

int_klaviyo

Version <20.1.0>

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Summary

This documentation describes how to implement Klaviyo's cartridge and OCAPI integration into your

Salesforce Commerce Cloud application. The Klaviyo integration features a self-contained cartridge that handles passing events in real-time from your website to Klaviyo, as well as integrations to OCAPI endpoints for product catalog and order data.

The cartridge includes preferences to be configured in the Business Manager and once enabled, contains all elements necessary to perform a successful best practices implementation of Klaviyo.

The OCAPI integration utilizes both “order_search” and “product_search” endpoints to sync catalog and order data.

Events tracked through cartridge (real-time):

- Active on Site
- Added to Cart
- Checkout Started
- Order Confirmation
- Site Search
- Viewed Category
- Viewed Product

Events tracked through OCAPI (periodic sync):

- Placed Order
- Ordered Product

Component Overview

Functional Overview

The Klaviyo cartridge provides integration for the following functionality:

- Integration of Klaviyo JavaScript library (referenced here: <https://www.klaviyo.com/docs/getting-started>)
- Integration of Klaviyo Server Side library (referenced here: <https://www.klaviyo.com/docs/http-api>) - Cartridge includes a controller to call the Klaviyo Track Server Side API. This is to fire order related events such as Order Confirmation to Klaviyo.
- Klaviyo JavaScript snippet integration and setup – Klaviyo tags can be fired in any page with the help of a modular ISML template and controller integration.
- Klaviyo Subscribe API (optional) – The cartridge also includes a controller to call the Klaviyo Lists API to check for the presence of and subscribe a user to a Klaviyo List. This can be used for functionality such as Newsletters and other forms.

Prerequisites

Before performing the steps in this document, ensure that you and your organization have satisfied the following criteria:

- You have reached out to Klaviyo and have set up a Klaviyo Account (where you can find your Klaviyo Organization ID and API Key, more details below).
- You have downloaded and unzipped the Klaviyo cartridge ZIP file from Salesforce Commerce Cloud Marketplace or your Klaviyo Consultant. The cartridge ZIP file contains the Klaviyo cartridge package residing in the folder int_klaviyo, the preferences configuration XML file, the services configuration XML file, and custom attribute definition file.

Compatibility, Reliability, Locales

The cartridge is designed for Salesforce Commerce Cloud API version 18.8+ for both Site Genesis (SG) and Storefront Reference Architecture (SFRA), but if you are on older versions please contact us for confirmation, as it should be supported.

If the Klaviyo service is down, events passed by the cartridge will not be recorded, logs will be created for “Order Confirmation” and “Added to Cart” events that use the KlaviyoTrackService, and there will be no performance impact on the Commerce Cloud website.

Klaviyo can support Localization in the form of multi-lingual data storage and ingest on a per-account basis. For example, if you wish to store marketing data in 5 languages and various currencies, you would require 5 Klaviyo accounts with the data for each locale syncing to each Klaviyo account. Klaviyo’s administration interface is only available in English.

Privacy, Payment

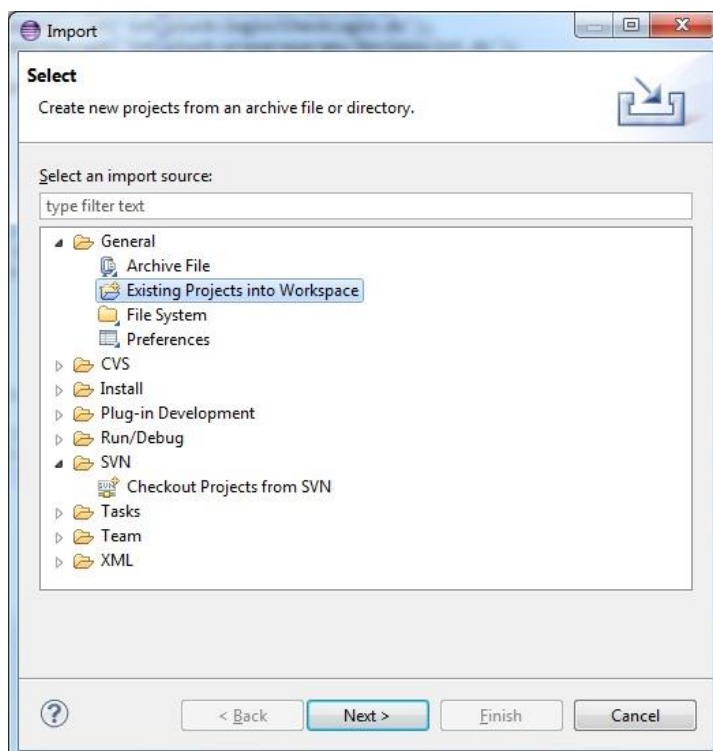
Please see the Klaviyo Privacy Policy here - <https://www.klaviyo.com/privacy>

