



Documentation

Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help



☐ Mobile

☐ Server



☒ Mobile

☒ Server



Segment will deprecate the Klaviyo Classic destination on June 30th, 2024

Klaviyo will deprecate the endpoints used by this destination in June 2024. Segment will not update this destination with the new endpoint, but will deprecate the destination. Users who want to send data to Klaviyo should migrate to the Klaviyo (Actions) destination.

Starting on June 30th, 2024, Segment will migrate all Klaviyo classic destinations to the new Klaviyo (Actions) destination. **If you don't have an API key in the destination settings for your classic Klaviyo destination, you will need to take action.**

For more information about this migration, see the [Migrate to the Klaviyo \(Actions\) destination](#) documentation.

Klaviyo is a powerful email platform focused on ecommerce that helps companies make more money. It supports

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

To configure Klaviyo as an Event Source to get data into your warehouse or other downstream tools, see the [Klaviyo Source](#) documentation.

Klaviyo will deprecate the endpoints used by this destination on June 30, 2024. Segment will not update this destination with the new endpoint. Instead, Segment recommends customers switch to the new [Klaviyo Actions destination](#), which already uses the new endpoints. For more information about the migration process, see the [Migrate to the Klaviyo \(Actions\) destination](#) documentation.

This migration applies **only** to Klaviyo Classic destinations in Cloud Mode. [Engage users](#) might need to take additional action.

For example, if you named your classic destination "Email Marketing Campaigns", Segment would name your migrated destination "Email Marketing Campaigns Migrated".

If you do not have a Private Key in your destination's settings, Segment will create your migrated Klaviyo (Actions) destination, create mappings for each event type, and enable the mappings, but will not enable the destination for you.

To enable your new Klaviyo (Actions) destination:

- 1 Create a new private key by opening Klaviyo's UI and clicking [Account > Settings > API Keys > Create API Key](#).
- 2 Grant the key full access to Klaviyo's Accounts, Campaigns, List, Profiles, Segments, and Subscriptions APIs.
- 3 Return to Segment and open the destination settings for your migrated Klaviyo destination.
- 4 Enter the private key into the "API Key" field.
- 5 Enable your migrated Actions destination.
- 6 Open the destination settings for your classic Klaviyo destination and disable the destination.

Klaviyo Migrated
receiving from Audience Sandbox Source

Enabled

Delivery Overview Filters Mappings Event Tester Alerts Event Delivery Functions **Settings**

Basic Settings

Name *
Type a name to help you identify this destination in Segment.
Klaviyo Migrated

API Key *
You can find this by going to Klaviyo's UI and clicking Account > Settings > API Keys > Create API Key
.....

Enable Destination *
☒ When enabled, Segment will send data to Klaviyo (Actions) based on configuration in the Mappings tab.

Save Changes Copy Settings Delete Destination

If your destination is connected to a Journey, Segment will create your migrated Klaviyo (Actions) destination, but will not enable it for you. All existing Journeys will remain connected to the classic Klaviyo destination. You must [build new Journeys](#) that reference the new, migrated Klaviyo destination.

Segment will disable all instances of the classic Klaviyo destination in July 2024.

Engage-specific migration information

While using the Klaviyo Classic destination, you could only **add** users to a Klaviyo platform or list. The Klaviyo (Actions) destination has two Destination Actions, [Add Profile to List \(Engage\)](#) and [Remove Profile from List \(Engage\)](#), which allow you to add **and** remove users from the Klaviyo platform and from lists.

Segment's migration from the Klaviyo Classic destination to the Klaviyo (Actions) destination was focused on creating a 1-1 mapping between your Classic and Actions destinations, so Segment creates three Actions on your behalf during the migration:

- Upsert Profile:** This mapping only supports Identify calls. Segment enables this Action by default.
- Add Profile to List (Engage):** This mapping only supports Track calls. Segment creates this mapping, but doesn't enable it for you.
- Remove Profile from List (Engage):** This mapping only supports Track calls. Segment creates this mapping, but doesn't enable it for you.

