

# Virtual Incentives Integration for Alchemer Workflow

## Overview

**Virtual Incentives** is a digital rewards platform used by organizations to deliver e-gift cards and virtual incentives globally. It provides secure, trackable, customizable reward experiences for recipients.

The Alchemer integration with **Virtual Incentives** supports sending rewards directly from workflows. The Alchemer Virtual Incentives integration allows Alchemer to use survey or workflow data—such as email, name, and reward preferences—to automatically send digital rewards via Virtual Incentives.

## Common uses for the Alchemer Virtual Incentives integration

- Send a reward automatically when a workflow is triggered (e.g., after survey completion or external event)
- Deliver incentives to qualified respondents based on workflow logic or branching
- Automate bulk or repeated reward distribution without manual processing
- Ensure secure, trackable delivery of virtual rewards through Virtual Incentives
- Store returned reward data from Virtual Incentives (such as order ID and order status) in workflow metadata

## What can the Alchemer Virtual Incentives integration do?

- [Send reward](#)

## You will need

- Virtual Incentives API username and API password
- An Alchemer plan that includes integrations and the Integration Manager permission enabled.
  - [Contact us](#) if you are unsure if your plan includes integrations.

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## Setup Alchemer Virtual Incentives integration in workflow

### [Virtual Incentives | Send reward](#)

Your browser does not support HTML5 video.

*Note: The gray box that appears in the video on the 'Select Program' page is to hide the program ID. This dropdown will show your personal Virtual Incentives program IDs.*

**You will need:**

- Virtual Incentives API username and password
- SKU (Virtual Incentives prepaid reward product code)
- Program funding account
- Fields containing:
  - Recipient first name
  - Recipient last name
  - Recipient email

**Configure the action**

1. Open your workflow in **Workflow builder**.
2. On the right side, drag and drop the **Virtual Incentives** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top right corner.
4. Select **Virtual Incentives | Send reward**.
5. **Virtual Incentives | Authentication:** Select an existing authentication or [create a new authentication](#).
6. **Virtual Incentives | Select program:** Select a Program ID from the dropdown.
7. **Virtual Incentives | Set reward amount and SKU:** Input the reward amount and your virtual prepaid product SKU.
8. **Virtual Incentives | Set reward recipient:** Map the fields that contain the recipient's first name, last name, and email where the reward should be sent. All three are required or the reward will not send.
9. **Virtual Incentives | Get data back:** Choose optional fields to return, such as order ID, order status, or metadata for debugging.
10. Save the action.

**Status codes**

- 200: A Virtual Incentives reward was successfully sent
- 400: The external integration returned an error

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## Testing and Troubleshooting

### Testing and Validation

### How to test

- Trigger the workflow and monitor individual runs in the Monitor tab.
  - Click on individual workflow runs to see metadata outputs.
- Confirm the reward appears in Virtual Incentives (reward log or program activity).
- Use metadata and Virtual Incentives output for verification and debugging.

### How to verify results

- Check the Program Activity or Reward History in Virtual Incentives.
  - Ensure the reward amount, SKU, and recipient information match expected values.
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## Monitoring Integration Activity

### Where to find logs

- Go to Results → Monitor
- Select the Virtual Incentives step you want to inspect.

### What logs display

- Input/Output, including API response data and error messages
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## Troubleshooting

### Authentication issues

- Incorrect or expired API username or password
- Account not enabled for API access in Virtual Incentives

### Lookup/validation failures

- Invalid SKU
- Amount outside program limits

### Mapping errors

- Missing required fields (email, name, amount, SKU, program ID)

### API errors

- Validation issues returned by Virtual Incentives
  - Program restrictions or inactive program
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## FAQs

### What permissions do I need?

Integration Manager in Alchemer and API credentials in Virtual Incentives.

### When does the integration run?

When the workflow triggers and reaches the Virtual Incentives step.

### Can I use multiple Virtual Incentives actions in one workflow?

Yes. Actions can work independently or together.

### Why isn't my reward sending?

Check the Action Log for authentication errors, invalid SKU/Program ID, or failed validations.

**What if I need additional functionality?**

Contact Alchemer Support for enhancement requests.

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