



Getting Started

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segmentation based on category and event triggers like product bought, page viewed, email engagement, or amount spent.

It measures opens, clicks, revenue generated, breakdown of generated revenue based on custom attributes (like campaign type or amount gained per recipient), and provides trend reports, cohort analysis, and subscriber growth.

Klaviyo lets you send personalized newsletters, automates triggered emails, product recommendations, welcome campaigns, order announcements, push notifications, and syncs your data to Facebook custom audiences.

Benefits of Klaviyo (Actions)

Klaviyo (Actions) provides the following benefits:

- Simple setup** - Klaviyo (Actions) has a streamlined default setup process making it easier to get started in a way that "just works".
- More control** - Actions-based destinations enable you to define the mapping between the data Segment receives from your sources and the data Segment sends to Klaviyo.
- Default property mappings** - Default mappings from the Segment like event, timestamp, and more, allow

data to be mapped correctly without any setup required.



Segment automatically migrated all classic Klaviyo destinations configured in Cloud mode to the Klaviyo (Actions) destination in June 2024.

If you are a Klaviyo classic user, view information about steps you might need to take in the [Migrate to the Klaviyo \(Actions\) destination](#) documentation.

Getting started

1. From the Segment web app, click **Catalog**.

2. Search for **Klaviyo (Actions)** in the Catalog, select it, and choose which of your sources to connect the destination to.

3. Navigate to [Account > Settings > API Keys](#) in Klaviyo's UI and copy your API Key into the Segment Settings UI.



Generate a Private API Key with full access to Klaviyo's Accounts, Campaigns, Events, List, Profiles, Segments, and Subscriptions APIs

Create a key by going to Klaviyo's UI and clicking [Account > Settings > API Keys > Create API Key](#) to generate a Private API Key. After you've created a key, copy it into the Segment Settings UI.

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> You can find this by going to Klaviyo's UI and clicking Account > Settings > API Keys > Create API Key

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Klaviyo-supported actions:



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- [Upsert Profile](#)
- [Order Completed](#)
- [Track Event](#)
- [Remove Profile from List \(Engage\)](#)
- [Add Profile to List \(Engage\)](#)
- [Remove Profile](#)
- [Subscribe Profile](#)
- [Unsubscribe Profile](#)

Upsert Profile

Upsert user profile.

Upsert Profile is a **Cloud** action. The default Trigger is: `type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
Email	Type: <code>STRING</code> Individual's email address. One of External ID, Phone Number and Email required.
Batch Data to Klaviyo	Type: <code>BOOLEAN</code> When enabled, the action will use the klaviyo batch API.
Phone Number	Type: <code>STRING</code> Individual's phone number in E.164 format. If SMS is not enabled and if you use Phone Number as identifier, then you have to provide one of Email or External ID.
Country Code	Type: <code>STRING</code> Country Code in ISO 3166-1 alpha-2 format. If provided, this will be used to validate and automatically format Phone Number field in E.164 format accepted by Klaviyo.
External ID	Type: <code>STRING</code> A unique identifier used by customers to associate Klaviyo profiles with profiles in an external system. One of External ID, Phone Number and Email required.
First Name	Type: <code>STRING</code> Individual's first name.
Last Name	Type: <code>STRING</code> Individual's last name.
Organization	Type: <code>STRING</code> Name of the company or organization within the company for whom the individual works.
Title	Type: <code>STRING</code> Individual's job title.
Image	Type: <code>STRING</code> URL pointing to the location of a profile image.
Location	Type: <code>OBJECT</code> Individual's address.
Properties	Type: <code>OBJECT</code> An object containing key/value pairs for any custom properties assigned to this profile.
List	Type: <code>STRING</code> The Klaviyo list to add the profile to.
Existing List ID	Type: <code>STRING</code> The ID of the list in Klaviyo that users will be synced to. If defined, we will not create a new list.
Name of list to create	Type: <code>STRING</code> The name of the list that you would like to create in Klaviyo.
Connect to a static list in Klaviyo	Type: <code>OBJECT</code> When saving this mapping, we will connect to a list in Klaviyo.

Order Completed

Order Completed Event action tracks users Order Completed events and associate it with their profile.