To use the "Add Profile to List (Engage)" and "Remove Users from List (Engage)" Actions:

- 1 Navigate to your Engage Space and select the Audience connected to your migrated Klaviyo (Actions) destination.
- 2 Select **Settings**.
- 3 Enable the **Send Track** setting and disable the **Send Identify** setting under Connection settings and click **Save**.

4. Open your Klaviyo (Actions) destination's Mappings page.

5. Disable your **Upsert Profile** mapping and enable the **Add Profile to List (Engage)** and **Remove Profile from List (Engage)** mappings.

Getting started

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

2. Search for "Klaviyo" 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.



Klaviyo requires the Private API Key to use the List API. You can find this by going to Klaviyo's UI and clicking [Account > Settings > API Keys > Create API Key](#) to generate a Private API Key and copy it into the Segment Settings UI.

Identify

If you're not familiar with the Segment Specs, take a look to understand what the [Identify method](#) does. An example call would look like:

```
analytics.identify({
  userId: 'user123',
  traits: {
    name: 'Serena Williams',
    gender: 'female'
  }
})
```

Client-side Identify

When you call `identify` on `analytics.js`, Segment calls Klaviyo's `identify` with the `traits` object. Segment then augments the `traits` object to have `traits.$id` be the `userId` since Klaviyo takes the user ID on the `traits` object itself.



When you send data to Klaviyo using `analytics.js`, an initial Page call is required. By default, this is already added in your [Segment snippet](#). In addition to the Page call, you must make an Identify call on each subdomain where you want to track users. Klaviyo sets cookies on the subdomain rather than the top-level domain, making this extra Identify call necessary for tracking.

The following Segment spec'd traits map to Klaviyo [special people properties](#):

SEGMENT TRAITS	KLAVIYO TRAITS
<code>userId</code>	<code>\$id</code>
<code>email</code>	<code>\$email</code>
<code>phoneNumber</code>	<code>\$phone_number</code>
<code>firstName</code>	<code>\$first_name</code>
<code>lastName</code>	<code>\$last_name</code>

SEGMENT TRAITS	KLAVIYO TRAITS
title	\$title

Server-side Identify

When you call `identify` from a mobile or server-side library, Segment creates or updates a Klaviyo person with the traits you provide in the `identify`.

If your `userId` is an email, or you provide an email in `traits.email`, Segment sends it as the `$email` property to Klaviyo. The following Segment spec'd traits map to Klaviyo [special people properties](#):

SEGMENT TRAITS	KLAVIYO PROPERTIES
userId	\$id
email	\$email
phoneNumber	\$phone_number
organization	\$organization
firstName	\$first_name
lastName	\$last_name
title	\$title
city	\$city
region or state	\$region
country	\$country
timezone	\$timezone
zip	\$zip

Enforce email as primary identifier

This option is enabled by default to ensure duplicate profiles are not being created inside of Klaviyo. When enabled, Segment will never set the `$id` field to your `userId` when you call `.identify()` or `.track()`. Instead, Segment will only set `$email` as the primary identifier with your `traits.email` or `properties.email`. Please note that if you have this setting toggled on, you must send `email` in on your payloads or your events will not go through to Klaviyo.



For the Web Device-mode connection, this option applies **only** to the `.identify()` call.

Fallback on Anonymous ID

Server side `identify` calls require a `userId` unless you enable sending anonymous data. Enable this option to fallback on `anonymousId` if `userId` is not available when sending server side events. Note that this option may result in superfluous user profiles in Klaviyo and is generally not recommended.

Adding users to a list

When you call `identify` using a **server side** library, you can optionally send list data in order to add that person

to a specific Klaviyo List. Segment will use [Klaviyo's List API](#).

For this to work, you must add the **Private Key** inside the Klaviyo settings in Segment. You can generate a private key by clicking Account > Settings > API Keys > Create API Key inside Klaviyo.

You can choose to provide a default `listId` that Segment can fall back on when adding users to a list. If you'd like to override this default `listId`, you can also do so by sending it manually using code in `integrations.Klaviyo.listId`.

