

# How to send the coupon with Klaviyo

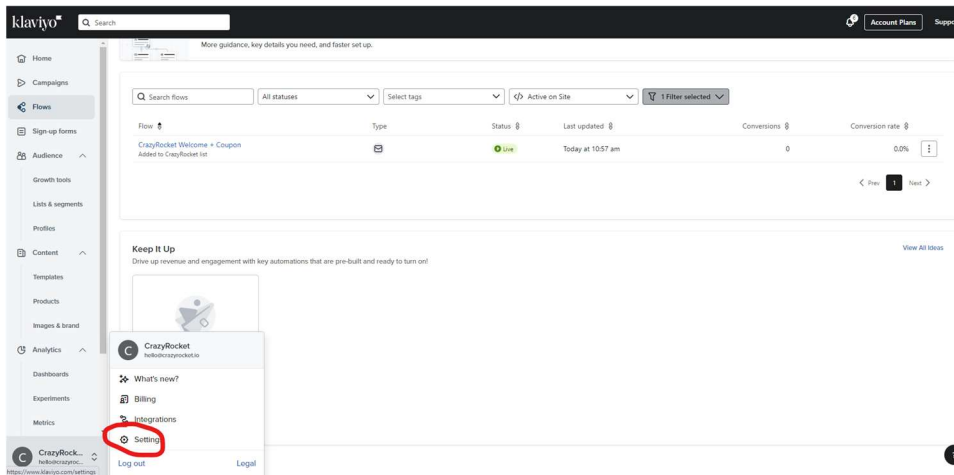
You can easily configure a Flow in Klaviyo to send users coupons right after winning them.

## PLEASE NOTE:

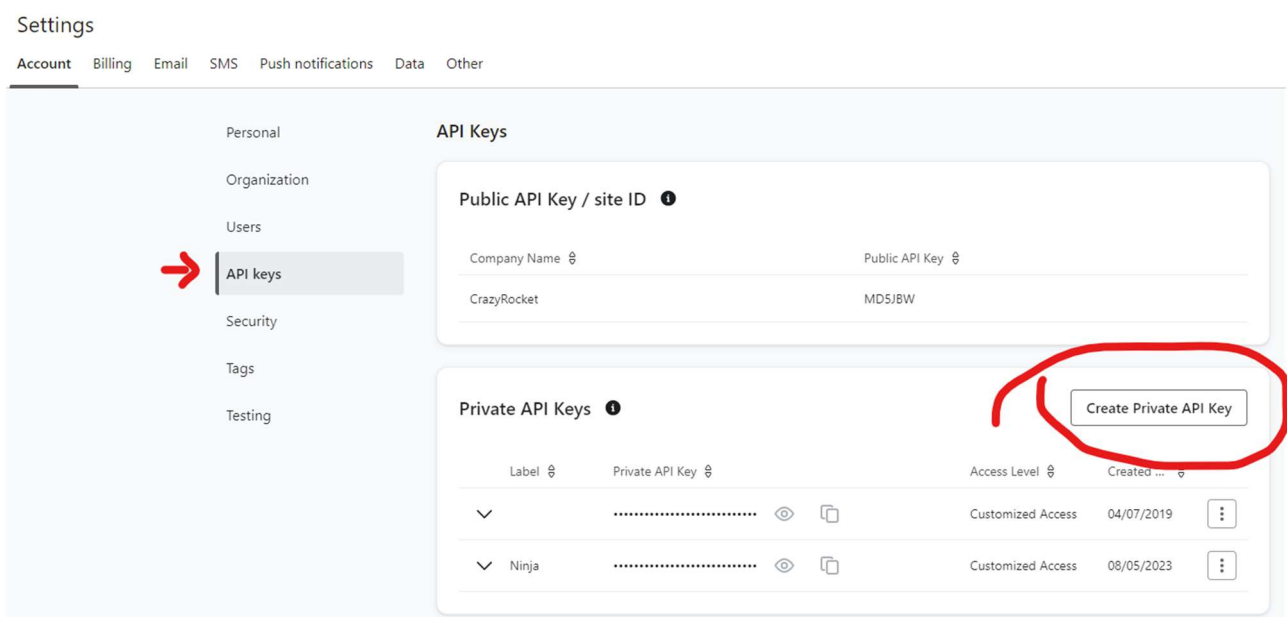
- 1) If the list is set for “Double opt-in”, the exported contact appears ONLY after the user confirms the address (from the confirmation e-mail sent by Klaviyo)
- 2) **Users must opt-in** in order to be marked as subscribers and fire the automation.

## 1 – CONFIGURE THE INTEGRATION

Click on settings



Click on API KEYS > CREATE API KEY



## Create a Full access Api key

Create Private API Key

Private API Key Name \*

[Learn more about our APIs, the types of data, and the HTTPS Method requests documentation to understand what access level is best for your application.](#)

Select Access Level

Custom Key  
Customize the level of access applications will have for each API scope.

Read-Only Key  
Limit applications to read-only access for every API scope.



Grant applications full access for every API scope.  
Grant applications full access for every API scope.

