

Assign coupons to users going through an Iterable Journey

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Using Digioh pipelines in an Iterable Journey depends on your current contract. Contact your account manager or Digioh Support for more information.

With Digioh you can call a Digioh Connect Pipeline from an Iterable Journey that will assign unique coupons from a Digioh coupon group to each profile going through the Journey. The Pipeline will save the coupon code back to the Iterable profile, and send an event indicating a coupon has been assigned.

Step 1: Add Coupons to Digioh

The first step you'll want to take when setting this pipeline up is to create the coupon group that will be used by the pipeline.

Within your Digioh account, select Coupons from the Account dropdown:

- Go to Connect
- Go to Push Planet
- My Plan
- Profile
- Email
- Password
- Notifications
- Account Settings
- Account Metadata
- Custom JavaScript
- Custom JavaScript (Apps)
- Custom JavaScript (Templates)
- Custom Fonts
- Coupons**
- Google Analytics Integration
- Users
- Refer A Friend

Select +New Coupon Group

Coupons + New Coupon Group

ID	Group Name	Offer Description	Persistence	Total	Used	Remaining	Actions
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Provide a name for the group and set the coupons to persist by IP Address

Create New Coupon Group

Group Name

Offer Description

Populate Coupon On

Persist Coupons by

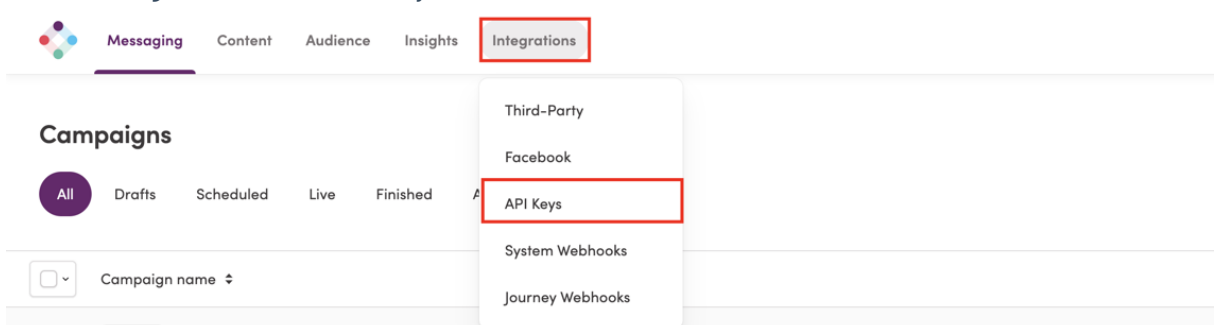
You can then add coupon codes to the group by either selecting and updating a .csv or .txt file, or by pasting in a list of comma or line separated coupon codes.

Step 2: Integrating with Iterable

Getting your Iterable API Key

Before creating a Digioh pipeline to integrate with Iterable, you'll first need a server-side API Key from the Iterable project that you're connecting to. If you don't already have an API key, you can follow these steps to create one:

1. [Login to your Iterable account](#)
2. Select "Integrations" then "API Keys"



3. Select "+ New API Key"



4. Name your API Key and select Type: Server-Side, and then Create the API key

New API key ✕

Name

Type

Server-side ▼ [Learn more about key types](#) ↗

Cancel Create API key

5. Copy the API key shown and store it securely if needed, you'll need this to integrate Digioh with Iterable. Please note: The API key is only ever shown once, so a new key will need to be created if this one is lost

Copy your new API key ✕

Copy the API key and store it in a secure location. After you close this window, Iterable can only display the key's last 8 characters. If you lose it, you'll have to create a new one.

API key

Copy
Close

Creating the Connection

To integrate the Digioh campaign you've created with Iterable, you'll use a Digioh pipeline to send the submission data to the configured Iterable project.

Log into your Digioh account and select "Integrations" and then "New Integration":

ITERABLE

Boxes Reporting ▼ A/B Testing ▼ Integrations Files Help ▼ Admin ▼ Brinta Das Test ▼

Integrations


+ New Integration Connect Pipelines View Logs

ID	Name	Type	Dependencies	Actions
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Select Iterable from the Integration dropdown menu:

Add New Integration

Friendly Name:

Integration: 

Box (optional):

Once you do, you will be re-directed to see all of our available Iterable pipeline templates:

Iterable Connections



Iterable Connections

[Add New Connection](#)

Iterable Pipelines

Available Iterable Pipeline Templates

Create Shopify Coupon and Save To Iterable

This pipeline will retrieve an iterable user identified by the passed in email. If the user does not exist, then it is created. If the coupon code is not present it will create a new one using the configured Shopify Discount and save it to the Iterable contact

[Create Pipeline](#)

Iterable Email to SF EmailMessage Activity

This pipeline receives an emailSend event from Iterable and creates a corresponding EmailMessage record in Salesforce attached to the lead or contact with a matching email address.

