

# Emma Integration with Alchemer Workflow

## 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 workflow data, enabling automated subscriber management without manual data entry.

## Common uses for the Alchemer Emma integration

- Automatically add contacts to an Emma mailing list based on workflow events
- Map workflow field data directly to Emma member fields
- Reduce manual list management and data entry
- Keep Emma mailing lists synchronized with workflow-driven data

## 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 and the Integration Manager permission enabled.
  - [Contact us](#) if you are unsure if your plan includes integrations.

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## Setup Alchemer Emma integration in workflow

### Emma | Add member

#### You will need:

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

#### Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Emma** connection where you want the action to trigger.

3. In the connection box, click the pencil icon in the top right corner.
4. Select **Emma | Add member**.
5. **Emma | Authentication**: Select an existing authentication or [create a new one](#).
6. **Emma | Add member — Field mapping**: Select the Alchemer workflow 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.
7. **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**.
8. **Emma | Get data back**: Select the Emma fields you want returned to the workflow after the member is added. Map each using the **Use this field / To update this Alchemer survey field** mapper.
9. 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

- Trigger the workflow and monitor individual runs in the **Monitor** tab.
  - Click on individual workflow runs to see metadata outputs.
- Confirm the expected member was added to the Emma mailing list.
- Use metadata for verification and debugging.

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

#### What logs display

- Input/Output
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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?

When the workflow triggers and reaches the Emma integration step.

### Can I use multiple Emma actions in one workflow?

Yes. Actions can run independently or in sequence.

### Why isn't my member being added?

Check the Monitor tab for mapping issues, authentication errors, or API errors returned from Emma.

### What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

Related Articles

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