Order Completed is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
Profile *	Type: OBJECT Properties of the profile that triggered this event.
Properties *	Type: OBJECT Properties of this event.
Time	Type: DATETIME When this event occurred. By default, the time the request was received will be used. The time is truncated to the second. The time must be after the year 2000 and can only be up to 1 year in the future.
Value	Type: NUMBER A numeric value to associate with this event. For example, the dollar amount of a purchase.
Unique ID	Type: STRING A unique identifier for an event. If the unique_id is repeated for the same profile and metric, only the first processed event will be recorded. If this is not present, this will use the time to the second. Using the default, this limits only one event per profile per second.
Products	Type: OBJECT List of products purchased in the order.
Event Name	Type: STRING Name of the event. This will be used as the metric name for order completed event sent to Klaviyo. It must be configured in Klaviyo.
Product Event Name	Type: STRING Name of the Product Event. This will be used as the metric name for each ordered product configured in the product list sent to Klaviyo. It must be configured in Klaviyo.

Track Event

Track user events and associate it with their profile.

Track Event is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
Profile *	Type: OBJECT Properties of the profile that triggered this event.
Metric Name *	Type: STRING Name of the event. Must be less than 128 characters.
Properties *	Type: OBJECT Properties of this event.
Time	Type: DATETIME When this event occurred. By default, the time the request was received will be used. The time is truncated to the second. The time must be after the year 2000 and can only be up to 1 year in the future.
Value	Type: NUMBER A numeric value to associate with this event. For example, the dollar amount of a purchase.
Unique ID	Type: STRING A unique identifier for an event. If the unique_id is repeated for the same profile and metric, only the first processed event will be recorded. If this is not present, this will use the time to the second. Using the default, this limits only one event per profile per second.
Batch Data to Klaviyo	Type: BOOLEAN When enabled, the action will use the klaviyo batch API.

Remove Profile from List (Engage)

Remove profile from list

Remove Profile from List (Engage) is a **Cloud** action. The default Trigger is: `event = "Audience Exited"`

Click to show / hide fields

FIELD	DESCRIPTION
Email	Type: <code>STRING</code> The user's email to send to Klavio.
External ID	Type: <code>STRING</code> A unique identifier used by customers to associate Klaviyo profiles with profiles in an external system. One of External ID and Email required.
Phone Number	Type: <code>STRING</code> Individual's phone number in E.164 format. If SMS is not enabled and if you use Phone Number as identifier, then you have to provide one of Email or External ID.
Batch Data to Klaviyo	Type: <code>BOOLEAN</code> When enabled, the action will use the klaviyo batch API.
Country Code	Type: <code>STRING</code> Country Code in ISO 3166-1 alpha-2 format. If provided, this will be used to validate and automatically format Phone Number field in E.164 format accepted by Klaviyo.

Add Profile to List (Engage)

Add Profile To List

Add Profile to List (Engage) is a **Cloud** action. The default Trigger is: `event = "Audience Entered"`

Click to show / hide fields

FIELD	DESCRIPTION
Email	Type: <code>STRING</code> The user's email to send to Klavio.
Phone Number	Type: <code>STRING</code> Individual's phone number in E.164 format. If SMS is not enabled and if you use Phone Number as identifier, then you have to provide one of Email or External ID.
External ID	Type: <code>STRING</code> A unique identifier used by customers to associate Klaviyo profiles with profiles in an external system. One of External ID and Email required.
Batch Data to Klaviyo	Type: <code>BOOLEAN</code> When enabled, the action will use the klaviyo batch API.
First Name	Type: <code>STRING</code> Individual's first name.
Last Name	Type: <code>STRING</code> Individual's last name.
Image	Type: <code>STRING</code> URL pointing to the location of a profile image.
Title	Type: <code>STRING</code> Individual's job title.
Organization	Type: <code>STRING</code> Name of the company or organization within the company for whom the individual works.
Location	Type: <code>OBJECT</code> Individual's address.

FIELD	DESCRIPTION
Properties	Type: OBJECT An object containing key/value pairs for any custom properties assigned to this profile.
Country Code	Type: STRING Country Code in ISO 3166-1 alpha-2 format. If provided, this will be used to validate and automatically format Phone Number field in E.164 format accepted by Klaviyo.