[Create Pipeline](#)

Create Shopify Coupon, Save to Iterable, and Send Event To Iterable

This pipeline will retrieve an iterable user identified by the passed in email. If the user does not exist, then it is created. If the coupon code is not present it will create a new one using the configured Shopify Discount. The coupon code is saved to the iterable user, then a "digioh_coupon_created" event is sent to Iterable

[Create Pipeline](#)

Salesforce Contact to Iterable User

This pipeline is a basic mapping of Salesforce Contact fields to an Iterable User and updating the Iterable user profile.

[Create Pipeline](#)

Iterable Subscribe to List

This pipeline handles a box submission and subscribes a user to the provided list. The email field is expected on submission.

[Create Pipeline](#)

Iterable Profile Update

This pipeline handles a box submission and updates an iterable profile from the submission data. The email field is expected on submission. Add custom fields by editing the Map Profile Fields task in the pipeline.

[Create Pipeline](#)

Iterable Track Event

This pipeline handles a box submission and sends a custom event to Iterable. The email field is expected on submission. Edit the template's Map Event Data task to add your custom fields to the event payload.

[Create Pipeline](#)

Iterable Update Subscriptions

This pipeline updates a user's subscriptions in Iterable. Modify the payload template as needed. An email field is expected, switch to userId if needed.

[Create Pipeline](#)

To add a new connection, select "Add New Connection"

Iterable Connections

Iterable Connections

Add New Connection

Enter in a name for the connection (e.g. "Iterable Sandbox Connection") and paste in the Server-Side API key from Iterable.

Connect to Iterable

Name for Connection

Your Iterable API Key

Save

Cancel

Creating the Pipeline

Now that you've got your connection, it's time to create the necessary Pipeline to send the data to Iterable!

Back in the Iterable connection page, select the "Assign Digioh Coupon, Save To Profile, and Send Event" template:

Iterable Connections



Iterable Connections

Iterable Sandbox Connection	Use in Connect	Rename	Authenticate	Delete
Iterable Production Connection	Use in Connect	Rename	Authenticate	Delete

[Add New Connection](#)

Iterable Pipelines

Available Iterable Pipeline Templates

<p>Create Shopify Coupon and Save To Iterable</p> <p>This pipeline will retrieve an iterable user identified by the passed in email. If the user does not exist, then it is created. If the coupon code is not present it will create a new one using the configured Shopify Discount and save it to the Iterable contact</p> <p>Create Pipeline</p>	<p>Iterable Email to SF EmailMessage Activity</p> <p>This pipeline receives an emailSend event from Iterable and creates a corresponding EmailMessage record in Salesforce attached to the lead or contact with a matching email address.</p> <p>Create Pipeline</p>	<p>Create Shopify Coupon, Save to Iterable, and Send Event To Iterable</p> <p>This pipeline will retrieve an iterable user identified by the passed in email. If the user does not exist, then it is created. If the coupon code is not present it will create a new one using the configured Shopify Discount. The coupon code is saved to the iterable user, then a "digioh_coupon_created" event is sent to Iterable</p> <p>Create Pipeline</p>
<p>Salesforce Contact to Iterable User</p> <p>This pipeline is a basic mapping of Salesforce Contact fields to an Iterable User and updating the Iterable user profile.</p> <p>Create Pipeline</p>	<p>Iterable Subscribe to List</p> <p>This pipeline handles a box submission and subscribes a user to the provided list. The email field is expected on submission.</p> <p>Create Pipeline</p>	<p>Iterable Profile Update</p> <p>This pipeline handles a box submission and updates an iterable profile from the submission data. The email field is expected on submission. Add custom fields by editing the Map Profile Fields task in the pipeline.</p> <p>Create Pipeline</p>
<p>Iterable Track Event</p> <p>This pipeline handles a box submission and sends a custom event to Iterable. The email field is expected on submission. Edit the template's Map Event Data task to add your custom fields to the event payload.</p> <p>Create Pipeline</p>	<p>Iterable Update Subscriptions</p> <p>This pipeline updates a user's subscriptions in Iterable. Modify the payload template as needed. An email field is expected, switch to userId if needed.</p> <p>Create Pipeline</p>	<p>Assign Digioh Coupon, Save To Profile, and Send Event</p> <p>This template assigns a Digioh coupon to a profile, saves that coupon to the Iterable profile, and sends a digioh_coupon_created event which can be used in an Iterable Journey.</p> <p>Create Pipeline</p>

Provide a Name for the pipeline and select which connection should be used.

