

Zapier accelerator

Voyado Engage can integrate seamlessly with Zapier to help more customer connect their third-party system to Voyado Engage

Zapier accelerator



—a customer experience cloud for retail

Voyado's multichannel marketing platform, Voyado Engage enables unified customer data that is easy to act on. It serves you the insights and campaign tools you need to create extraordinary experiences in all sales and marketing channels.



— transform your business with Zapier

Zapier is a powerful automation tool that connects various web applications together, enabling them to communicate and perform actions seamlessly. It allows users to create "Zaps," which are automated workflows triggered by specific events in one app and resulting in actions in another.

Zapier accelerator

Voyado Engage

Connect your Zap to Engage

- Create your first Zap with Engage
- Include API key
- Insert your tenant id from Engage
- Insert if it's connected to your staging or production in Engage
- Then you are good to go!

Allow Zapier to access your Voyado Engage (1.0.0) Account?

API Key (required)

API Key for your Voyado Engage instance

.....

Tenant (required)

Enter your tenant id on your Voyado Engage license

voyadodemoecom

Environment (required)

Staging or production

Production

Yes, Continue to Voyado Engage (1.0.0)

Cancel

Zapier accelerator

Voyado Engage

Identify a contact in Engage

- Once you get an event in your Zap, use the data to find the contact in Engage
- Include contact type
- Include the identifier of choice, such as email, phone number, social security number or member number
- Take action on the response from the API

The screenshot shows a Zapier zap titled "2. Identify a Contact in Voyado Engage in Voyado Engage (1...)" with three steps completed. The first step, "App & event", is expanded, showing "Account" and "Action". The second step, "Action", is expanded, showing "Contact type" set to "Member" and "Email" with a placeholder "Enter text or insert data...". A modal window titled "Insert Data ..." lists fields from a previous step: "1. Catch Hook in Webhooks by Zapier" with "Email john.doe@voyado.com", "First Name John", and "Last Name Doe".

Voyado Engage

Create a contact in Voyado Engage

- If the customer isn't found in Engage, create the customer with relevant data
- Include source, store / market id, country code, language to know the origin of the contact
- Include the identifier together with other relevant data
- Take action on response from the API

Action
6. Create a Contact in Voyado Engage in Voyado Engage (1.0... ...

✓ App & event ✓

✓ Account ✓

^ Action

Source
Zapier

Insert the source for the contact (eCOM / POS)

Store / Market Id
us-market

Insert the market / store the customer was created in

* Email (required)
 1. Email: john.doe@voyado.com

Insert the email address on the contact

Mobile phone
Enter text or insert data...

Insert the mobile phone on the contact

First name
 1. First Name: John

Insert the first name on the contact

Last name
 1. Last Name: Doe

Insert the last name on the contact

Voyado Engage

Update a contact in Engage

- If the customer is found in Engage, update the customer with relevant data
- Include the contact id (from the response on the previous API-call)
- Include other data points such as first name, last name or gender
- Take action on the response from the API

... Action
4. Update a Contact in Voyado Engage in Voyado Engage (1.... ...

✓ App & event ✓

✓ Account ✓

▲ Action

* Contact Id (required)

2. Contact Id: 3bbb80b9-8ada-4...9d-afc800b1eb34

The Contact Id returned from the response when identifying the contact in Voyado Engage