API Scopes	No Access	Read Access	Full Access
Accounts	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Campaigns	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Catalogs	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Coupon Codes	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Coupons	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Data Privacy	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Files	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Images	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
List	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

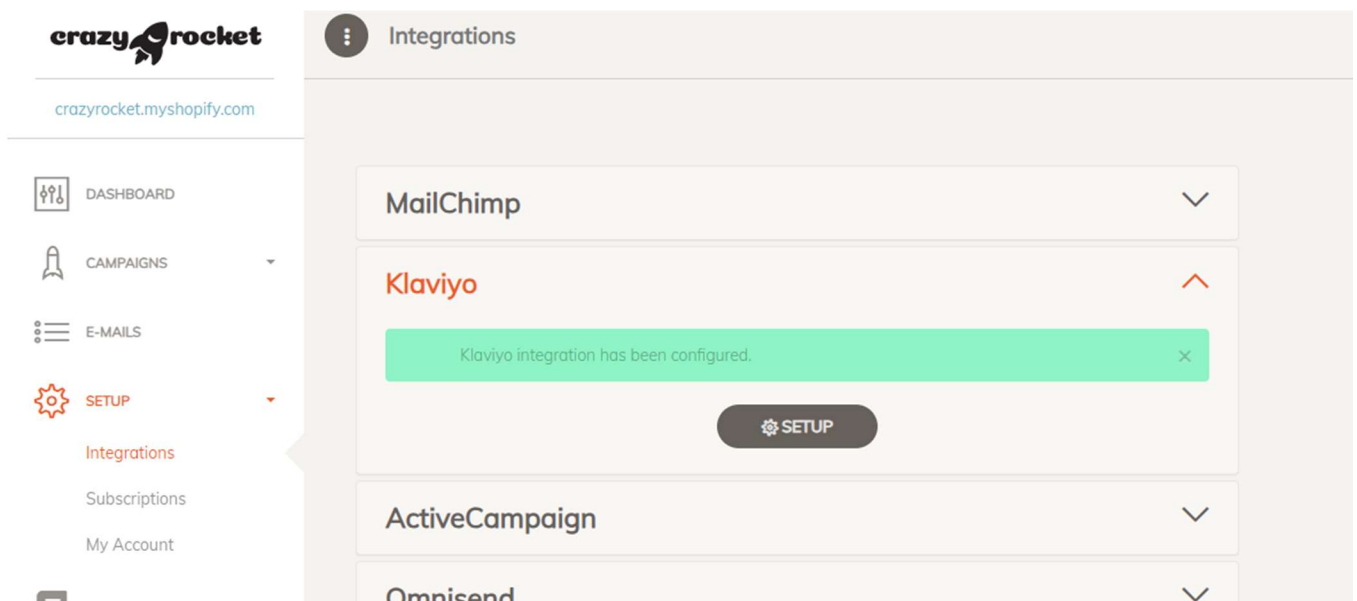
copy the Api Key

**Your Private Key**  
We recommend saving your Private API Key locally

pk\_ba0a0365f0bbc64c552[REDACTED]

Open the SETUP > INTEGRATIONS > KLAVIYO menu in CrazyRocket



The screenshot shows the CrazyRocket dashboard with the 'Integrations' menu open. The 'Klaviyo' integration is highlighted in orange and has a green notification bar that says 'Klaviyo integration has been configured.' Below the notification is a 'SETUP' button. Other integrations like MailChimp, ActiveCampaign, and Omnisend are also visible.

## PASTE YOUR API KEY AND CLICK NEXT

### Klaviyo Setup

1) ENTER YOUR API KEY      2) SETUP THE LIST      3) SAVE THE SETTINGS

1) Log in to your Klaviyo account and click on **Account > Settings > API Keys** to generate a **PRIVATE API KEY**.  
"2) Make sure your API Key has **full read/write permissions**."

API KEY \*

Next

## CREATE A LIST or CONNECT TO AN EXISTING ONE

### Klaviyo Setup

1) ENTER YOUR API KEY      2) SETUP THE LIST      3) SAVE THE SETTINGS

1) If the List doesn't exist, we'll create a new list in Klaviyo.  
2) Don't forget to edit your campaigns and update the **EXPORT TO** option to Klaviyo.  
2) Collected e-mails will be automatically exported to the list, along with segmentation data (referrer, utm fields, etc...)

List Name \* (We will NOT overwrite existing list names).

List ID (optional, enter your id ONLY if you want to use an existing list)

Back

Next

## ATTACH THE INTEGRATION TO THE WHEEL

Edit your campaign and select "Klaviyo" from the "Export collected emails to..." menu:

The screenshot shows the Klaviyo campaign settings for "LANDING PAGE WHEEL 2023". The "Integrations" section is highlighted with a red circle. It includes the following options:

- Export ONLY users that opt-in (other users won't be sent to Shopify and integrations)
- Create Shopify Customer (existing e-mails/phone number will be skipped)
- Custom Tag: crazyrocket
- Export collected e-mails automatically to: Klaviyo

## 2 – TEST THE WHEEL

You now need to test the wheel in order to send at least one subscriber to Klaviyo.