Important: You must provide an `email` in your `traits` or send `email` as the `userId`. Be sure to provide the Private Key in the Klaviyo settings for this to work.

node example:

```
analytics.identify({
  userId: '019mr8mf4r',
  traits: {
    name: 'Serena Williams',
    email: 'swilliams@sportstech.com',
    plan: 'Enterprise',
    friends: 42
  },
  integrations: {
    Klaviyo: {
      listId: 'baV129', // will override whatever it is in the UI setting
      confirmOptin: false // optional
    }
  }
});
```

Confirm opt in

You can also choose whether you want to force users to confirm the opt in to your list. This flag determines whether someone is sent an email with a confirmation link before they are added to the list. The default settings will be `true`. However, you can uncheck this option in the Klaviyo settings inside Segment or override it per Identify call using code in the `integration.Klaviyo.confirmOptin` parameter.



This setting should only be set to `false` or unchecked if you have already received explicit permission to add a user to the list. Setting `Klaviyo.confirmOptin` to `false` without explicit user permission can result in your Klaviyo account being suspended and/or terminated by Klaviyo.

Track

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. An example call would look like:

```
analytics.track({
  userId: 'user123',
  event: 'Item Added',
  properties: {
    price: 39.95,
    type: 'Dress',
    colour: 'Red',
    shippingMethod: '2-day'
  }
});
```

Client-side Track

When you call `track` on `analytics.js`, Segment calls Klaviyo's `track` with the same parameters.

If you include `properties.revenue` in a track event, Segment maps it to Klaviyo's `$value` event.



When you're tracking client-side, some Klaviyo events require you send an Identify call before a Track call.

Server-side Track

When you make a Track call from one of Segment's mobile or server-side libraries, Segment keys the user with the `userId` and also provides the Klaviyo `$email` `customer_property` if your `userId` is an email, or you provide `email` as one of your event properties.

Segment also maps the following Segment spec'd properties to Klaviyo's [special people properties](#):

Ecommerce

The following table shows the out of the box mappings in Segment's integration between the Segment e-commerce spec and Klaviyo's spec:

SEGMENT ECOMMERCE SPEC	KLAVIYO STANDARD EVENT
Order Completed	Ordered Product

The following table shows the parameter mappings in Segment's integration between Order Completed properties and Klaviyo's standard properties:

SEGMENT PROPERTIES	KLAVIYO PROPERTIES
revenue	\$value
eventId or orderId	\$event_id

Order completed

Klaviyo supports the `Order Completed` event that is outlined in Segment's [specs](#). If you send Segment an `Order Completed` event, Segment sends Klaviyo a `Placed Order` event and a `Ordered Product` event for each item listed in the `properties.products` array. Segment also attaches `customer_properties` with the `userId` set as `$id` for each of those Klaviyo events.

Though not included in the Segment spec for a `Order Completed` event, you can optionally include a `productUrl` and or `imageUrl` as a property of an item inside the `products` array. Segment will pass those along to Klaviyo as `Product URL` and `Image URL` respectively.

Each auto-generated `Ordered Product` event requires a unique `$event_id`, which Segment automatically generates based on a combination of the `orderId` of the parent `Order Completed` event, and the `productId`, `id` or `sku` of the product itself (in this order). In other words, you must pass either a `productId`, `id` or `sku` to Segment, or Klaviyo will reject your `Ordered Product` events.

The following example shows an `Order Completed` event that uses the [node.js library](#):

```
analytics.track({
  userId: '019mr8mf4r',
  event: 'Order Completed',
  properties: {
    orderId: '50314b8e9bcf000000000000',
    total: 30,
    revenue: 25,
    shipping: 3,
    tax: 2,
    discount: 2.5,
    coupon: 'hasbros',
    currency: 'USD',
    repeat: true,
    products: [
      {
        id: '507f1f77bcf86cd799439011',
        sku: '45790-32',
        name: 'Monopoly: 3rd Edition',
        price: 19,
        quantity: 1,
        category: 'Games',
        productUrl: 'http://www.example.com/path/to/product',
        imageUrl: 'http://www.example.com/path/to/product/image.png',
      },
      {
        id: '505bd76785ebb509fc183733',
        sku: '46493-32',
        name: 'Uno Card Game',
        price: 3,
        quantity: 2,
        category: 'Games'
      }
    ]
  }
});
```

