

Klaviyo Integration for Alchemer Workflow

Overview

Klaviyo is a marketing automation platform used by organizations to manage customer profiles and send email marketing. It tracks each profile's marketing consent so brands only message people who have opted in.

The Alchemer integration with Klaviyo supports updating a profile's email marketing consent from workflow data. The Alchemer Klaviyo integration lets you subscribe or unsubscribe Klaviyo profiles, optionally against a specific Klaviyo list, as part of an automated Alchemer workflow.

Common uses for the Alchemer Klaviyo integration

- Subscribe contacts to email marketing when they opt in during a workflow
- Unsubscribe contacts from email marketing when they opt out
- Add consenting contacts to a specific Klaviyo list
- Keep Klaviyo consent in sync with preferences collected in Alchemer
- Record Alchemer as the consent source in Klaviyo's consent history

What can the Alchemer Klaviyo integration do?

- [Update marketing consent](#)

You will need

- A Klaviyo private API key with Lists, Profiles, and Subscriptions access
- 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 Klaviyo integration in workflow

Klaviyo | Update Marketing Consent

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You will need:

- A Klaviyo private API key (Lists, Profiles, and Subscriptions access)
- A workflow field containing the contact's email address
- A workflow field containing the email marketing consent answer (e.g., Yes/No)
- Optional: the Klaviyo list to subscribe profiles to

Configure the action

1. Open your workflow in **Workflow builder**.
2. On the right side, drag and drop the **Klaviyo** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Klaviyo | Update Marketing Consent**.
5. **Klaviyo | Authentication:** Select an existing authentication or [create a new one](#).
6. **Klaviyo | Select list:** (Optional) Select the Klaviyo list to record consent against under **Select Klaviyo List**, then select the same list under **Confirm List**.
 - a. If no list is selected, subscribers follow your Klaviyo account's default opt-in setting.
 - b. **Data prep options:** Choose whether to strip HTML tags from inputs before they are sent to Klaviyo.
7. **Klaviyo | Map returned data:** Under **Return this Klaviyo field**, select the Klaviyo fields you want returned (e.g., *email_marketing_consent*, *list_id*) and metadata fields (*message*, *status code*), then confirm each selection. The consent field returns *SUBSCRIBED*, *UNSUBSCRIBED*, *NO CHANGE*, or *FAILED*. Returned values are available as merge codes in later workflow steps.
8. Save the action.

Status codes

- 200: Marketing consent successfully sent to Klaviyo, or no consent change was requested
- 400: The email address was missing, or the Klaviyo API 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 profile's consent changed in Klaviyo.
- Use metadata values returned to verify success or help debug issues.

How to verify results

- Open the profile in Klaviyo and check its email consent status.
- If a list was selected, confirm the profile appears in that list.
- Klaviyo processes consent changes asynchronously, so allow a short delay. On a double opt-in list, the profile stays pending until the contact confirms.

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 revoked private API key
- API key is missing Lists, Profiles, or Subscriptions write access (Klaviyo returns a 403 error)

Consent not updated

- Email address missing when an email consent value is provided
- Consent value blank or not recognized as subscribe or unsubscribe
- Profile still pending double opt-in confirmation

Mapping errors

- Email not mapped to **email** or consent not mapped to **email_marketing_consent**
 - Selected list and confirmed list do not match
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FAQs

What permissions do I need?

Integration Manager in Alchemer and a Klaviyo private API key with Lists, Profiles, and Subscriptions access.

When does the integration run?

When the workflow triggers and reaches the Klaviyo integration step.

Do I have to select a list?

No. Without a list, subscribes follow your Klaviyo account's default opt-in setting, and unsubscribes apply account-wide for email marketing.

How will I know the consent came from Alchemer?

Subscribes are recorded in Klaviyo's consent history with Alchemer as the source.

Can I use multiple Klaviyo actions in one workflow?

Yes. Actions can run independently or in sequence.

Why isn't my data updating?

Check the Monitor logs for missing identifiers, mapping problems, or API errors.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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