

Boost Klaviyo Integration Guide

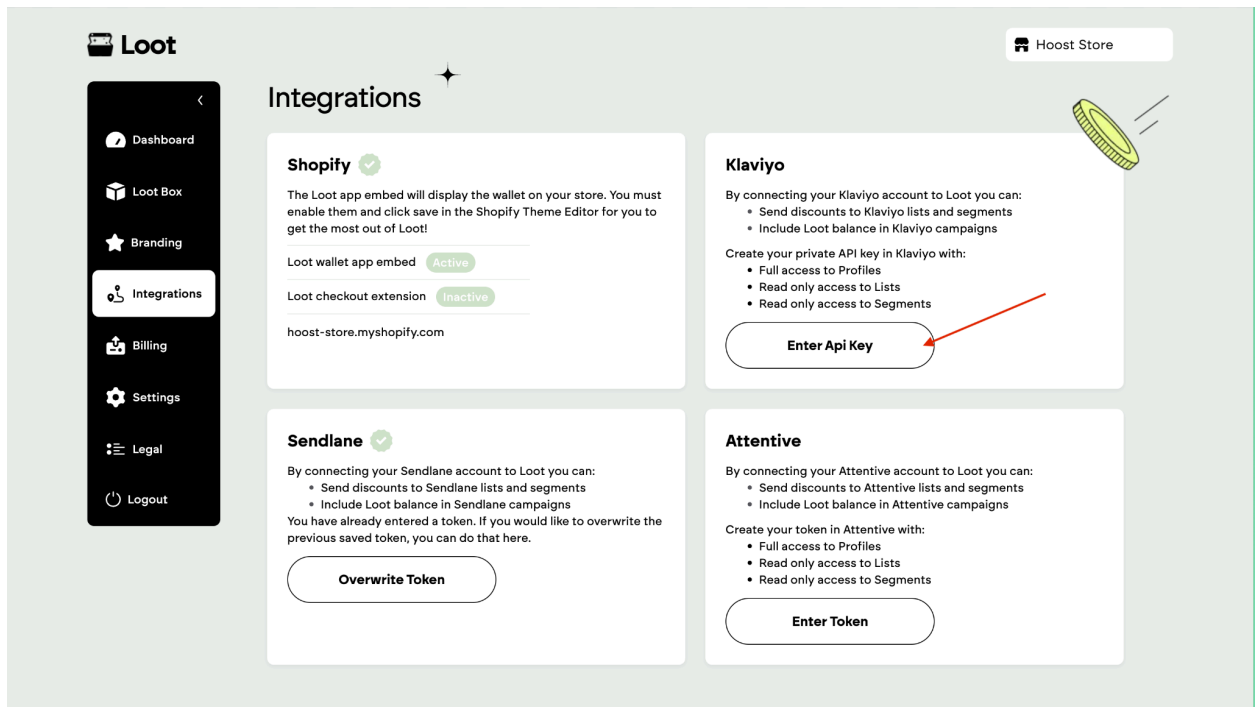
Add Klaviyo API key in Boost Merchant Portal

1. Navigate to <https://www.klaviyo.com/settings/account/api-keys>
2. Create an API key named whatever you would like e.g. Boost API Key
3. Boost needs to be able to read and write for the following resources: Profiles, Lists, Segments in order for customers to get their specific discounts to load in the wallet. Boost currently does not access/write to any other Klaviyo resource.

The screenshot shows the Klaviyo API Key creation interface. The sidebar on the left contains navigation links: Home, Campaigns, Flows, Reviews, Sign-up forms, Audience (expanded), Growth tools, Lists & segments, Profiles, Content, Analytics, and Conversations. The main content area has a header with the Klaviyo logo, a search bar, and a user profile. Below the header, there is a form to create a new API key. The form includes a text input for the 'Private API Key Name' (labeled 'Loot API Key'), a blue information box with a link to learn more about APIs, and a 'Select Access Level' section with three radio button options: 'Custom Key' (selected), 'Read-Only Key', and 'Full Access Key'. To the right of the form is a table of API scopes and their access levels.

