How to send the coupon with Klaviyo

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

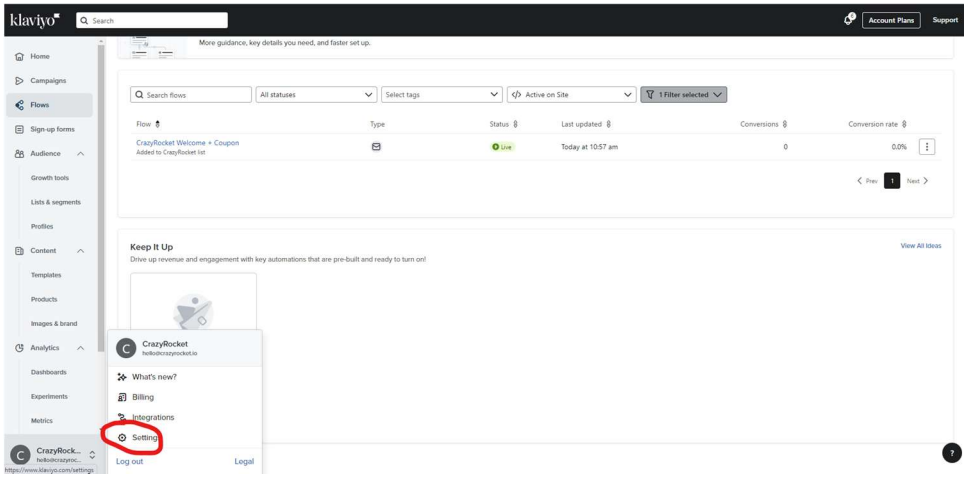
PLEASE NOTE:

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)

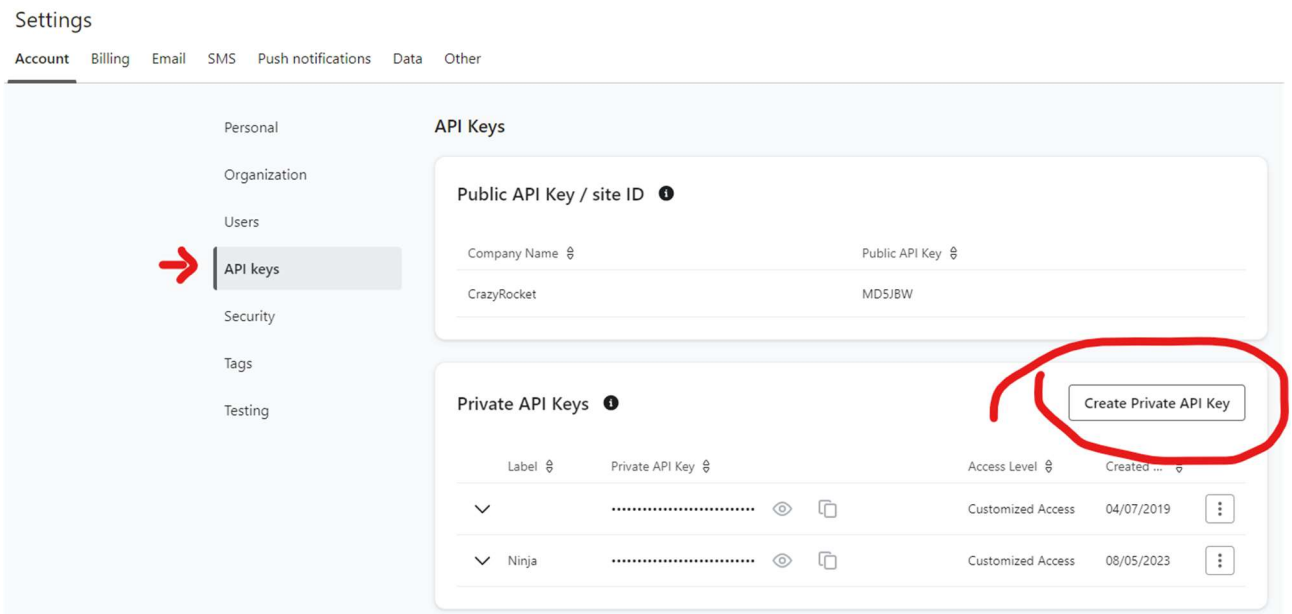
2) **Users must opt-in** in order to be marked as subscribers and fire the automation.