Create Pipeline From Template

This template assigns a Digioh coupon to a profile, saves that coupon to the Iterable profile, and sends a digioh_coupon_created event which can be used in an Iterable Journey.

Template Name:

Assign Digioh Coupon, Save To Profile, and Send Event

New Pipeline Name:

Iterable Connection:

Box (Optional):

After the pipeline has been created, select 'Edit' on the pipeline to set which coupon group it will use:

Iterable Connections

Iterable Connections

Iterable Sandbox Connection

Iterable Production Connection

Iterable Pipelines

Assign Coupon Pipeline

Select 'Edit' on the "Create New Discount Code" step:

[Connectors Home](#)

(41172) Assign Coupon Pipeline

Show Details

- 65970 Find Email in Payload Type: Map Data + Condition Edit 🗑️
Data Action: Merge
- 65971 Get Iterable User Type: Iterable API Edit Conditions Edit 🗑️
Continue On Failure: Yes
- 65972 Create New Discount Code Type: Digioh Coupon Edit Conditions Edit 🗑️
- 65973 Create Iterable Update Payload Type: Map Data + Condition Edit 🗑️
- 65974 Update Iterable User Type: Iterable API + Condition Edit 🗑️

On the next page, select which coupon group should be used:

Digioh Coupon (Create New Discount Code)

Coupon Operation: Get Unused Coupon

Coupon Group: Select Coupon Group

Path to Identifier: Iterable Pipeline Group

Save

Digioh Coupons

Once done, select 'Save.' Make sure you also hit the back arrow and publish your changes for them to take effect!

Finally, you'll want to run a test of the pipeline to ensure that the necessary attribute and event are created in Iterable. At the bottom of the Pipeline screen, select 'Test':

- 62509 Send Coupon Created Event Type: Iterable API + Condition Edit 🗑️

Publish Test Activity + Task

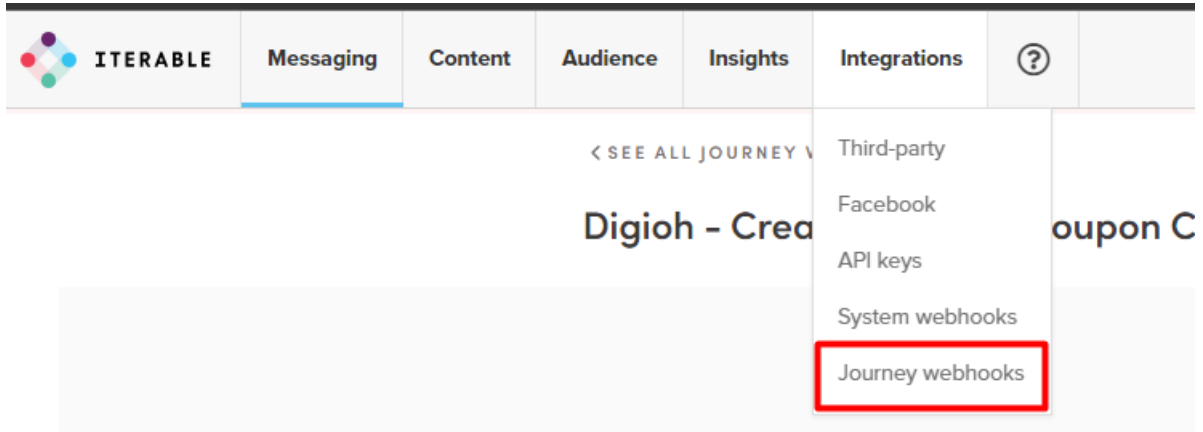
In the Test Data (JSON) enter:

```
{ "email": "test@test.com" }
```

and then run the test. You should see a log showing each of the steps in the pipeline being run. As long as everything worked correctly, you should see a series of Successful steps:

Step 3: Create the Iterable Journey Webhook

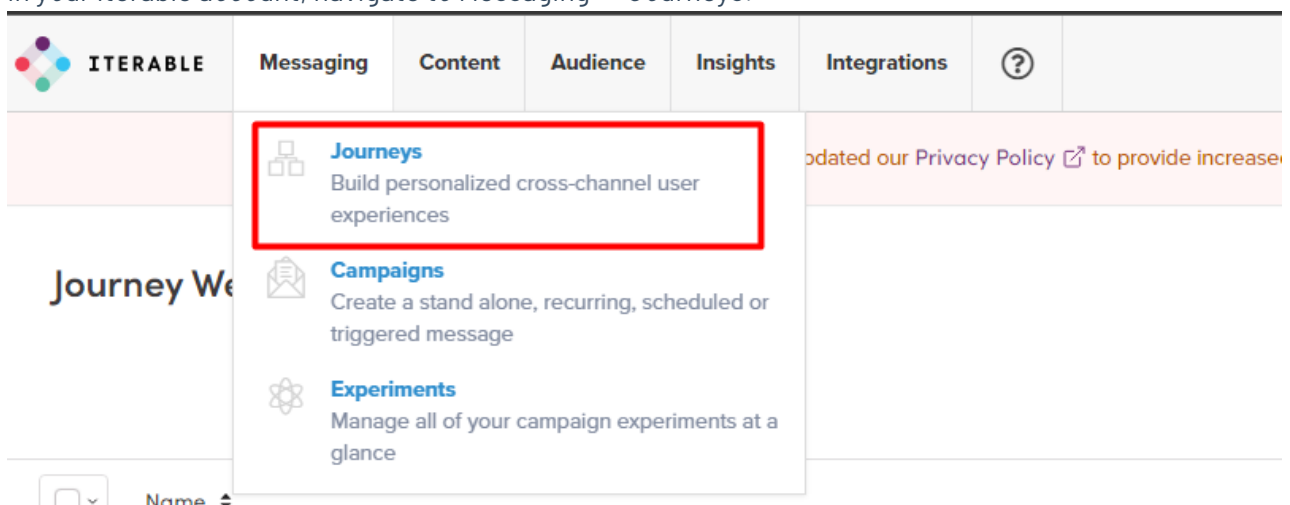
1. Log in to your Iterable account and navigate to Integrations -> Journey webhooks:



2. Add a new webhook.
3. Name your webhook as needed. The method should be POST. For the Endpoint, paste in the Hook URL from your Digioh Pipeline.
4. Hit 'Create webhook'

Step 4: Create the Iterable Journey

In your Iterable account, navigate to Messaging -> Journeys:



Create your new Journey as needed. For this example, our Journey will: Start with an API call. it will then check if the user already has a coupon on their profile or not: If they already do, it will send them an email; if they don't have a coupon, it will then call the Digioh Pipeline to assign them one.

Add the Iterable API call start tile:

The screenshot shows the configuration for a 'Start' tile in the Iterable Journey Builder. The main canvas on the left displays a 'Start' tile with a play button icon, labeled 'Start Custom event', with a tile ID of 17420895. The right-hand configuration panel is titled 'Start' and includes the following sections:

- Entry source:** Four options are shown: 'Event occurs', 'Schedule', 'API call' (which is selected), and 'Other journey'.
- API endpoint:** A text field contains the URL 'POST /api/workflows/triggerworkflow'. Below it is a 'Learn More' link and a '+ Add additional entry rule' button.
- Maximum entries:** A question asks 'How many times can contacts go through this journey in their lifetime?'. The 'Unlimited' option is selected, with '1' and 'Other' as alternatives.
- Simultaneous entries:** A question asks 'How many times can contacts be in this journey at once?'. This section is currently empty.

Add a Yes/no Split conditioned to check if the digioh_coupon has already been set for the user:

The screenshot shows the configuration for a 'Split' tile in the Iterable Journey Builder. The main canvas on the left displays a 'Split' tile with a play button icon, labeled 'Does user already have a digioh_coupon'. The right-hand configuration panel is titled 'Does user already have a digioh_coupon' and includes the following sections:

- Filter by:** Two radio button options are present: 'All events and user profile fields' (selected) and 'Only properties from the specific event that started each user's journey'. A 'Start API call' tile is shown below these options.
- Split criteria:** A blue 'MUST HAVE' button is on the left. The main area contains the text 'Find contacts that meet any of the following clauses'. A configuration row is shown with 'Contact Property' in a dropdown, 'where digioh_coupon' in a dropdown, and 'Is Set' in a dropdown. An 'ADD FIELD' button is located below this row.
- At the bottom left, there are '+ OR' and 'ADD A GROUP' buttons.