This is required to populate the CRZ\_ fields so you can find them on the Klaviyo Email editor on step 3)

**Troubleshooting** - If you can't see the contact on the list

- 1) Make sure you attached the integration to the Wheel
- 2) Make sure you are collecting opt-in properly (you checked the opt-in box or the opt-in is implicit)
- 3) The double opt-in is disabled in Klaviyo or you accepted the Double opt-in email received from Klaviyo
- 4) Make sure the API key has full access

## 3 – CREATE A FLOW IN KLAVIYO

You can now create a flow in Klaviyo and use the merge fields to send the coupon along with its description to the user, for instance:

Hi,

You won:

```
{{ person|lookup:"CRZ_CouponId"|default:"" }}
```

Here is your coupon:

```
{{ person|lookup:"CRZ_DeviceType"|default:"" }}
```

Best Regards,

Shop Name

Here you can find a quick video to help you with the Klaviyo Flow's setup:

<https://watch.screencastify.com/v/uovg7MNGTHTbMxjzdOZm>

## 4 – TEST THE FLOW IN KLAVIYO

Open the spin wheel on your shop and test the flow.

**TIPS:**

### URL PAGE FILTER (Optional)

SHOW this campaigns only on pages containing

?test=wheel

1) To privately test it live, you can use the URL PAGE FILTER option to fire the wheel only for a secret test URL. For instance, you can set the page filter to ?test=wheel and use the URL yourshop.com?test=wheel

2) To test it over and over again with the same email, make sure to remove the email from the list in Klaviyo first. Otherwise, the welcome won't fire again, as you are already subscribed.

## 5 – (OPTIONAL) REMOVE THE SUBSCRIBER WITH A WEBHOOK

### SCENARIO

When users subscribe to the list, Klaviyo will send a welcome email with the coupon.

If users subscribe again (with the same email), the welcome email won't be fired again.

So, if you want users to play multiple times with the same email address, they will only get one email with the coupon.

To solve this problem, you can make a webhook call to the Klaviyo API to remove the user from the LIST right after sending the welcome email.

**Please note:** with this implementation you will end up with an empty list, so this makes sense only to use Klaviyo to send the welcome email with the coupon. You can export the leads in CSV and import them in Klaviyo once the campaign is over.

### CONFIGURE THE WEBHOOK

The image shows a screenshot of the Klaviyo interface. On the left, there is a configuration panel for a webhook. The URL is set to `https://a.klaviyo.com/api/profile-subscription-l`. The headers section includes:

Key	Value
Authorization	Klaviyo-API-Key p
accept	application/json
content-type	application/json
revision	2023-10-15

The JSON body is:

```
1 {
2   "data": {
3     "type": "profile
      -subscription
      -bulk-delete
      -"
    }
  }
```

On the right, a flow diagram shows a trigger event "When someone subscribes to CrazyRocket." leading to an email "Email #1" and then a webhook "Webhook #1" which is currently in a "Draft" state. The flow ends with an "EXIT" block.

Authorization → Klaviyo-API-Key pk\_XYZ (pk\_XYZ is the same key you used to configure CrazyRocket)

Accept → application/json

content-type → application/json

revision → 2023-10-15

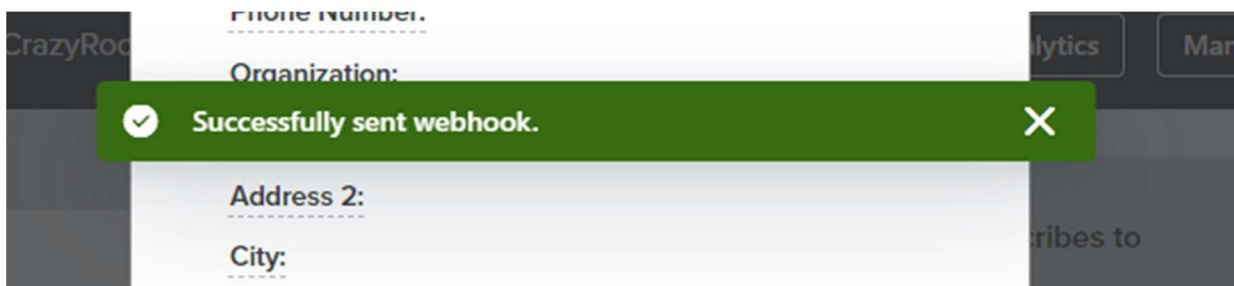
URL → `https://a.klaviyo.com/api/profile-subscription-bulk-delete-jobs/`

## JSON BODY

```
{
  "data": {
    "type": "profile-subscription-bulk-delete-job",
    "attributes": {
      "profiles": {
        "data": [
          {
            "type": "profile",
            "attributes": {
              "email": "{{ person.email }}"
            }
          }
        ]
      }
    }
  },
  "relationships": {
    "list": {
      "data": {
        "type": "list",
        "id": " ****INSERT YOUR LIST ID HERE**** "
      }
    }
  }
}
```

## TEST THE WEBHOOK

Click on "PREVIEW WEBHOOK"



Test the entire flow thoroughly before going live with your campaign!