Contact your account manager for pricing.

Cartridge Implementation Guide

Setup

- Open Salesforce Commerce Cloud Studio.
- Import downloaded cartridge. Select on import screen **int_klaviyo**

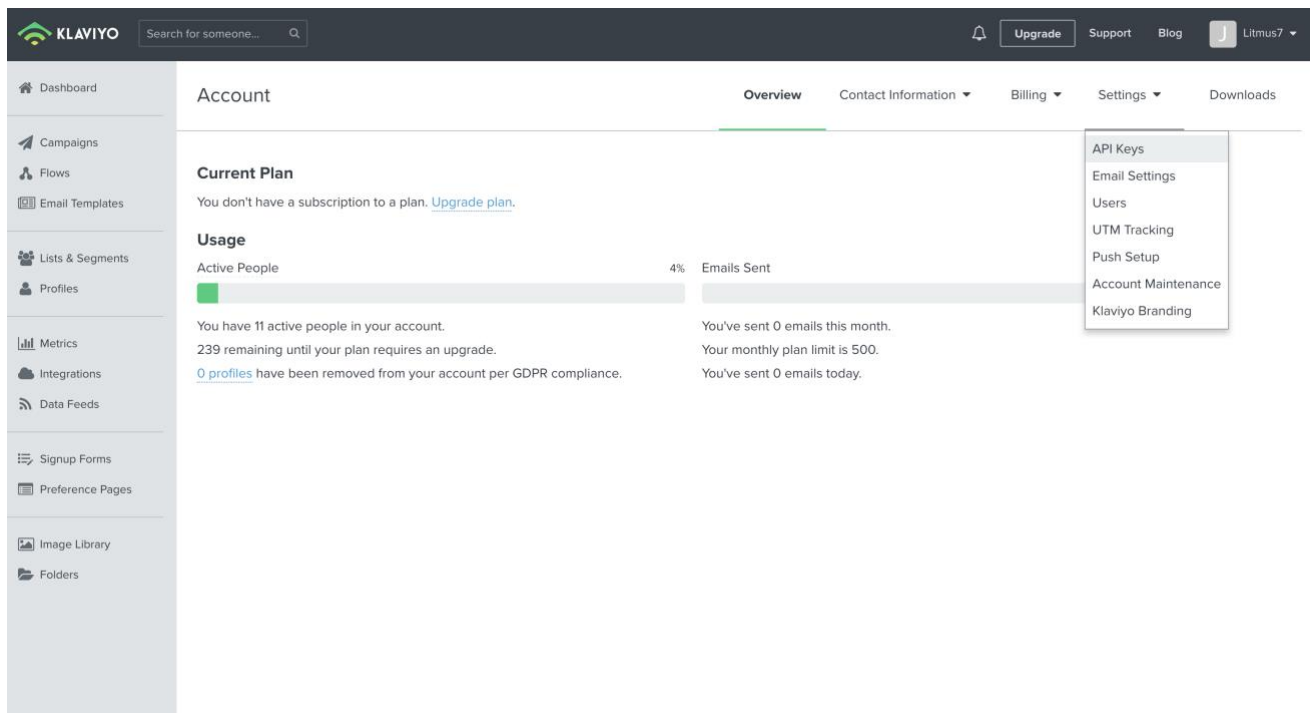


- Link cartridge to the sandbox: Select the Salesforce Commerce Cloud connection and select Properties. Select Project References and check in **int_klaviyo**

Klaviyo Configuration

Once you sign up for your Klaviyo account, you can get your Account ID and API key for setup from your Klaviyo account by following the below steps:

Navigate to the account section by selecting the drop down on the top right. Once in the account page, select the API Keys option under settings to reveal the Account ID and API key.



