

# Brevo Integration for Alchemer Workflow

## Overview

**Brevo** (formerly Sendinblue) is an email and messaging platform for marketing and transactional communications. It supports email, SMS, and WhatsApp messaging for both marketing and operational use cases.

The Alchemer integration with Brevo supports automated email, SMS, and WhatsApp messaging from workflows. The Alchemer Brevo integration allows Alchemer to use workflow data to send transactional messages through Brevo, including plain emails, template-based emails, SMS messages, and WhatsApp messages.

## Common uses for the Alchemer Brevo integration

- Send confirmation or notification emails when a workflow is triggered
- Deliver template-based transactional emails with dynamic personalization
- Send SMS alerts or notifications using workflow field data
- Send WhatsApp messages or templated WhatsApp notifications to contacts
- Automate outbound messaging without manual intervention
- Keep contacts informed at key steps in an Alchemer workflow

## What can the Alchemer Brevo integration do?

- [Send email](#)
- [Send email template](#)
- [Send SMS](#)
- [Send WhatsApp message](#)
- [Send WhatsApp template](#)

## You will need

- A Brevo API key ([create a Brevo authentication](#))
- An Alchemer plan that includes integrations and the Integration Manager permission enabled.
  - [Contact us](#) if you are unsure if your plan includes integrations.

---

## Setup Alchemer Brevo integration in workflow

### [Brevo | Send Email](#)

Your browser does not support HTML5 video.

**You will need:**

- A Brevo API key
- Workflow fields containing the recipient email address, sender email address, and email content

**Configure the action**

1. Open your workflow in **Workflow builder**.
2. Drag and drop the **Brevo** connection where you want the action to trigger.
3. Click the pencil icon in the connection box.
4. **Brevo | Send email**: Select this action.
5. **Brevo | Authentication**: Select an existing authentication or [create a new one](#).
6. **Brevo | Send email**: Select the fields in this workflow that contain the values to send an email through Brevo.
7. **Brevo | Dynamic variables**: Optionally add dynamic variables if you are sending a message with dynamic content.
8. **Brevo | Setup complete**: Save the action.

**Status codes**

- 200: Successfully sent email
  - 400: The external integration returned an error
- 

## Brevo | Send Email Template

Your browser does not support HTML5 video.

**You will need:**

- A Brevo API key
- A published Brevo email template and its template ID
- Workflow fields containing the sender and recipient email addresses and any dynamic template variables

**Configure the action**

1. Open your workflow in **Workflow builder**.
2. Drag and drop the **Brevo** connection where you want the action to trigger.
3. Click the pencil icon in the connection box.
4. **Brevo | Send email template**: Select this action.

5. **Brevo | Authentication:** Select an existing authentication or [create a new one](#).
6. **Brevo | Send email:** Select the fields in this workflow that contain the values to send an email through Brevo. Required fields: `Recipient | Email`, `templateId`.
7. **Brevo | Dynamic variables:** Optionally add dynamic variables if your template uses dynamic content.
8. **Brevo | Setup complete:** Save the action.

#### Status codes

- 200: Successfully sent email
  - 400: The external integration returned an error
- 

## Brevo | Send SMS

Your browser does not support HTML5 video.

#### You will need:

- A Brevo API key with SMS sending enabled
- Workflow fields containing the recipient phone number and message content
- Recipient phone numbers in E.164 format (e.g., `+14155552671` )

#### Configure the action

1. Open your workflow in **Workflow builder**.
2. Drag and drop the **Brevo** connection where you want the action to trigger.
3. Click the pencil icon in the connection box.
4. **Brevo | Send SMS:** Select this action.
5. **Brevo | Authentication:** Select an existing authentication or [create a new one](#).
6. **Brevo | Send SMS:** Select the fields in this workflow that contain the values to send an SMS message through Brevo. Required fields: `sender` (sender name), `recipient` (number with country code), `content`.
7. **Brevo | Setup complete:** Save the action.

