

How to Create a Dynamic Product Recommendation Email in Klaviyo

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Klaviyo, an email marketing and sms automation platform automates your email campaigns and integrates SMS, social advertising to help your business scale.

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Step 1: Digioh Integration

1- Go to the 'Integration' tab and click on '+ New Integration'.

Integrations

[+ New Integration](#) [View Logs](#)

ID	Name	Type	Actions
61055	Klaviyo(Box ID:226479) - Add to List (Advanced Version / Custom Fields) (5-4-2022)	Custom	Update Advanced Duplicate Delete

2- Set Integration name in **Friendly Name** Field.

Add New Integration

Friendly Name:

Integration:

Form Post URL:

Post Type:

Box (optional):

[Create Integration](#) [Cancel](#)

3- Then under the list of integrations, select '**API Form Post**' from the **integration** dropdown

Add New Integration

Friendly Name:

Integration:

Form Post URL:

Post Type:

Box (optional):

[Create Integration](#) [Cancel](#)

4- Add the Following Endpoint in **Form Post URL**

<https://a.klaviyo.com/api/track>

Add New Integration

Friendly Name:

Integration:

Form Post URL:

Post Type:

Box (optional):

5- Select Post Type **JSON Raw**

6- Select the Campaign on which you want to add the integration and click on **Create Integration** button.

7- Get your 'Public Key' from the Klaviyo account: Go to the top nav and click on 'Account' → 'Settings' → 'API keys', there you'll see your Public Key.

The screenshot shows the Klaviyo Account Settings page. The 'Settings' tab is selected, and the 'API Keys' sub-tab is active. A table displays the 'Public API Key / Site ID' for the company 'DigiOh', with the key value 'R7R52E'. A red box highlights this information. Below the table, there is a section for 'Private API Keys' with a 'Create Private API Key' button.

Company Name	Public API Key
DigiOh	R7R52E

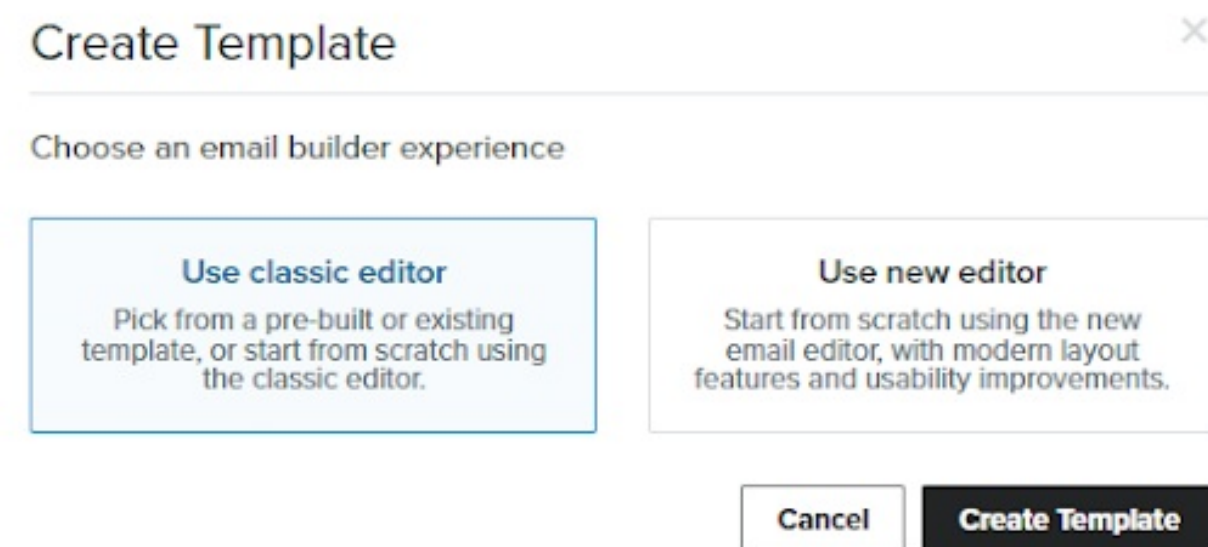
8- Once the above steps are complete, the next step would be to set up the JSON Payload for the integration on the advanced setting page. Under the 'Integrations' tab, on the newly created integration, click on the 'Advanced' button under 'Actions' and set up your JSON Payload for integration.

```
data= {
  "token": "Public_Key_Here",
  "event": "Event_Name_Here",
  "customer_properties": {
    "$email": "Your_email_here"
  },
  "properties": {
    "first_name": "[FIRST_NAME]",
    "last_name": "[LAST_NAME]",
    "email": "[EMAIL]",
    "custom_field_key": "[CUSTOM_1]",
  }
}
```

Note: Replace the Public_Key_Here with Klaviyo Public API Key. Update the Custom Fields according to your use case.