The screenshot shows the Klaviyo dashboard with the 'Account' section selected. Under 'Account', the 'API Keys' tab is active. It displays instructions for using Public API keys and a section for Private API keys. A table lists the following private API keys:

Label	Private API Key
sitegenesis	pk_9ff51c0e0964c275cb91fbc3848bd4d52d

A 'Create API Key' button is located to the right of the table.

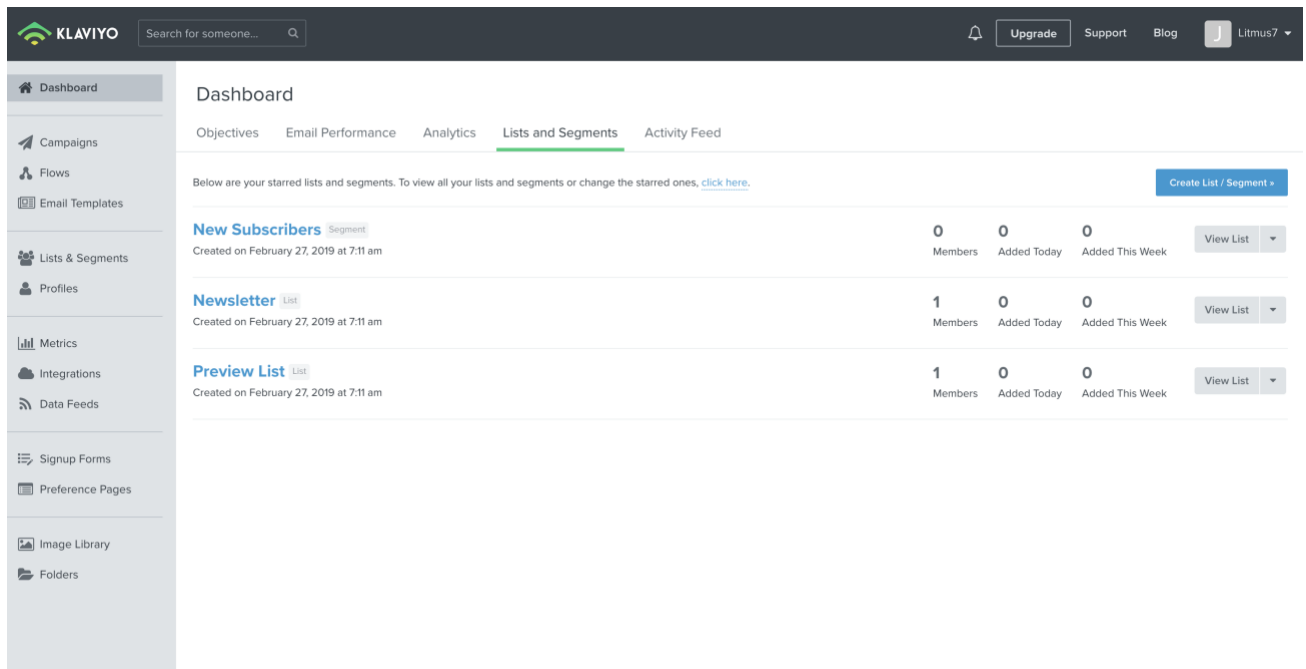
Business Manager Setup

- Once the cartridge is imported, it needs to be added to the list of cartridges in your site. Go to Business Manager: Administration -> Sites -> Manage Sites. Select your site, then select **Settings** tab. In cartridge path at the end, add **int_klaviyo**.
- Import the zipped services file that come with the cartridge (int_klaviyo\metadata\klaviyo_services_and_preferences.zip). This houses the service definitions for the Klaviyo track and lists server side API, and the custom preferences for Klaviyo. Go to Administration->Operations->Import and Export->Services. Upload and import the klaviyo-services.xml file. This will create one service (two others are optional for the Subscription Service and can be provided upon request):