1 – CONFIGURE THE INTEGRATION

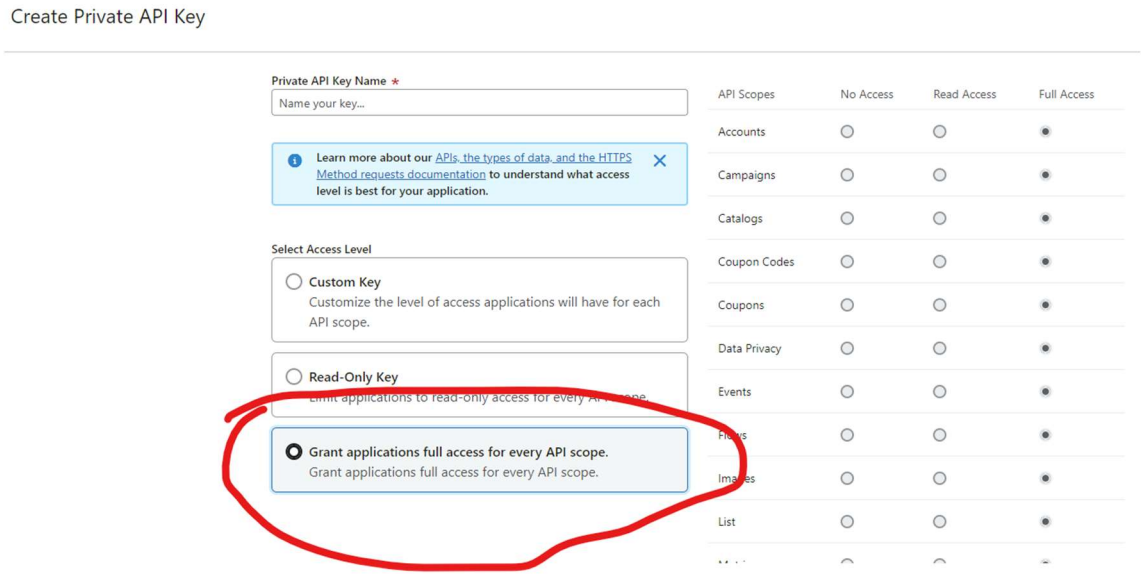
Click on settings



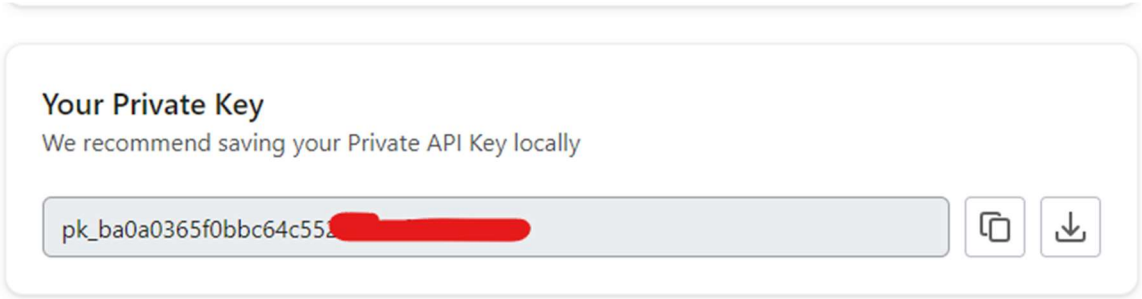
Click on API KEYS > CREATE API KEY



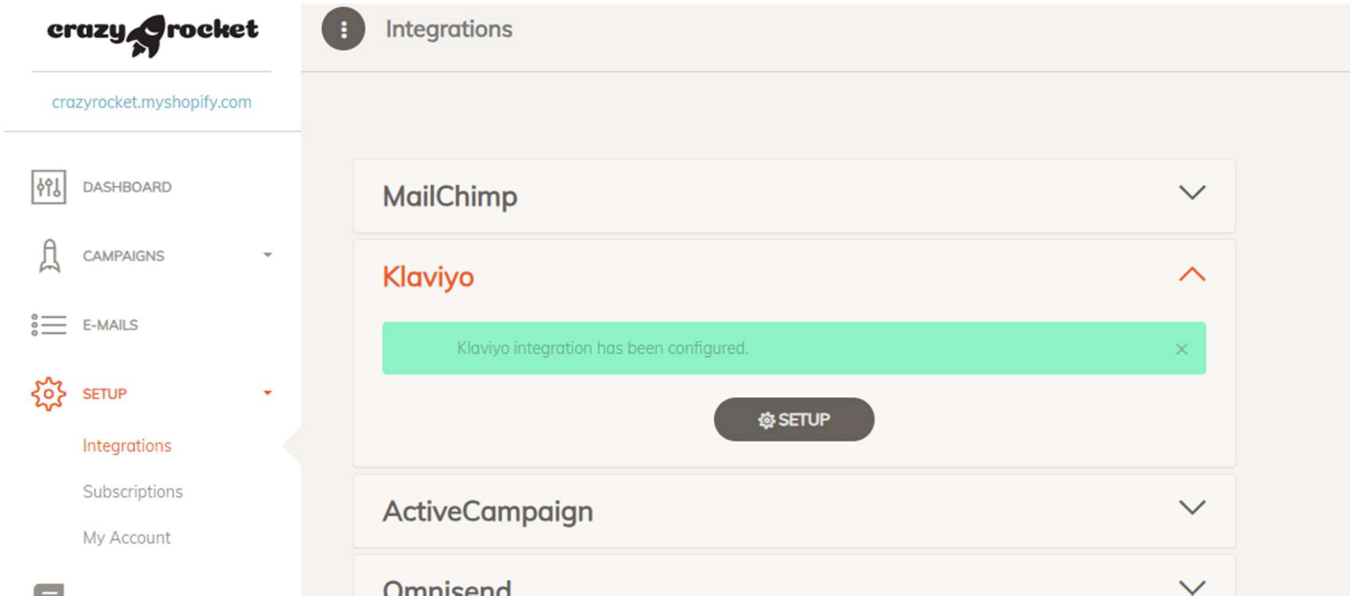