Remove Profile

Remove profile from list

Remove Profile is a **Cloud** action. The default Trigger is: `type = "Identify"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Email	Type: STRING Individual's email address. One of External ID, or Email required.
External ID	Type: STRING A unique identifier used by customers to associate Klaviyo profiles with profiles in an external system. One of External ID, Phone Number and Email required.
List *	Type: STRING The Klaviyo list to add the profile to.
Batch Data to Klaviyo	Type: BOOLEAN When enabled, the action will use the klaviyo batch API.
Phone Number	Type: STRING Individual's phone number in E.164 format. If SMS is not enabled and if you use Phone Number as identifier, then you have to provide one of Email or External ID.
Country Code	Type: STRING Country Code in ISO 3166-1 alpha-2 format. If provided, this will be used to validate and automatically format Phone Number field in E.164 format accepted by Klaviyo.

Subscribe Profile

Subscribe Klaviyo profiles to Email marketing, SMS marketing, or both.

Subscribe Profile is a **Cloud** action. The default Trigger is: `type = "track" and event = "User Subscribed"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Email	Type: STRING The email address to subscribe. If provided, the associated profile will be subscribed to Email marketing.
Phone Number	Type: STRING The phone number to subscribe. This must be in E.164 format. If provided, the associated profile will be subscribed to SMS marketing.
Country Code	Type: STRING Country Code in ISO 3166-1 alpha-2 format. If provided, this will be used to validate and automatically format Phone Number field in E.164 format accepted by Klaviyo.
List Id	Type: STRING The Klaviyo list to add the newly subscribed profiles to. If no List Id is present, the opt-in process used to subscribe the profile depends on the account's default opt-in settings.

FIELD	DESCRIPTION
Custom Source (\$source)	Type: <code>STRING</code> A custom method or source to detail source of consent preferences (e.g., "Marketing Event"). The default is set to -59, as this is the \$source value associated with Segment .
Consented At	Type: <code>DATETIME</code> The timestamp of when the profile's consent was gathered.
Batch Data to Klaviyo	Type: <code>BOOLEAN</code> When enabled, the action will use the Klaviyo batch API.

Unsubscribe Profile

Unsubscribe Klaviyo profiles from Email marketing, SMS marketing, or both.

Unsubscribe Profile is a **Cloud** action. The default Trigger is: `type = "track"` and `event = "User Unsubscribed"`

Click to show / hide fields

FIELD	DESCRIPTION
Email	Type: <code>STRING</code> The email address to unsubscribe. If provided, the associated profile will be unsubscribed to Email marketing.
Phone Number	Type: <code>STRING</code> The phone number to unsubscribe. This must be in E.164 format. If provided, the associated profile will be unsubscribed to SMS marketing.
Country Code	Type: <code>STRING</code> Country Code in ISO 3166-1 alpha-2 format. If provided, this will be used to validate and automatically format Phone Number field in E.164 format accepted by Klaviyo.
List Id	Type: <code>STRING</code> The Klaviyo list to remove the subscribed profiles from. If no list id is provided, the profile will be unsubscribed from all channels.
Batch Data to Klaviyo	Type: <code>BOOLEAN</code> When enabled, the action will use the Klaviyo batch API.

Using Klaviyo with Reverse ETL

Klaviyo (Actions) Destination can accept [Reverse ETL](#) data from your data warehouse sources. Follow the steps in Segment's [Reverse ETL setup guide](#) to create your data warehouse source and set up models.

ACTION	ADDED	UPDATED	DELETED
Order Completed	✓	⊘	⊘
Track Event	✓	⊘	⊘
Upsert Profile	✓	✓	⊘
Remove Profile	✓	⊘	✓
Subscribe Profile	✓	⊘	✓ *
Unsubscribe Profile	✓	⊘	✓

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*Though technically possible, this may not be the most intuitive approach to using Reverse ETL.

In order to add users to a list, use the **Upsert Profile** Action and fill out the **List** field with the Klaviyo list you'd

like to add the profile to.

Follow these steps to create a list in Klaviyo:

1. Navigate to **Audience > Lists & Segments**.
2. Click **Create List/Segment**.
3. Choose **List**.
4. Give your list a name and add any applicable tags.
5. Click **Create List**.

Using Klaviyo with Engage

Klaviyo (Actions) Destination can accept your [Engage](#) data. If you want to add a profile to a list associated with an Engage `audienceId`, you **don't** need to create a list in Klaviyo. During the first sync with the **Add Profile To List (Engage)** Mapping, Segment creates a list with the same ID as your audience.