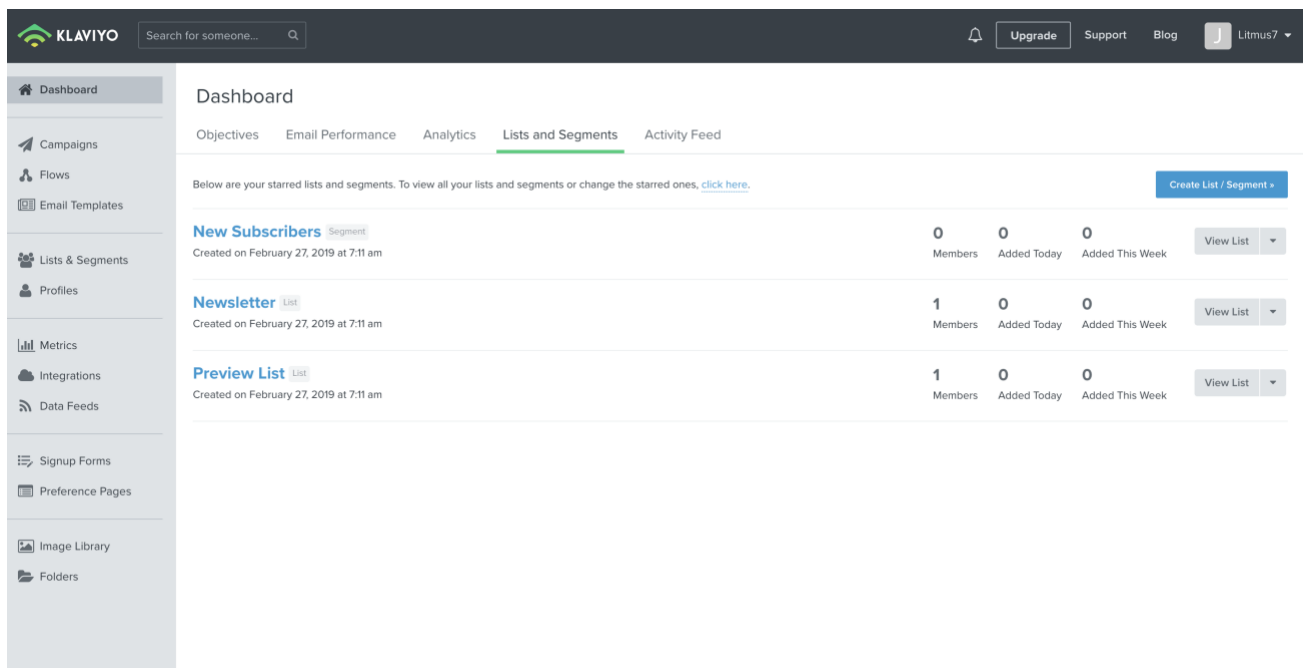
- KlaviyoTrackService

(Optional) For the KlaviyoSubscriptionService and KlaviyoCheckSubscriptionService, replace the ID in the service URL with the Klaviyo List ID that you will be using to subscribe users. For e.g.: the import file will have the service URL as <https://a.klaviyo.com/api/v2/list/Mm2HRr/members>. Replace the section highlighted in blue with your List ID from klaviyo

To get the List ID in Klaviyo, navigate to Lists and Segments in the Dashboard section.



Select the List you want and the URL will contain the List ID.



- After the metadata zip file import, create the Klaviyo preferences. This creates site level custom attributes for storing the Klaviyo account ID, image size, and API Key (optional). To import, navigate to Merchant Tools > Administration > Site Development->Import and Export. Under the meta data section, upload and import the custom_attribute_klaviyo.xml file. This creates the following attributes in Site Preferences:
 - Klaviyo Account – This is mandatory and used to authenticate to the Javascript API.

- Klaviyo API Key – The private API key for the server side API.
- Klaviyo Enabled – To Enable the Klaviyo Service
- Image type for Klaviyo – The image size you use for products ('hi-res', 'large', etc.)

