Alchemer Survey integration in Workflows

Overview

Alchemer Survey is a survey and data collection platform used by organizations to gather feedback, conduct research, and collect structured data at scale.

The Alchemer integration with Alchemer Survey supports contact list management via the Alchemer API. The Alchemer Survey integration allows Alchemer to look up, create, update, upsert, and delete contacts in Alchemer contact lists. It can also suppress contacts, unsubscribe contacts, and check a contact's status. This lets workflows personalize steps with existing contact data, keep contact records in sync with workflow data, and respect contact communication preferences. The integration also supports location management in Alchemer Reputation and Listings, allowing workflows to get, create, update, and deactivate locations so your business listings stay accurate and up to date.

Common uses for the Alchemer Survey integration

- Personalize emails and workflow steps using existing contact list data
- Use contact fields in workflow logic and routing
- Automatically create new contacts in Alchemer from workflow data
- Update or upsert contact records with data collected in workflows
- Reduce manual data entry and keep contact lists current
- Temporarily suppress contacts from receiving survey invitations and messages
- Unsubscribe contacts who opt out in another system
- Check a contact's status before sending an invitation or message
- Create new Reputation and Listings locations from workflow data
- Keep location details, such as hours, phone numbers, and websites, up to date in Reputation and Listings
- Look up location data to use in workflow logic, routing, or emails
- Deactivate locations that have closed or are no longer in use

What can the Alchemer Survey integration do?

- Get contact
- Update contact
- Create contact
- Upsert contact
- Delete contact
- Suppress contact
- Contact status

- Unsubscribe contact
- Get a location
- Update a location
- Create a location
- Deactivate a location

You will need

- Alchemer API key and secret. More details in the authentication how-to guide.
- For the Reputation and Listings location actions: your Alchemer Reputation and Listings username and password. These are used to authenticate the connection.
- 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 Survey integration in workflow

Alchemer Survey | Get Contact

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You will need:

- Alchemer API credentials. More details in the authentication how-to guide.
- A workflow field containing a unique identifier for the contact you want to look up

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Get Contact**.
5. **Alchemer Survey | Authentication:** Select an existing authentication or create a new one, this authentication uses your Alchemer API Key. Select the datacenter for your Alchemer account.
6. **Alchemer Survey | Select contact list:** Select the contact list that you would like to use for the contact lookup.
7. **Alchemer Survey | Find Contact:** Select the Alchemer field containing the lookup value (e.g. email address or contact ID).
8. **Alchemer Survey | Get data back:** Select the contact fields you want returned (e.g. *first name*,

last name, *email*, custom fields). These values can be used to personalize workflow steps or drive logic.

9. Save the action.

Status codes

- 200: Successfully returned contact
- 201: Query ran successfully, but no contacts were found
- 202: Multiple contacts were found. The first contact was returned
- 400: The external integration returned an error

Alchemer Survey | Update Contact

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You will need:

- Alchemer API credentials. More details in the authentication how-to guide.
- A workflow field containing a unique identifier for the contact you want to update

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Update Contact**.
5. **Alchemer Survey | Authentication:** Select an existing authentication or create a new one, this authentication uses your Alchemer API Key. Select the datacenter for your Alchemer account.
6. **Alchemer Survey | Select contact list:** Select the contact list that you would like to use for the contact lookup.
7. **Alchemer Survey | Find Contact:** Select the Alchemer field containing the unique contact identifier.
8. **Alchemer Survey | Update Contact:** Map Alchemer workflow fields to the contact fields you want to update.
9. **Alchemer Survey | Get data back:** Select metadata fields (e.g. *message*, *status code*). These can be used to help debug your action setup.
10. Save the action.

