

Emma Integration with Alchemer Survey

Overview

Emma is an email marketing platform used by organizations to create, send, and manage email campaigns and subscriber lists.

The Alchemer integration with Emma supports automated mailing list management. The Alchemer Emma integration allows Alchemer to add members to an Emma mailing list directly from survey response data, enabling automated subscriber management without manual data entry.

Common uses for the Alchemer Emma integration

- Automatically add survey respondents to an Emma mailing list
- Map survey response data directly to Emma member fields
- Reduce manual list management and data entry
- Keep Emma mailing lists synchronized with survey submissions

What can the Alchemer Emma integration do?

- [Add member](#)

You will need

- Emma API credentials (Account ID, Public Key, and Private Key). [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 Emma integration in surveys

Emma | Add member

You will need:

- Emma API credentials (Account ID, Public Key, and Private Key)
- Survey fields containing the values you want to map to Emma member fields

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 Emma.
5. Select Emma | **Add member**.
6. Emma | **Authentication**: Select an existing authentication or [create a new one](#).
7. Emma | **Add member — Field mapping**: Select the Alchemer survey fields you want to use and map each one to the corresponding Emma field. Use the **Use this Alchemer field value / to match this Emma field** mapper to add each mapping. Select **Add a new mapping** to map additional fields.
8. Emma | **Add member — Data prep options**: Select how input data should be prepared before being sent to Emma. Defaults to **Strip HTML tags from inputs**.
9. Emma | **Get data back**: Select the Emma fields you want returned to the survey after the member is added. Map each using the **Use this field / To update this Alchemer survey field** mapper.
10. Save the action.

Status codes

- 200: Successfully added member
 - 400: The external integration returned an error
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Testing and Troubleshooting

Testing and Validation

How to test

- Submit a survey response with data that triggers the integration action.
- Confirm the expected member was added to the Emma mailing list.
- Use returned metadata to validate successful behavior.

How to verify results

- Inspect the affected mailing list in Emma.
 - Ensure the member was added and all mapped field values match expectations.
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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 Emma
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Troubleshooting

Authentication issues

- Incorrect or expired Account ID, Public Key, or Private Key
- Insufficient API permissions in Emma

Mapping errors

- Required Emma fields not mapped (e.g. email address)
- Incorrect field types or formatting

API errors

- Member already exists in the mailing list
 - Invalid or malformed field values
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FAQs

What permissions do I need?

Integration Manager in Alchemer and API access in Emma.

When does the integration run?

In real time when a survey response is submitted.

Can I use multiple Emma actions in one survey?

Yes. Actions can run independently or in sequence.

Why isn't my member being added?

Check the Action Log for mapping issues, authentication errors, or API errors returned from Emma.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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