First Name

1. First Name: John

Insert the first name on the contact

Last Name

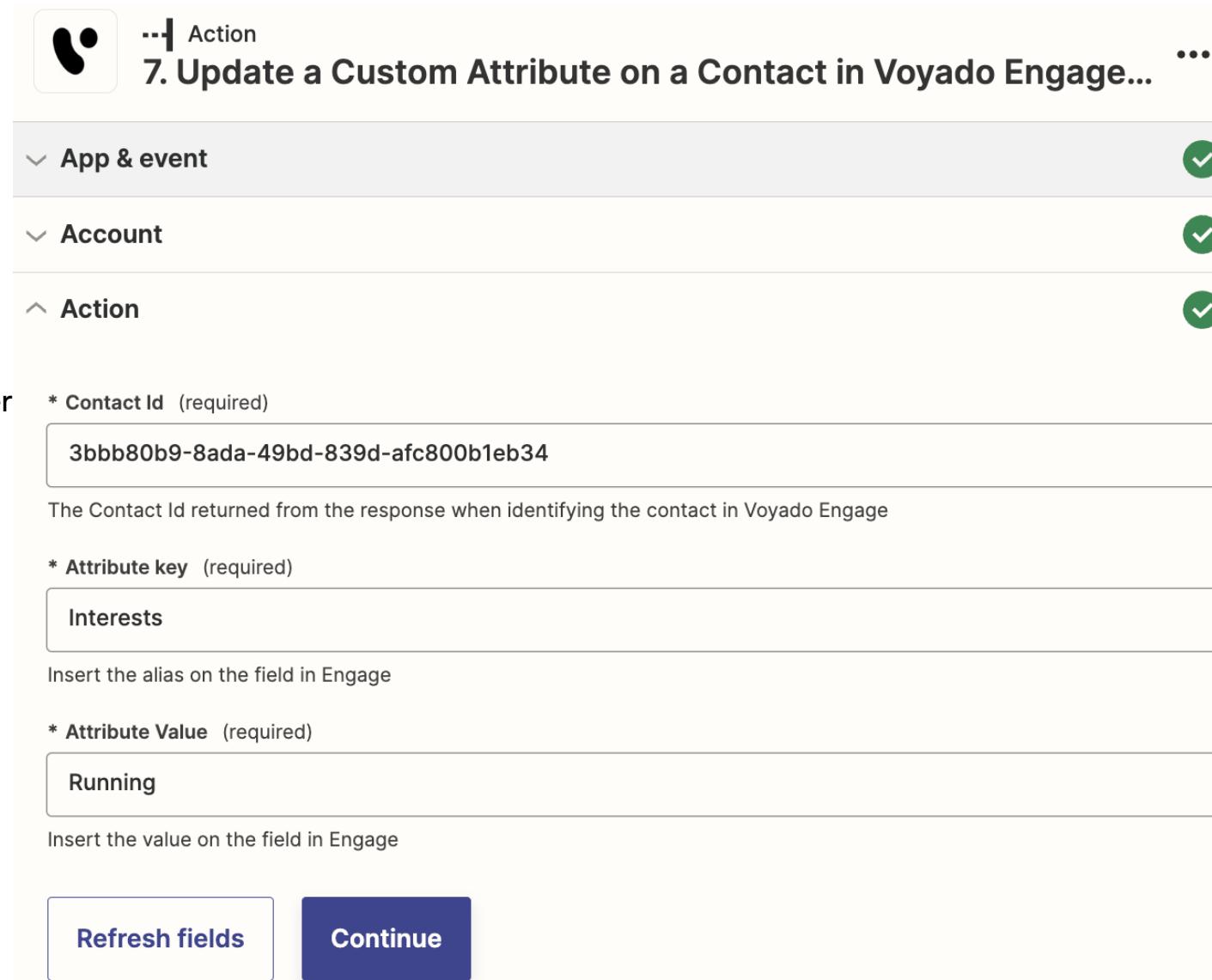
1. Last Name: Doe

Insert the last name on the contact

Voyado Engage

Update a custom attribute on a contact in Engage

- If the customer is found in Engage, update the customer with custom attributes set up in Engage
- Include the contact id (from the response on the previous API-call)
- Include the attribute key (alias in Engage)
- Include the attribute value on the alias
- Data types:
 - Checkbox
 - String
 - Integer
 - Dropdown



The screenshot shows a Zapier workflow step titled "7. Update a Custom Attribute on a Contact in Voyado Engage...". The step is part of a larger sequence, indicated by three green checkmarks on the right. The configuration screen includes sections for "App & event", "Account", and "Action". Under "Action", there are fields for "Contact Id" (containing "3bbb80b9-8ada-49bd-839d-afc800b1eb34"), "Attribute key" (containing "Interests"), and "Attribute Value" (containing "Running"). Below these fields are "Refresh fields" and "Continue" buttons.

... Action

7. Update a Custom Attribute on a Contact in Voyado Engage...

App & event

Account

Action

* Contact Id (required)
3bbb80b9-8ada-49bd-839d-afc800b1eb34

The Contact Id returned from the response when identifying the contact in Voyado Engage

* Attribute key (required)
Interests

Insert the alias on the field in Engage

* Attribute Value (required)
Running

Insert the value on the field in Engage

Refresh fields Continue

Zapier accelerator

Voyado Engage

Update a consent on a contact in Engage

- If the customer is found in Engage, update the customer with a consent set up in Engage
- Include the contact id (from the response on the previous API-call)
- Include the consent id (alias in Engage)
- Include the consent value on the alias
- Include the consent source
- Include the consent comment

Action
6. Update a Consent on a Contact in Voyado Engage in Voya... ...