Create a Full access Api key



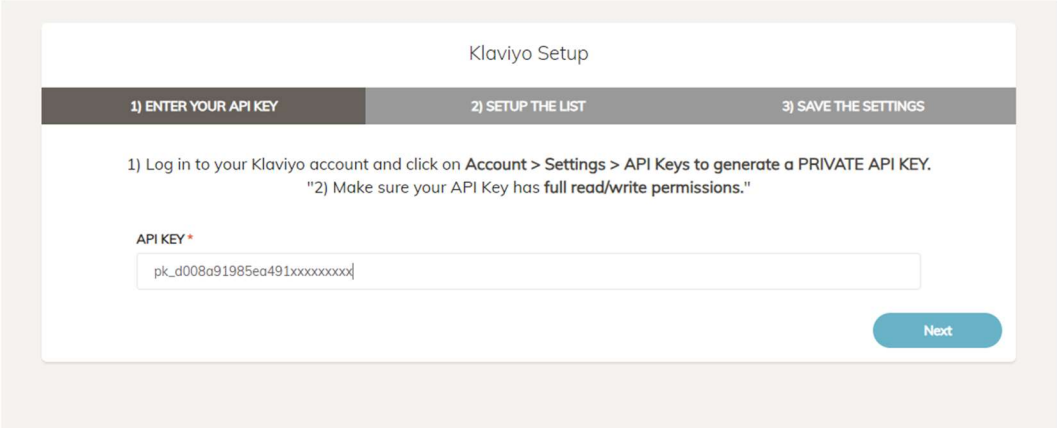
copy the Api Key



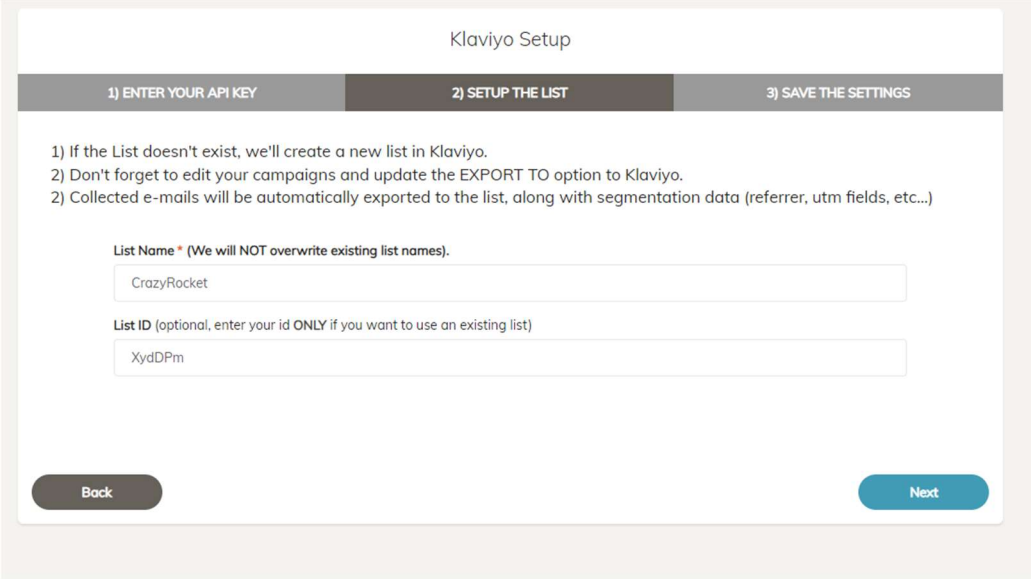
Open the SETUP > INTEGRATIONS > KLAVIYO menu in CrazyRocket



PASTE YOUR API KEY AND CLICK NEXT