Code isml Integration

- Add the following code to the end of your footer_UI.isml file:

```
<isinclude template="components/footer/klaviyo_footer"/>
```

- Import Add the following code to your cart templates for adding and editing items in the cart:

```
<isif condition="{pdict.CurrentHttpParameterMap.cartAction == 'add' ||  
pdict.CurrentHttpParameterMap.cartAction == 'update'}">  
  <isinclude url="{URLUtils.url('Klaviyo-RenderKlaviyoAddToCart')}" />  
</isif>
```

Be careful to check imports in Klaviyo cartridges if you are overwriting core cartridges.

External Interfaces

All calls are made from tracking and identification on the pages are done through the Javascript Track and Identify calls which can be referenced in <https://www.klaviyo.com/docs/getting-started>.

For the server side calls pertaining to List Subscription and Track call for order confirmation, please refer <https://www.klaviyo.com/docs/http-api> and <https://www.klaviyo.com/docs/api/v2/lists> .

Firewall Requirements

N/A

Testing

Klaviyo tracks every event except “Order Confirmation” by placing a data-structure in the DOM named “_learnq”. There is a full list under “Storefront functionality” that shows what events to expect to see “_learnq” for. It will look like this:

```
<script async type="text/javascript" src="//static.klaviyo.com/onsite/js/klaviyo.js?company_id=KbMgMb"></script>
var _learnq = _learnq || []; _learnq.push(['track', 'Checkout Started', {"Items":["Worn Gold Stretch Bracelet"],"line_items":[{"Product ID":"013742003048","Product Name":"Worn Gold Stretch Bracelet","Product Image URL":"https://klaviyo-tech-prtnr-na06-dw.demandware.net/on/demandware.static/-/Sites-apparel-catalog/default/dw9ce81637/images/large/PG.60119261.JJ887XX.PZ.jpg","Price":"$38.00","Product Description":"Pair with matching earring for a complete look. Each piece of jewelry will be shipped with a beautiful Salesforce Commerce Cloud Store velvet gift pouch.","Product Page URL":"https://klaviyo-tech-prtnr-na06-dw.demandware.net/s/SiteGenesis/worn-gold-stretch-bracelet/013742003048.html?lang=en_US","Product UPC":"013742003048","Product Availability Model":1,"Categories":["Bracelets, Rings & Pins","Jewelry","Bracelets"]}],"$value":"56.69","itemCount":1,"Categories":["Bracelets, Rings & Pins","Jewelry","Bracelets"]}]);
</script>
```

Login to Klaviyo and go to <https://www.klaviyo.com/dashboard>

To see the service in action, login to the storefront and cookie yourself by adding “**utm_email=test@test.com**” test the user activities such as viewed product, add to cart, active on site, search, order placed to see the events come through to Klaviyo.

Click on the Activity Feed to see all the activities and events tracked like Viewed Product, Add to Cart, Checkout Started , Subscribed to list etc..

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Objectives

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Analytics

Lists and Segments

Activity Feed

Showing Feed for

All Metrics

vysakh ab

vysakh@litmus7.com

Placed Order

Details

12 hours ago

vysakh ab

vysakh@litmus7.com

Checkout Started

Details

12 hours ago

vysakh ab

vysakh@litmus7.com

Add to Cart

Details

12 hours ago

vysakh ab

vysakh@litmus7.com

Viewed Product

Details

12 hours ago

vysakh ab

vysakh@litmus7.com

Viewed Product

Details

12 hours ago

Click on Details to see the event data

J

Joji Thomas

joji.thomas@litmus7.com

Active on Website for 1:00 hour

Details

7 hours ago

J

Joji Thomas

joji.thomas@litmus7.com

Placed Order

Details

11 hours ago

J

Joji Thomas

joji.thomas@litmus7.com

Checkout Started

Checkout Started Value: 988.03
 Categories: Flat Screen, Flat Screen
 itemCount: 1
 Items: Sony Bravia® N-Series 26" LCD High Definition Television
 line_items: {u'Product UPC': u'', u'Product Page URL': u'https://dev07-na01-tatcha.demandware.net/s/RefArch/electronics/televisions/flat%20screen/sony-kdl-26n4000M.html?lang=en_US', u'Product I...'}

