Connecting Klaviyo to AdBeacon

This guide provides a straightforward, step-by-step process to establish this integration, allowing you to leverage Klaviyo's powerful email marketing tools within the AdBeacon platform.

From entering account details to setting up essential UTM parameters, each step is designed to ensure a seamless connection and optimal tracking of your marketing campaigns. Follow along as we guide you through this process, simplifying what might seem complex and ensuring you're well-equipped to maximize the benefits of this integration. Let's get started.

1. Access Integration Section:
- Navigate to the integration section on the left side of your AdBeacon dashboard.
- Click on 'Klaviyo'.

2. Enter Account Name:
- When prompted, enter your account name (e.g., "Joe Schmo" for demonstration purposes).

3. Locate API Keys in Klaviyo:
- Log into your Klaviyo account.
- Click on the settings icon located in the bottom left-hand corner.
- In settings, find and select 'API keys'.

4. Copy Public API Key:
- Locate your public API key within Klaviyo.
- Copy and paste this key into the 'Public API Key' field in the integration setup.

5. Create and Copy Private API Key:
- For the private API key, create a new one in Klaviyo.
- Ensure full access is toggled on for this key.
- Optionally, name it 'ad beacon'.
- Click 'Create'.
- Copy the newly created private API key into the relevant field in the integration setup.

6. Continue with Integration:
- Click 'Continue' in the integration setup.

7. Set Up UTM Parameters:
- Navigate back to settings in your Klaviyo account.
- Find 'UTM Tracking' and select it.

Create Custom UTM Parameters:

8. Create two custom UTM parameters:
- A. First parameter: Name it 'absrc', and set its value to 'Klaviyo'.
- B. Second parameter: Name it 'abid', and set its value to the flow ID.

9. Ensure Correct Parameter Creation:
- Select 'create ID' when adding the parameters to ensure they are saved correctly.
- Verify that the parameters match exactly as instructed.

10. Automate UTM Parameter Addition:
- Toggle on the option to automatically add UTM parameters to links.
- This ensures UTM parameters are included in every flow you create.

11. Update UTM Tracking Settings:
- If you choose not to automate, manually ensure that UTM tracking is toggled on for every campaign and part of the flow.

12. Finalize the Setup:
- After completing these steps, confirm that the setup is done by clicking 'Yes, I'm done'.

13. Integration Complete:
- Your Klaviyo account should now be successfully integrated with AdBeacon.

If you have any questions or need any assistance with this or any other integrations - don't hesitate to contact your AdBeacon team or send us a message in The Lighthouse Slack channel!