

# Klaviyo Authentication

## Overview

The Alchemer Klaviyo integration uses a Klaviyo private API key to authenticate. Your browser does not support HTML5 video.

## Klaviyo API Credentials

### What You Need

- A Klaviyo account with permission to create API keys (Owner, Admin, or Manager role)
- A Klaviyo private API key with the following access:
  - **Lists:** Full Access
  - **Profiles:** Full Access
  - **Subscriptions:** Full Access

### Create a Klaviyo private API key

1. Log in to Klaviyo.
2. Click your account name in the lower-left corner and select **Settings**.
3. Go to **Account** → **API keys**.
4. Click **Create Private API Key**.
5. Enter a name for the key (e.g., *Alchemer*).
6. Select **Custom Key** and set **Lists**, **Profiles**, and **Subscriptions** to **Full Access**.
7. Click **Create**.
8. Copy the private API key (it begins with `pk_`) and store it somewhere secure.

## Authenticate Klaviyo in Alchemer

### How to Authenticate

#### 1. Start a New Authentication

- Inside any Klaviyo integration action, on the **Klaviyo | Authentication** screen, select **New Authentication**.

#### 2. Enter Your Klaviyo Credentials

- Enter a name for the authentication and paste your Klaviyo private API key.
  - **Note:** If the key is missing Lists, Profiles, or Subscriptions write access, Klaviyo returns a 403 error when the action runs. Edit the key's access in Klaviyo or create a new key.

#### 3. Once you enter your credentials, your authentication will be created and you are good to go!

## Related articles

- [Klaviyo survey integration](#)
- [Klaviyo workflow integration](#)

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