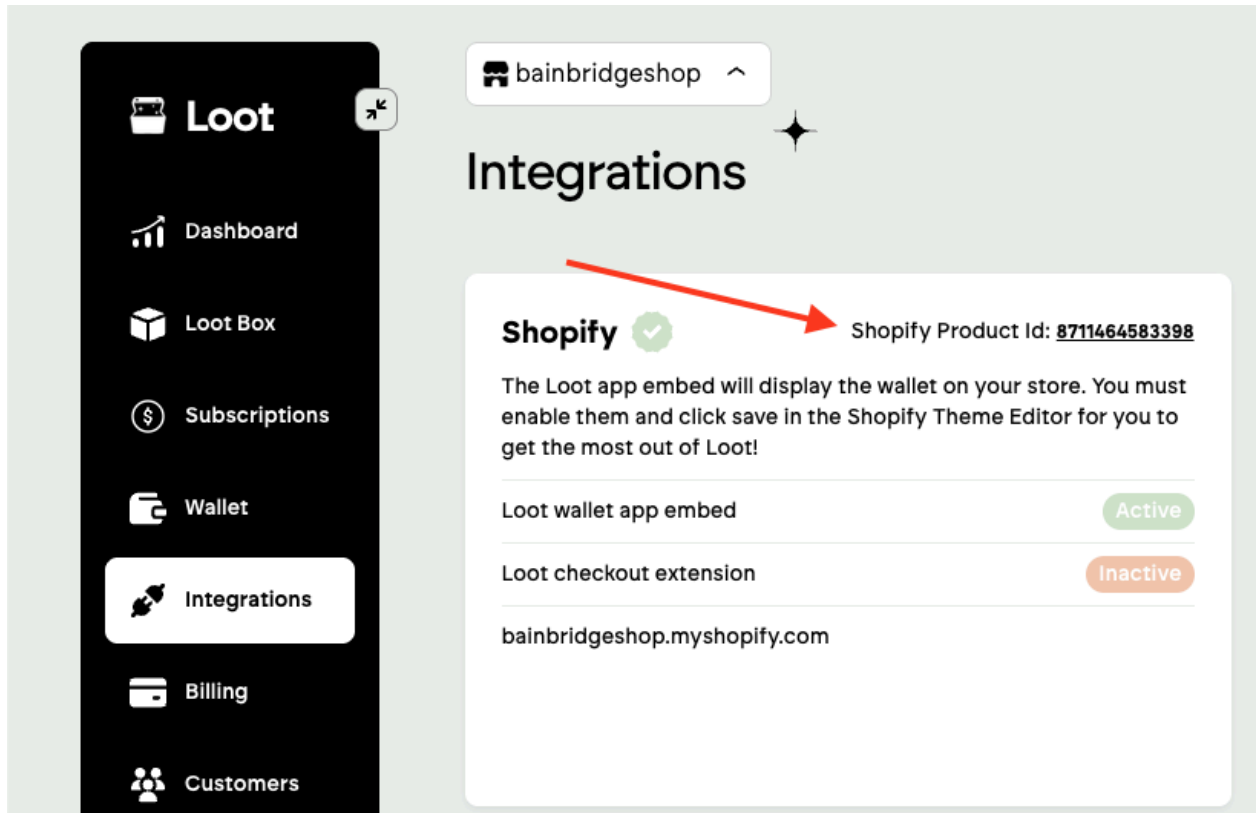
API Scopes	No Access	Read Access	Read/Write Access
Accounts	☒	☐	☐
Campaigns	☒	☐	☐
Catalogs	☒	☐	☐
Conversations	☒	☐	☐
Coupon Codes	☒	☐	☐
Coupons	☒	☐	☐
Data Privacy	☒	☐	☐
Events	☒	☐	☐
Flows	☒	☐	☐
Forms	☒	☐	☐
Images	☒	☐	☐
List	☒	☐	☐
Metrics	☒	☐	☐
Profiles	☐	☐	☒

4. Copy the api key value and enter it for the Klaviyo api key on the integrations page



Create Boost product purchasers segment

1. Copy your Shopify Upsell Product ID from the top of <https://merchants.staq.app/integrations>



2. Navigate to <https://www.klaviyo.com/lists/create?groupType=segment>
3. Name the segment whatever you would like
4. For the definition select "What someone has done (or not done)"
5. Then select the condition named Ordered Product **with the Shopify Logo next to it**
6. Then select "at least once over all time"

7. Where “ProductID” equals The value from step 1

klaviyo Search Account Plans Support

Home Campaigns Flows Reviews Sign-up forms Audience Growth tools Lists & segments Profiles Content Analytics Conversations

← Lists & segments

Create segment 0 Segment profiles Preview details Cancel Create segment

Segment builder
Segments allow you to track and analyze people who meet certain conditions.

Name * Loot Purchasers Tags Select tags

Definition

What someone has done (or not done)

Person has Ordered Product at least once over all time

where ProductID equals your_shopify_product_id_here

+ AND

8. Click save segment

Easier way to do it
Create a flow in Klaviyo. Select a trigger. Should be Ordered product =

←

Trigger filters

Edit trigger filters

Limit the flow to trigger only when specific metric conditions are met.

ProductID

▼

equals

▼

8711464583398

Type:

Number

▼

OR

🗑

+ AND

Should look something like this

⚡

Set up trigger

←

Change trigger

Trigger

Profiles enter the flow when this happens.

Metric

📈

Ordered Product

🔗

Re-entry criteria

New

Set whether profiles can enter this flow more than once.

No re-entry

Profiles will only enter once, even if trigger conditions are met again.

Allow re-entry

Profiles will re-enter whenever trigger conditions are met.

Allow re-entry after a time period

Profiles will re-enter whenever trigger conditions are met, after a designated amount of time has passed.

Trigger filters

Limit the flow to trigger only when specific metric conditions are met.