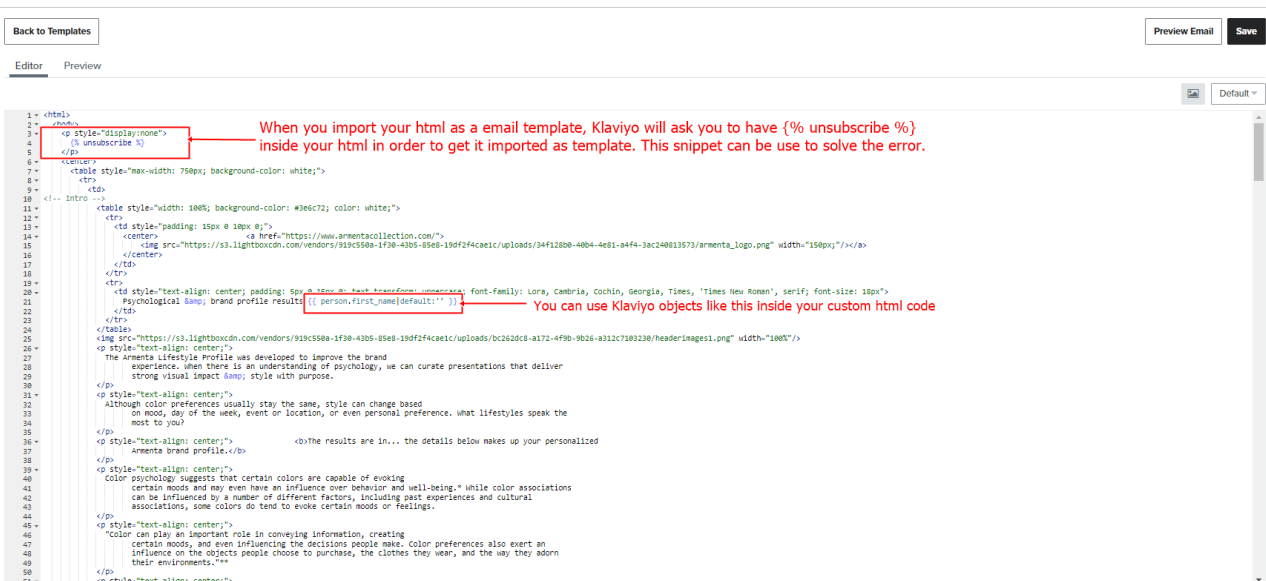
Step 2: Create a dynamic email template in Klaviyo

Login to your Klaviyo account, then navigate to the **"Email Template"** page and click on the **"Create Template"** button.

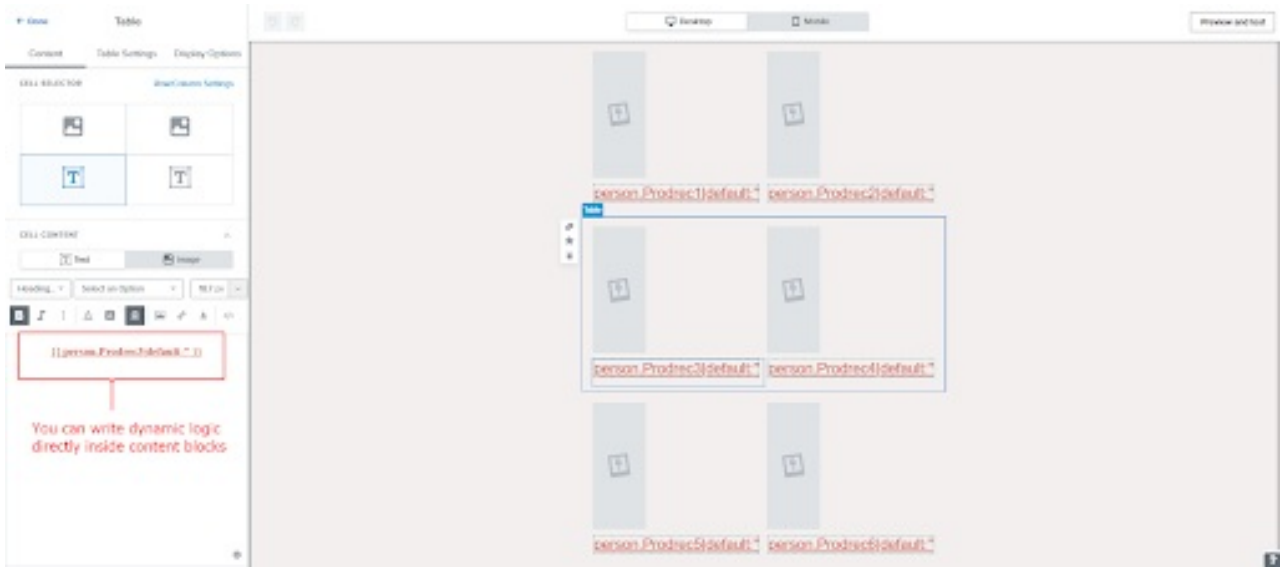


You can go with any editor.

If you go with **"Use classic editor"**, you can create a new template or import your html code directly in your email template. Downside of importing html to your email template is Klaviyo disable its drag/drop functionality on the imported html. So if you have to add anything new later, you have to edit your HTML code then. Same goes with custom dynamic logic, you need to write those logics yourself in HTML code.



If you go with **“Use new editor”**, you can only create a new template, which means you always have drag/drop template building functionality available. Dynamic template logics can directly be added to template campaigns.



Once a template is being created or imported, you can then add custom conditions according to your need to make your template dynamic. Take a look at Klaviyo docs to get a deeper look:

Profile properties reference [Template Tags and Variable Syntax](#)

You can preview your dynamic template directly by clicking on the **“preview”** button. Dynamic email data will be filled against the provided user email.

