integrations** section.

4. Select **Swoogo**.

5. Select **Swoogo | Get Registrant**.

6. **Swoogo | Authentication:** Select an existing authentication or create a new one.

7. **Swoogo | Select Event:** Select the event from the dropdown that contains the registrant you want to look up.

8. **Swoogo | Get Registrant:** Add filters using the Alchemer field that contains your lookup value to find the specific registrant record.

9. **Swoogo | Get data back:** Select the Swoogo registrant fields you want returned (e.g., *first_name*, *last_name*, *email*, *registration_status*). These values can personalize survey questions or drive logic.

10. Save the action.

Status codes
- 200: A registrant was successfully found
- 201: Query succeeded but no registrants were found
- 202: Multiple registrants were found (first returned is used)
- 400: Error returned by Swoogo API

Swoogo | Get Contact

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You will need:
- Swoogo API credentials
- A survey field containing a unique identifier or filter value for a Swoogo contact

Configure the action

1. Open your survey in **Survey Builder**.

2. Select **Add New: Action**.

3. In the Add Action modal, scroll to the **Your Integrations** section.

4. Select **Swoogo**.

5. Select **Swoogo | Get Contact**.

6. **Swoogo | Authentication:** Select an existing authentication or create a new one.

7. **Swoogo | Find Contact:** Add filters using the Alchemer field that contains your lookup value to find the specific contact record.

8. **Swoogo | Get data back:** Select the Swoogo contact fields you want returned (e.g., *first_name*, *last_name*, *email*, *company*). These values can personalize survey questions or drive logic.

9. Save the action.

Status codes
- 200: A contact was successfully found
- 201: Query succeeded but no contacts were found
- 202: Multiple contacts were found (first returned is used)

- 400: Error returned by Swoogo API

Testing and Troubleshooting

Testing and Validation

How to test
- Submit a survey response with data that triggers the integration action.
- Confirm the expected event, speaker, registrant, or contact data is retrieved from Swoogo.
- Use returned metadata message to validate successful behavior.

How to verify results
- Inspect the affected Swoogo record.
- Ensure all retrieved values match expectations.

Monitoring Integration Activity

Where to find logs
- Go to **Results → Individual Responses**.
- Select the response you want to inspect.
- Open the **Action Log** tab.

What logs display
- **Success or failure status**
- Timestamp
- Input and output values
- Returned status codes from Swoogo

Troubleshooting

Authentication issues
- Incorrect or expired API credentials
- Insufficient API permissions in Swoogo

Lookup failures
- Invalid identifier values
- No matching record found
- Filter values do not match any records in the selected event

Mapping errors
- Incorrect formatting (e.g., dates must match Swoogo's expected format)

FAQs

What permissions do I need?
Integration Manager in Alchemer and API access in Swoogo.

When does the integration run?

In real time when a survey response is submitted.

Can I use multiple Swoogo actions in one survey?

Yes. Actions can run independently or in sequence.

Why isn't my data updating?

Check the Action Log for lookup issues, mapping mismatches, or API errors.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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