Edit

•

ProductID

equals

8711464583398

Use Customer Specific Boost Links in Klaviyo Campaigns

1. Create a campaign targeting the Boost product purchasers created in the previous section.

The screenshot shows the Klaviyo dashboard with the 'Edit Loot Campaign' page open. The left sidebar contains navigation links: Home, Campaigns (selected), Flows, Reviews, Sign-up forms, Audience (expanded), Growth tools, Lists & segments, Profiles, Content, Analytics, and Conversations. The top navigation bar includes the Klaviyo logo, a search bar, and links for Account Plans and Support. The main content area is titled 'Campaigns > Edit Loot Campaign' and features a progress indicator with three steps: 1. RECIPIENTS (active), 2. CONTENT, and 3. REVIEW. The 'Campaign information' section includes a 'Name' field with 'Loot Campaign' and a 'Tags' dropdown menu. The 'Recipients' section has a 'Send to' dropdown menu showing 'Loot Purchasers (0)' and a 'Don't send to (optional)' dropdown menu with the placeholder 'Select one or more options'.

2. Inside the content section of the campaign. Click edit email then double click any text component and select personalization in the top right
3. Scroll down until you see “Boost_link” in the Custom section, then click it.
4. Enter a default value in case a customer profile didn’t get synced from Boost (this shouldn’t happen, but it’s best practice to have a default) check the “save as default

value for Boost_link” check box



Set up



loot_link

Default text

Displays if there's no value for the property.

<https://bainbridgeclothing.myshopify.com>

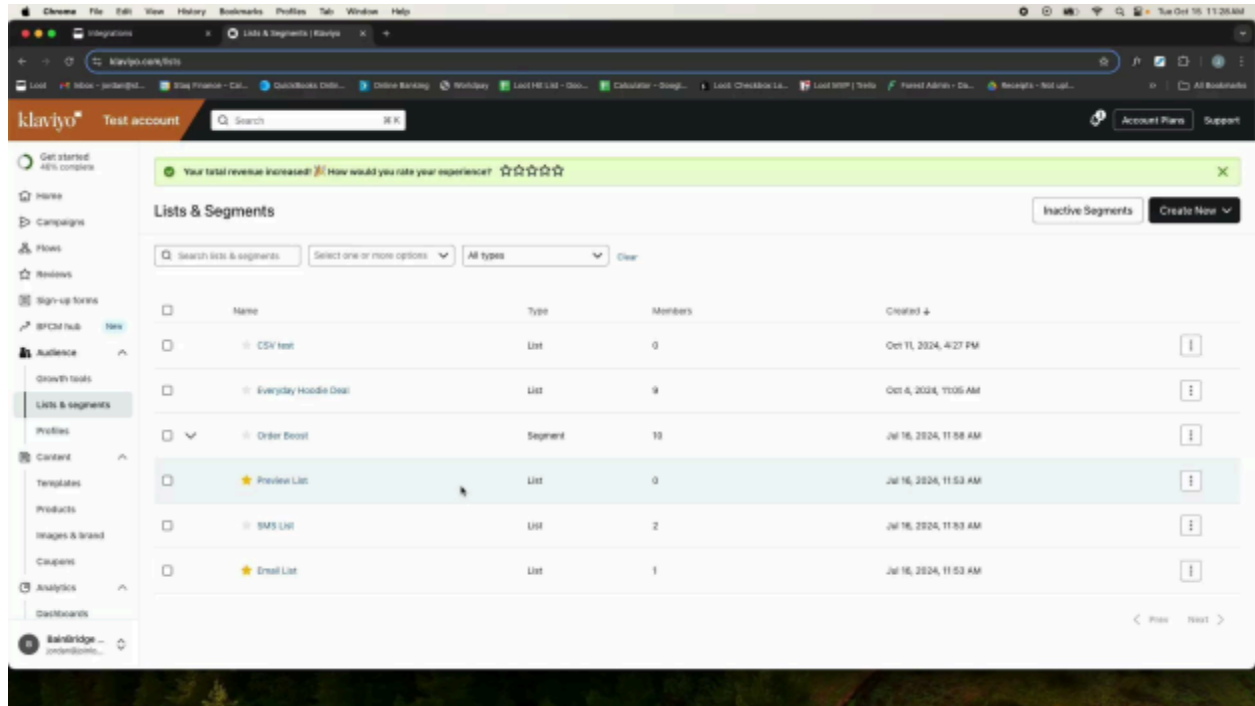
☒ Save as default value for loot_link

Insert

5. Click “insert”, A placeholder tag should be inserted into the text component you selected. This placeholder tag is what should be used for any component that links to your site in

the email. It should look something like: {{
person|lookup:"Boost_link"|default:'https://bainbridgeclothing.myshopify.com'}}

Double click on this to play video



6. If there is a button component that links to your store you can use the placeholder tag as the value of "Link Address"

klaviyo

Loot Campaign

←

Button

Styles

Display

Button text

Text

Shop new releases

Link address

{{ person|lookup:"loot_link"|default:'https://bainbridge

Tahoma

14px

FFFFFFFF

|A| 0px

B

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