Status codes

- 200: Successfully updated contact
- 201: Query ran successfully, but no contacts were found
- 202: Multiple contacts were found. No contacts were updated
- 400: The external integration returned an error

Alchemer Survey | Create Contact

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You will need:

- Alchemer API credentials. More details in the authentication how-to guide.
- Workflow fields containing the contact data you want to write (e.g. email address, first name, last name)

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Create Contact**.
5. **Alchemer Survey | Authentication:** Select an existing authentication or create a new one, this authentication uses your Alchemer API Key. Select the datacenter for your Alchemer account.
6. **Alchemer Survey | Select contact list:** Select the contact list that you would like to use for the contact lookup.
7. **Alchemer Survey | Create Contact:** Map workflow fields to the contact fields you want to populate.
8. **Alchemer Survey | Get data back:** Select metadata fields (e.g. *message*, *status code*) to return. These help with debugging your integration.
9. Save the action.

Status codes

- 200: Successfully created contact
- 400: The external integration returned an error

Alchemer Survey | Upsert Contact

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You will need:

- Alchemer API credentials. More details in the authentication how-to guide.
- Workflow fields containing a unique identifier for the contact and any fields you want to write

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Upsert Contact**.
5. **Alchemer Survey | Authentication:** Select an existing authentication or create a new one, this authentication uses your Alchemer API Key. Select the datacenter for your Alchemer account.
6. **Alchemer Survey | Select contact list:** Select the contact list that you would like to use for the contact lookup.
7. **Alchemer Survey | Find Contact:** Select the Alchemer field containing the lookup value used to determine whether the contact already exists.
8. **Alchemer Survey | Upsert Contact:** Map workflow fields to the contact fields you want to create or update.
9. **Alchemer Survey | Get data back:** Select metadata fields (e.g. *message*, *status code*). These can be used to help debug your action setup.
10. Save the action.

Status codes

- 200: Successfully created/updated contact
- 202: Multiple contacts were found. Please update your query to select unique fields.
- 400: The external integration returned an error

Alchemer Survey | Delete Contact

You will need:

- Alchemer API credentials. More details in the authentication how-to guide.
- A workflow field containing the ID of the contact you want to delete

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Delete Contact**.
5. **Alchemer Survey | Authentication:** Select an existing authentication or create a new one, this authentication uses your Alchemer API Key. Select the datacenter for your Alchemer account.
6. **Alchemer Survey | Select contact list:** Select the contact list that contains the contact you want to delete.
7. **Alchemer Survey | Delete Contact:** Select the Alchemer field containing the ID of the contact you want to delete from the contact list.
8. Save the action.

Status codes

- 200: Successfully deleted contact
- 201: Query ran successfully, but no contacts were found
- 400: The external integration returned an error

Alchemer Survey | Suppress Contact

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You will need:

- A workflow field containing the contact's email address
- A value for how long to suppress the contact

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Suppress Contact**.
5. **Alchemer Survey | Suppression Information:** Select the fields in this workflow that contain the contact's email address and how long to suppress the contact.

6. Save the action.

Status codes

- 200: Successfully suppressed contact
- 400: The external integration returned an error

Alchemer Survey | Contact Status

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You will need:

- A workflow field containing the contact's email address

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Contact Status**.
5. **Alchemer Survey | Contact email:** Select the field in this workflow that contains the contact's email address.
6. Save the action.

Status codes

- 200: Successfully retrieved contact status
- 400: The external integration returned an error

Alchemer Survey | Unsubscribe Contact

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You will need:

- A workflow field containing the contact's email address

Configure the action

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

3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Unsubscribe Contact**.
5. **Alchemer Survey | Contact email:** Select the field in this workflow that contains the contact's email address.
6. Save the action.

Status codes

- 200: Successfully unsubscribed contact
- 400: The external integration returned an error

Alchemer Survey | Get a Location

You will need:

- Reputation and Listings username and password
- A workflow field used to identify the location

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Get a Location**.
5. **Alchemer | Authentication:** Select an existing authentication or create a new one using your Reputation and Listings username and password.
6. **Alchemer | Describe your location data:** Optional. Enter the most of each item any one location has (for example, time blocks per day for regular hours, alternate phone numbers, special hour periods, location images, or Google categories). This prepares the next step with the right number of fields to map.
7. **Alchemer | Find location:** Select the field in this workflow that contains the value you want to use to find your Reputation and Listings location, and the Reputation and Listings field to match it to. Select only one.
8. **Alchemer | Get data back:** Select the Reputation and Listings fields you want to return to this workflow, then click **Confirm selection**.
9. Save the action.