#### Status codes

- 200: Successfully sent SMS message
  - 400: The external integration returned an error
- 

## Brevo | Send WhatsApp Message

- Your browser does not support HTML5 video.

**You will need:**

- A Brevo API key with WhatsApp messaging enabled
- A WhatsApp sender number registered in your Brevo account
- Workflow fields containing the recipient and sender phone numbers and message text

**Configure the action**

1. Open your workflow in **Workflow builder**.
2. Drag and drop the **Brevo** connection where you want the action to trigger.
3. Click the pencil icon in the connection box.
4. **Brevo | Send WhatsApp message**: Select this action.
5. **Brevo | Authentication**: Select an existing authentication or [create a new one](#).
6. **Brevo | Send WhatsApp message**: Select the fields in this workflow that contain the values to send a WhatsApp message through Brevo. Required fields: `contactNumber`, `senderNumber`, `text`.
7. **Brevo | Setup complete**: Save the action.

**Status codes**

- 200: Successfully sent WhatsApp message
  - 400: The external integration returned an error
- 

## Brevo | Send WhatsApp Template

- Your browser does not support HTML5 video.

**You will need:**

- A Brevo API key with WhatsApp messaging enabled
- An approved WhatsApp template in your Brevo account and its template ID
- A WhatsApp sender number registered in your Brevo account
- Workflow fields containing the recipient and sender phone numbers and the template ID

**Configure the action**

1. Open your workflow in **Workflow builder**.
2. Drag and drop the **Brevo** connection where you want the action to trigger.
3. Click the pencil icon in the connection box.
4. **Brevo | Send WhatsApp template**: Select this action.
5. **Brevo | Authentication**: Select an existing authentication or [create a new one](#).

6. **Brevo | Send WhatsApp template:** Select the fields in this workflow that contain the values to send a WhatsApp message template through Brevo. Required fields:

`contactNumber` , `senderNumber` , `templateId` .

7. **Brevo | Setup complete:** Save the action.

#### Status codes

- 200: Successfully sent WhatsApp message
- 400: The external integration returned an error

---

## Testing and Troubleshooting

### Testing and Validation

#### How to test

- Trigger the workflow and monitor individual runs in the **Monitor** tab.
  - Click into individual workflow runs to see input/output metadata.
- Confirm the expected message (email, SMS, or WhatsApp) is received in the target inbox or on the target device.
- Use metadata values returned to verify success or help debug issues.

#### How to verify results

- Check the recipient inbox or device for the expected message.
- Review the Brevo dashboard for send activity and delivery status.
- Ensure all mapped values match workflow expectations.

---

### Monitoring Integration Activity

#### Where to find logs

- Go to **Results** → **Monitor**.
- Select the integration step you want to inspect.

#### What logs display

- Input/Output

---

### Troubleshooting

#### Authentication issues

- Invalid or expired Brevo API key
- API key does not have permission for the selected channel (email, SMS, or WhatsApp)

#### Delivery failures

- Invalid or unverified sender email address (email actions)
- Phone number not in E.164 format (SMS and WhatsApp actions)
- WhatsApp sender number not registered or approved in Brevo

- WhatsApp template not approved by Meta

### **Mapping errors**

- Required fields left unmapped
  - Template ID does not match an existing published template
- 

## FAQs

### **What permissions do I need?**

Integration Manager in Alchemer and a valid Brevo API key with access to the channels you want to use (email, SMS, or WhatsApp).

### **When does the integration run?**

When the workflow triggers and reaches the Brevo integration step.

### **Can I use multiple Brevo actions in one workflow?**

Yes. Actions can run independently or in sequence.

### **Why isn't my message sending?**

Check the Monitor logs for mapping issues, authentication problems, or API errors. For SMS and WhatsApp, verify phone number format and channel access in your Brevo account.

### **Do WhatsApp templates need to be approved?**

Yes. WhatsApp message templates must be approved by Meta before they can be sent.

Create and submit templates in your Brevo account dashboard.

### **What if I need additional functionality?**

Contact Alchemer Support for enhancement requests.

Related Articles