Collapse

11 hours ago

J

Joji Thomas

joji.thomas@litmus7.com

Viewed Product

Categories: Flat Screen, Flat Screen
 Price: 899.99
 Primary Category: Flat Screen
 Product ID: sony-kdl-26n4000M
 Product Image URL: https://dev07-na01-tatcha.demandware.net/on/demandware.static/-/Sites-electronics-m-catalog/default/dw2fad18bf/images/large/sony-kdl-26n4000.jpg
 Product Name: Sony Bravia® N-Series 26" LCD High Definition Television
 Product Page URL: https://dev07-na01-tatcha.demandware.net/s/RefArch/electronics/televisions/flat%20screen/sony-kdl-26n4000M.html?lang=en_US
 Product UPC:

Collapse

11 hours ago

J

Joji Thomas

joji.thomas@litmus7.com

Viewed Category

Viewed Category: electronics-televisions

Collapse

12 hours ago

J

Joji Thomas

joji.thomas@litmus7.com

Viewed Product

Details

12 hours ago

nts

ges

V

vysakh ab

vysakh@litmus7.com

Placed Order

22 hours ago

Placed Order Value: 314.99

BILLING_ADDRESS: {u'CITY': u'Alaska', u'FIRST_NAME': u'vysakh', u'LAST_NAME': u'ab', u'ADDRESS1': u'vysakh', u'ADDRESS2': u'ab', u'PHONE': u'3333333333', u'POS...

CARD_LAST_FOUR_DIGITS: *****1111

CARD_TYPE: Visa

CUSTOMER_NAME: vysakh ab

CUSTOMER_NUMBER: DEV0300005501

DISCOUNT: \$0.00

EXP_DATE: 2015-07-29

GIFT_CARD_LAST_FOUR:

GIFT_ITEM_PRESENT: false

GIFT_MESSAGE:

GIFTITEMS: {u'SENDER_NAME': u'', u'PRICE': u'', u'RECIPIENT_EMAIL': u'', u'SENDER_EMAIL': u'', u'RECIPIENT_NAME': u''}

ITEM_CATEGORIES:

ITEM_COUNT: 1

ITEM_PRIMARY_CATEGORIES:

ITEMS: 750518699578

MANAGE_ORDER_URL: https://dev03-na01-tatcha.demandware.net/on/demandware.store/Sites-klaviyo-Site/default/Account-Show

ORDER_DATE: 2019-03-21

ORDER_NUMBER: 00000912

ORDER_TOTAL: \$314.99

PRODUCT: {u'PRODUCT_IMG_URL': u'https://dev03-na01-tatcha.demandware.net/on/demandware.static/-/Sites-apparel-catalog/default/dw6ebc611b/images/large/PG...

PROMO_CODE:

PROMO_TYPE:

REPLENISHMENT_ORDER: false

SHIPPING_ADDRESS: {u'CITY': u'Alaska', u'FIRST_NAME': u'vysakh', u'LAST_NAME': u'ab', u'ADDRESS1': u'vysakh', u'ADDRESS2': u'ab', u'PHONE': u'3333333333', u'P...

SHIPPING_COST: \$0.00

SHIPPING_METHOD: Store Pickup

SUBTOTAL: \$299.99

TAX: \$15.00

Operations

Data Storage

N/A

Availability

N/A

Support

For technical support or any issues related to Klaviyo, please contact your Klaviyo Contact. For specific questions related to the cartridge, please reach out via email to support@klaviyo.com

User Guide

Roles, Responsibilities

N/A

Business Manager

Please refer the Business Manager Section above for setup related information. There is no other Business Manager setup required other than the initial configuration stated in that section.

Storefront Functionality

The storefront integration will invoke the following events and tracking for the following functionality:

- Added to Cart – Event fired when user adds/modifies his/her cart
- Checkout Started – Event fired when user initiates the checkout process
- Order Confirmation – Event fired when the user places his/her order, useful for real-time receipts
- Site Search – Event fired when a user initiates a search.
- Viewed Category – Event fired when a user views a category page.

- Viewed Product – Event fired when a user views a product page. The information regarding the viewed product is passed along to Klaviyo here.

Known Issues

N/A

Release History

Version	Date	Changes
01/01/00	22 nd March 2019	Initial release
01/02/00	28 th January 2020	Updated for image links and language clarification
01/03/00	20 th February 2020	Updated for Salesforce Commerce Cloud Certification process