To add and remove profiles in Klaviyo with Engage Audience data:

1. Create and configure your Engage Audience.
2. Navigate to **Engage > Engage Settings > Destinations** and click **Add Destination**.
3. Select **Klaviyo (Actions)**.
4. Select your Audience Space as the source, and name your destination.
5. On the **Mappings** tab, click **Add Mapping** and select **Add Profile To List (Engage)**.
6. Click **Save** and make sure to enable the mapping.
7. On the **Mappings** tab, click **Add Mapping** and select **Remove Profile from List (Engage)**.
8. Click **Save** and make sure you enable the mapping.
9. Enable the destination.
10. On the **Engage > Audiences > (your audience)** page, click **Add Destination** and select the destination created.
11. In the settings that appear in the side panel, toggle the **Send Track** option on, and don't change the **Audience Entered/Audience Exited** event names.
12. Click **Save Settings**.

FAQ

Dealing with Error Responses from Klaviyo's API

429 Too Many Requests

If you're encountering rate limiting issues, consider enabling batching for the Action receiving these errors. To enable batching, navigate to the mapping configuration and set "Batch data to Klaviyo" to "Yes". This adjustment might help alleviate the rate limiting problem.

409 Conflict

In most cases, you can safely ignore a 409 error code.

When you use the [Upsert Profile](#) mapping to send Identify events, Segment first attempts to [create a new profile in Klaviyo](#). If the first request returns with a 409 error code, Segment sends a second request to [update the existing profile with the given profile ID](#).

403 Forbidden

Some customers experience 403 errors when sending audience data to Klaviyo through Segment. This occurs

due to Klaviyo's security measures blocking requests from shared IPs, which are common when using cloud-hosted platforms, like Segment, that use dynamically generated IP addresses.

To reduce the number of 403 errors that you encounter, enable [IP Allowlisting](#) for your workspace. For more information the range of IP addresses Klaviyo uses for integration traffic, see Klaviyo's [How to allowlist Klaviyo integration traffic IP addresses](#) documentation.

Can I send Engage Audiences to a pre-created Klaviyo List?

No. Engage audiences are designed to initiate the creation of new lists in Klaviyo when you use the "Add Profile to List - Engage" mapping. You cannot link Engage lists to existing Klaviyo lists and cannot edit the List ID for Engage audiences.

How can I unsuppress a profile when adding it to a list?

When adding a user to a list, our action make use of the [Bulk Profile Import](#) endpoint (when batching is enabled), and the [Add Profile To List](#) endpoint for non-batched requests. Both of which will not update a users suppression status if they were previously suppressed.

To unsuppress a previously suppressed profile in Klaviyo, use the **Subscribe Profile** action. This action automatically removes the suppression status for the user when they are subscribed. You can also pair this action with other mappings to suit your workflow.

If this approach doesn't address your use case, [reach out to Segment](#) to discuss your specific requirements.

Can batching be enabled for the entire Klaviyo (Actions) destination?

Batching is only available for events sent through the Upsert Profile action mapping. Other actions in the Klaviyo (Actions) destination don't support batching.

Do I need to configure these event names in Klaviyo?

Yes. Event names, including Event Name, Metric Name, and Product Event Name, must be preconfigured in Klaviyo. If an event name isn't set up in Klaviyo, it won't be processed or linked to user profiles.

How do I configure event names in Klaviyo?

To configure event names in Klaviyo:

1. [Log in](#) to your Klaviyo account.
2. [Go to Analytics > Metrics](#).
3. [Add or verify](#) the event names (Event Name, Metric Name and Product Event Name) you plan to use in Segment.
4. [Event names](#) are case-sensitive. Ensure the names exactly match the ones used in your Segment integration.

Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a **user property**. To learn more about Engage, schedule a [demo](#).

For user-property destinations, an [identify](#) call is sent to the destination for each user being added and removed. The property name is the snake_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.

Real-time to batch destination sync frequency

Real-time audience syncs to Klaviyo (Actions) may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
API Key (required)	password . You can find this by going to Klaviyo's UI and clicking Account > Settings > API Keys > Create API Key

This page was last modified: 30 Jan 2025

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