

# OAuth App Overview

## Customer Workflow

*Enumerate the steps required for a customer to set up and utilize the integration.*

- 1.
- 2.
- 3.
- 4.

## Integration Details

*Provide a list of use cases and corresponding [Klaviyo API Endpoints](#).*

Use Case	Endpoint(s)
1 -	E.g. <a href="https://a.klaviyo.com/api/events/">https://a.klaviyo.com/api/events/</a>
2 -	
3 -	

## Architectural Diagram

*Include a visual to explain how data moves between Klaviyo and your systems.*

## Product Integration Demo

*Include a recorded demo of the use cases of the integration.*

## Testing Details

*For Klaviyo to approve the application, we need to test the OAuth flow. Please provide access to a test account that can use Klaviyo OAuth. This test account should be able to demo the end-to-end flow of data in or out of Klaviyo.*

*For security purposes, do not share any account credentials with us in this document or via email. You can add the [app.marketplace@klaviyo.com](mailto:app.marketplace@klaviyo.com) email to your test account, or submit a password reset to that account to provide access.*

## — Klaviyo App Review Checklist —

The checklist below outlines what the Klaviyo Ecosystem team will review when you submit your application. To help ensure a smooth publishing process, please use this as a reference of items to complete. Keep in mind that even if you meet all the criteria, the team may still offer feedback on how to improve your workflow.

### Technical Review

#### Integrating with Klaviyo

- ☐ Install URL directs user as expected
  - ☐ Works while logged into Partner App
  - ☐ Works while not logged into Partner App
- ☐ Installation via Partner App is seamless

#### Uninstalling (via Partner App or Klaviyo)

- ☐ Revoking access via Partner App successfully removes app in Klaviyo
- ☐ Removing integration via Klaviyo successfully updates Partner App
- ☐ Settings URL directs to an Integration/Settings page
- ☐ Deny permission workflow uses clear language and notifies client how to proceed
- ☐ Metrics are supplied and updated as applicable
- ☐ App performs as expected and described

### General Documentation and Form Submissions

- ☐ Installation instructions supplied via Manage App page
- ☐ Settings / Install / Support URLs via Manage App page
  - ☐ If directing to support email; supply client-facing documentation as well
- ☐ [Integration Registration](#)
- ☐ [Security Questionnaire](#)

### 'To Do' Checklist

- ☐ Recorded demo of installation and use cases
- ☐ [Klaviyo brand guidelines](#) are met and references to Klaviyo are accurate
- ☐ The integration has 5 active user installs

## Details for Checklist Items

Please note that these items are the same as the above, but we've added some additional explanations here for sake of clarity.

## Technical Review

- Integrating with Klaviyo
  - Install URL directs user as expected
    - This URL is hit when a client clicks 'Install' in Klaviyo on your integration directory page
    - The URL should redirect directly into the Authorization workflow
    - Needs to work while logged into the partner app or while not logged in, via redirecting through login workflow
  - Installation via Partner App is seamless
    - User can clearly navigate to an integrations area and install the integration
- Uninstalling (via Partner App or Klaviyo)
  - Revoke access via Partner App; successfully removes app in Klaviyo
    - Team has implemented steps [noted here](#) - such that the integration does not appear within Klaviyo
  - Remove integration via Klaviyo; Partner App updates successfully
    - Team has reviewed how to [handle uninstalls](#) from Klaviyo
- Settings URL directs to an Integration/Settings page
  - A Klaviyo specific integration settings page is the ideal, but a general integration settings page would be acceptable
- Deny permission workflow uses clear language and notifies client how to proceed
  - Include language that notifies the user that they've denied the permissions needed for the integration, and if they want the integration, they'll need to go through the workflow again
- Metrics are supplied and updated as applicable
  - Use [branded events](#) to ensure clients are seeing your value
- App performs as expected and described
  - All use cases noted should be able to be completed by tester

## General Documentation and Form Submissions

- Installation instructions (this document) supplied via Manage App page
- Preferences / Install / Support URLs via Manage App page
  - If directing to support email; supply client-facing documentation as well
- [Integration Registration](#)
- [Security Questionnaire](#)

## 'To Do' Checklist

- Recorded demo of installation and use cases
  - Helps Ecosystem and Security teams during App Review process
- [Klaviyo brand guidelines](#) are met and references to Klaviyo are accurate
  - Using the guide, ensure proper logos are used
- 5 active user installs