Status codes

- 200: Successfully retrieved location
- 400: The external integration returned an error

Alchemer Survey | Update a Location

You will need:

- Reputation and Listings username and password
- A workflow field used to identify the location
- Workflow fields containing the values you want to update

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Update a Location**.
5. **Alchemer | Authentication:** Select an existing authentication or create a new one using your Reputation and Listings username and password.
6. **Alchemer | Describe your location data:** Optional. Enter the most of each item any one location has (for example, time blocks per day for regular hours, alternate phone numbers, special hour periods, location images, or Google categories). This prepares the next step with the right number of fields to map.
7. **Alchemer | Find location:** Select the field in this workflow that contains the value you want to use to find your Reputation and Listings location, and the Reputation and Listings field to match it to. Select only one.
8. **Alchemer | Update a location:** Select the fields in this workflow that contain the values you want to use to update your Reputation and Listings location, and map each one to a Reputation and Listings field.
9. Save the action.

Status codes

- 200: Successfully updated location
- 400: The external integration returned an error

Alchemer Survey | Create a Location

You will need:

- Reputation and Listings username and password
- Workflow fields containing the values for the new location

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Alchemer Survey** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Create a Location** .
5. **Alchemer | Authentication:** Select an existing authentication or create a new one using your Reputation and Listings username and password.
6. **Alchemer | Describe your location data:** Optional. Enter the most of each item any one location has (for example, time blocks per day for regular hours, alternate phone numbers, special hour periods, location images, or Google categories). This prepares the next step with the right number of fields to map.
7. **Alchemer | Create a location:** Select the fields in this workflow that contain the values you want to use to create your Reputation and Listings location, and map each one to a Reputation and Listings field.
8. Save the action.

Status codes

- 200: Successfully created location
- 400: The external integration returned an error

Alchemer Survey | Deactivate a Location

You will need:

- Reputation and Listings username and password
- A workflow field used to identify the location you want to deactivate

Configure the action

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

3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Alchemer Survey | Deactivate a Location**.
5. **Alchemer | Authentication:** Select an existing authentication or create a new one using your Reputation and Listings username and password.
6. **Alchemer | Deactivate a location:** Select the field in this workflow that contains the value you want to use to deactivate a location in Reputation and Listings, and the Reputation and Listings field to match it to. Select only one.
7. Save the action.

Status codes

- 200: Successfully deactivated location
- 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 on individual workflow runs to see input/output metadata.
- Confirm the expected contact activity in Alchemer (created, updated, retrieved, deleted, suppressed, or unsubscribed).
- Use returned metadata to validate successful behavior.

How to verify results

- Inspect the affected contact record in your Alchemer contact list.
- Ensure all retrieved or updated values match expectations.
- For suppress and unsubscribe actions, use the Contact status action or check the contact in Alchemer to confirm the change.

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

- Incorrect or expired API key or secret
- Wrong data center selected during authentication

Lookup failures

- Invalid or missing contact identifier
- No matching contact found in the contact list
- No contact found for the email address provided

Mapping errors

- Unsupported or invalid field values
- Incorrect formatting (e.g. email address format)
- Missing or invalid suppression length for the Suppress contact action

API errors

- Validation failures from the Alchemer API
- Rate limit or endpoint restrictions

FAQs

What permissions do I need?

Integration Manager in Alchemer and a valid Alchemer API key with access to contact list data.

When does the integration run?

When the workflow triggers and reaches the integration step.

Can I use multiple Alchemer Survey actions in one workflow?

Yes. Actions can work independently or together.

What is the difference between suppressing and unsubscribing a contact?

Suppressing a contact stops them from receiving messages for the length of time you set.

Unsubscribing a contact opts them out of future messages.

Why isn't my data updating?

Check the Monitor logs for lookup issues, mapping problems, or API errors.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

Related Articles