Send placed order events as order completed

Enable this setting if you'd like to send `Order Completed` events as is rather than changing the event name to `Placed Order` on the server side (client side always sends `Order Completed`). Segment recommends that you keep this setting enabled so that both client- and server-side Klaviyo integrations send the same event for `Order Completed`. Klaviyo does not treat the event names differently in their backend feature wise. This option was introduced to bridge the existing disparity between Segment client- and server-side integrations regarding how this event name is sent without forcibly breaking the current behavior.

Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a **user property**.

For user-property destinations, Segment sends an [Identify](#) call to the destination for each user 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`.

Create user segments in Klaviyo



For the Klaviyo Destination, avoid using a `list_id` in the Engage Destinations settings.

When you first create an audience, Engage sends an Identify call for every user in that audience. Audience syncs send updates for users whose membership has changed since the last sync. These syncs allow you to create Klaviyo segments from properties Engage sends to Klaviyo as long as the property's value is `true`. Memberships update continuously as user profiles fall in and out of the eligibility criteria for the Engage audience. Klaviyo segments aren't automatically created and need to be configured by your team in order to see those audience segments. You can build Klaviyo segments based on the trait key that corresponds to the audience or computed

trait which is being included in those user’s events sent to Klaviyo.

If Segment detects a `list_id` in the Klaviyo Destination settings, however, it adds users to the Klaviyo list without removing them when they no longer qualify for list membership. As a result, Segment recommends leaving the `list_id` field empty when you set up the Klaviyo Destination.

Settings

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

SETTING	DESCRIPTION
API Key <i>(required)</i>	<code>string</code> . Your API key
Confirm Optin	<code>boolean</code> , defaults to <code>TRUE</code> . This flag determines whether someone is sent an email with a confirmation link before they are added to the list. Defaults to true (checked). This should only be set to false or unchecked if you have already received explicit permission from that person to add them to this list.
Enforce Email as Primary Identifier	<code>boolean</code> , defaults to <code>TRUE</code> . This option is enabled by default to ensure duplicate profiles are not being created inside of Klaviyo. When enabled, we will never set \$id field to your <code>userId</code> when you call <code>.identify()</code> or <code>.track()</code> . Instead, we will only set \$email as the primary identifier with your <code>traits.email</code> or <code>properties.email</code> .
List ID	<code>string</code> . Insert the ID of the default list that you’d like to subscribe users to when you call <code>.identify()</code> .
Enter your Private Key	<code>string</code> . Note: this is required to use the List API. You can find this by going to Klaviyo’s UI and clicking Account > Settings > API Keys > Create API Key
Fallback on Anonymous ID	<code>boolean</code> , defaults to <code>FALSE</code> . Enable this option to fallback on <code>anonymousId</code> if <code>userId</code> is not available when sending server side events. Note that this option may result in superfluous user profiles in Klaviyo and is generally not recommend. If this option is unchecked, we will only accept server side events that includes the <code>userId</code> .
Send Placed Order Events as Order Completed	<code>boolean</code> , defaults to <code>TRUE</code> . Enable this setting if you’d like to send <code>Order Completed</code> events as is rather than changing the event name to <code>Placed Order</code> on the server side (client side always sends Order Completed). It is recommended that you keep this setting enabled so that both client and server side Klaviyo integration sends the same event for <code>Order Completed</code> . Klaviyo does not treat the event names differently in their backend feature wise. This option was introduced to bridge the existing disparity between our client and server side integration regarding how this event name is sent without forcibly breaking the current behavior.

This page was last modified: 24 Jun 2024

Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

Visit our Support page

Help improve these docs!

Edit this page

Request docs change

Was this page helpful?

 Yes

 No

Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

Your work e-mail

[Request Demo](#)

or

[Create free account](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