Add a Call Webhook tile and configure it to call the webhook you created in Step 3

Add a Hold Until tile and configure it to hold until the digioh_coupon_created event has occurred:



Hold until digioh_coupon_created event received

Hold criteria

Pause users at this tile until:

Event occurs

digioh_coupon_created

Hold duration

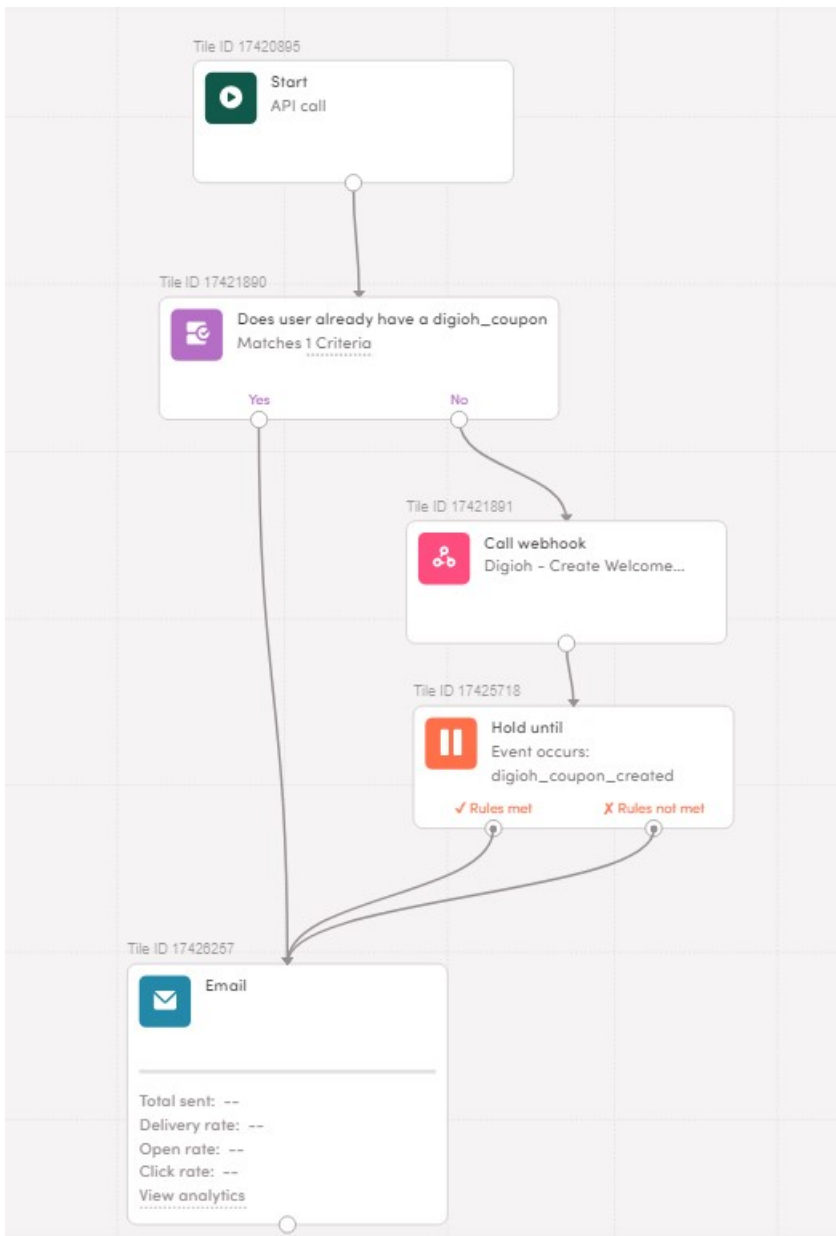
Users who don't meet your criteria by the end of this period will go down the "Rules not met" branch.

5 Minutes



Finally, add an Email tile, configuring its template as needed to send the user their coupon via the tag {{digioh_coupon}}.

The Complete Journey:



Now that you have your configured Digioh Connect Pipeline, and have integrated it with an Iterable Journey, you can send profiles through the journey to create coupons, and send messages to those profiles that include their unique coupon code.

If you have any questions or run into any issues, feel free to reach out to our support team at support@digioh.com!