✓ App & event ✓
✓ Account ✓
Action ✓

* Contact Id (required)
3bbb80b9-8ada-49bd-839d-afc800b1eb34
The Contact Id returned from the response when identifying the contact in Voyado Engage

* Consent Id (required)
termsAndCondition
Insert the id on the consent

* Consent Value (required)
True
Insert the value on the consent

Consent Source
eCOM
Insert the source on the consent

Consent Comment
Consent set by Customer in checkout
Insert the comment on the consent

Refresh fields Continue

Voyado Engage

Trigger a custom trigger in Engage

- Once the customer is identified, trigger an automation flow in Engage
- Include the contact id from the response from “identify a contact in Engage”
- Include alias on the custom trigger
- Include spare-fields with data you wish to include in the email to the customer

Action
7. Trigger a Custom Trigger in Voyado Engage in Voyado Eng... ...

App & event

Account

Action

* Contact Id (required)
2. Contact Id: 3bbb80b9-8ada-4...9d-afc800b1eb34
The contact id returned from the response when identifying the contact in Voyado Engage

* Alias (required)
newLead
Alias on the custom trigger in Voyado Engage (provided by Voyado)

Spare 1
1. First Name: John
Data to include in custom trigger

Spare 2
1. Last Name: Doe
Data to include in custom trigger

Spare 3
New lead
Data to include in custom trigger

Voyado Engage

Update accepts email on a contact in Engage

- Once the customer is identified, update the accepts email-flag in Engage
- Include the contact id from the response from "identify a contact in Engage"
- Include true or false on accepts email

... Action

8. Update Accepts Email on the Contact in Voyado Engage in...

✓

✓

▼ App & event

▼ Account

▲ Action

* Accepts Email (required)

True

True / False: If the contact should accept email or not

* Contact id (required)

2. Contact Id: 3bbb80b9-8ada-4...9d-afc800b1eb34

The contact id returned from the response when identifying the contact in Voyado Engage

Voyado Engage

Update accepts sms on a contact in Engage

- Once the customer is identified, update the accepts sms-flag in Engage
- Include the contact id from the response from "identify a contact in Engage"
- Include true or false on accepts sms

Action
9. Update Accepts SMS on the Contact in Voyado Engage in ...

App & event

Account

Action

* Contact Id (required)
2. Contact Id: 3bbb80b9-8ada-4...9d-afc800b1eb34
The contact id returned from the response when identifying the contact in Voyado Engage

* Accepts Sms (required)
True
True / False: If the contact should accept sms or not

Zapier accelerator

Voyado Engage

Trigger a Zap from Engage

- Create an automation-flow in Engage
- Trigger a Zap based on a Catch Hook-event in Zapier
- Include contact id, email or the parameter of choice from Engage in the data

The screenshot shows the Zapier interface for creating a new Zap. The first step is a trigger named "1. Catch Hook in Webhooks by Zapier". The configuration includes sections for "App & event", "Trigger", and "Test", each with a green checkmark indicating successful setup.

Your webhook URL
You'll need to configure your application with this Zap's webhook URL.
<https://hooks.zapier.com/hooks/catch/>
We've generated a custom webhook URL for you to use.

We found a request!
This request was found in your Webhooks trigger.

request D
Search
id: 3bbb80b9-8ada-49bd-839d-afc800b1eb3
querystring:

New contact registered
Contact type
Medlem

Zapier

Send email message "Welcome email"

Technical specification

Contact data

- Identify a contact in Engage
- Create a contact in Engage
- Update a contact in Engage
 - Contact data
 - Preferences

Communication

- Trigger a custom trigger to Engage

Engage -> Zapier

- Trigger a Zapier webhook based on an automation-flow in Engage

Integration details

Partner	Zapier
Product	Zapier
Category	Integration platform
Integration type	Connector
Hosted by	Voyado
Implementation	Installed and configured by the customer in Zapier
Prerequisites	<ul style="list-style-type: none">• Active Zapier license• Active Voyado Engage and/or Omni/Loyalty license
Documentation	https://developer.voyado.com/