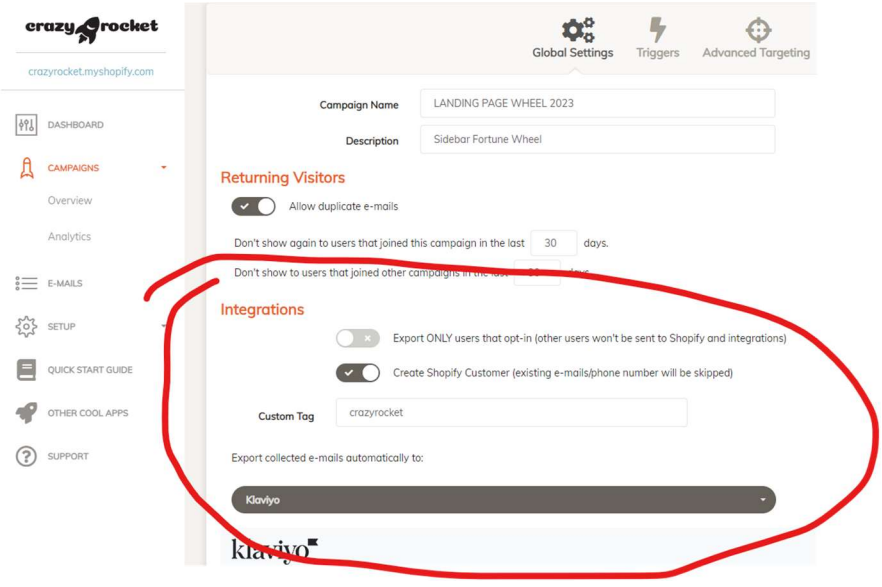


CREATE A LIST or CONNECT TO AN EXISTING ONE



ATTACH THE INTEGRATION TO THE WHEEL

Edit your campaign and select “Klaviyo” from the “Export collected emails to…” menu:



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
```

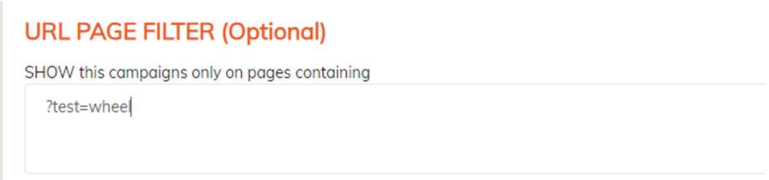
Here you can find a quick video to help you with the Klaviyo Flow's setup:

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

4 – TEST THE FLOW IN KLAVIYO

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

TIPS:



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.

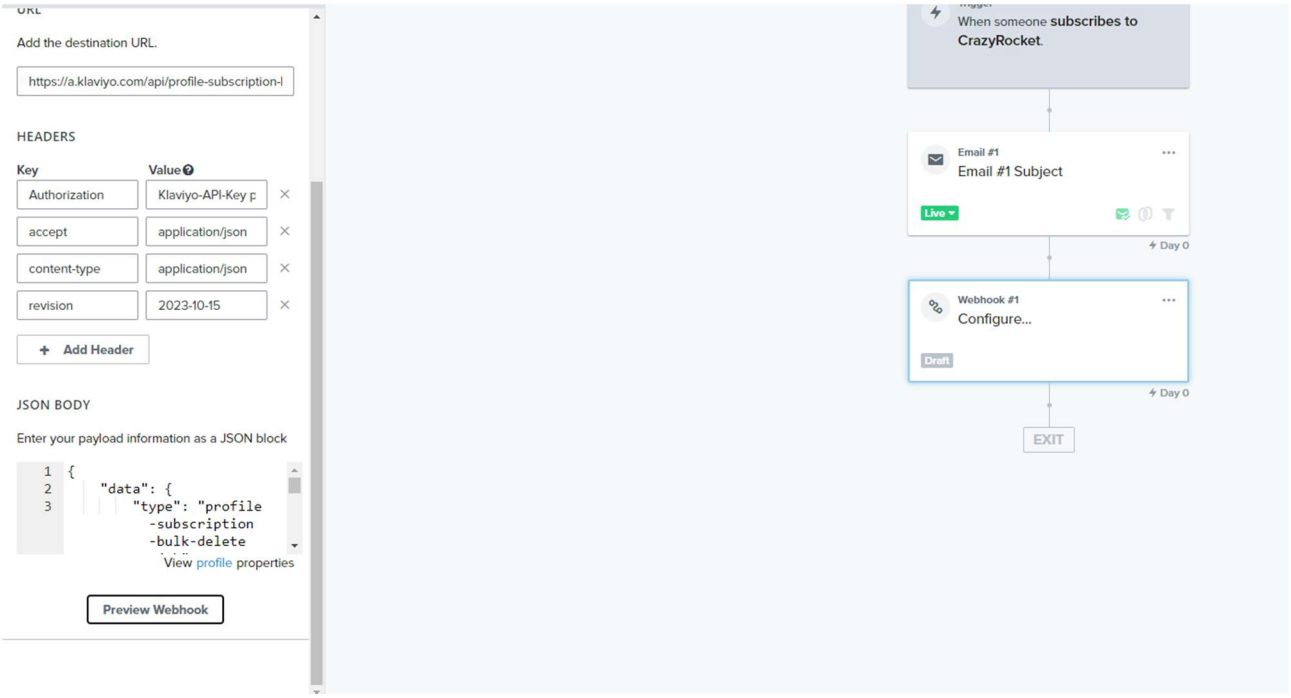
If users subscribe again (with the same email), the welcome email won't be fired again.

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



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

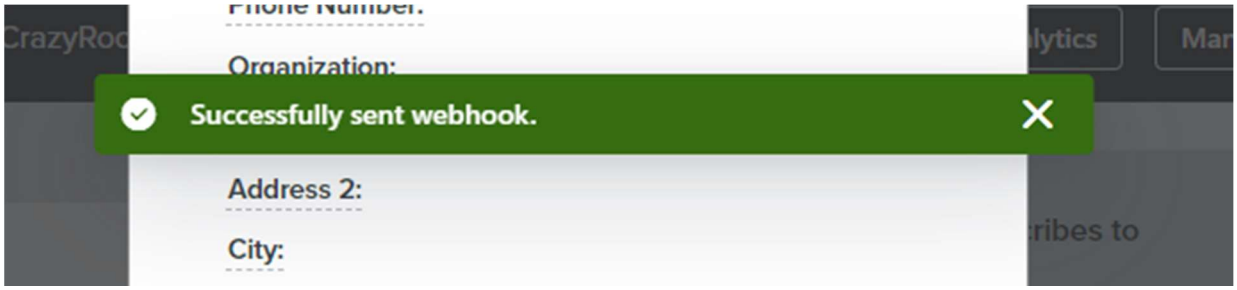
URL → https://a.klaviyo.com/api/profile-subscription-bulk-delete-jobs/

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!