

How to integrate a Digioh Form with Iterable

Last Modified on 06/24/2026 4:36 pm EDT

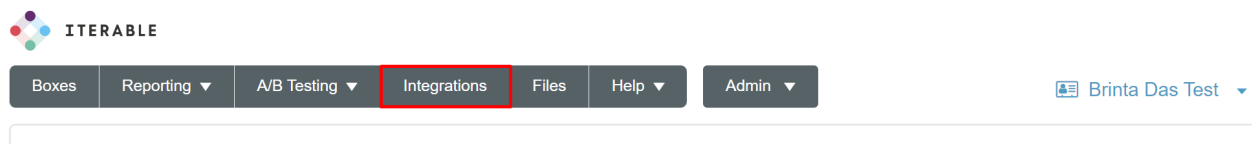
Digioh offers a seamless and powerful integration with Iterable that allows you to pass form submissions directly to Iterable in a number of ways. You can use one of our Iterable integrations assigned to a Digioh form to do any of the following:

-Update a user's profile with additional data fields
-Add a user to a list
-Update a user's subscriptions to messagetypes and channels
-Trigger a tracking event in Iterable
-Create, and send Shopify coupons to your users

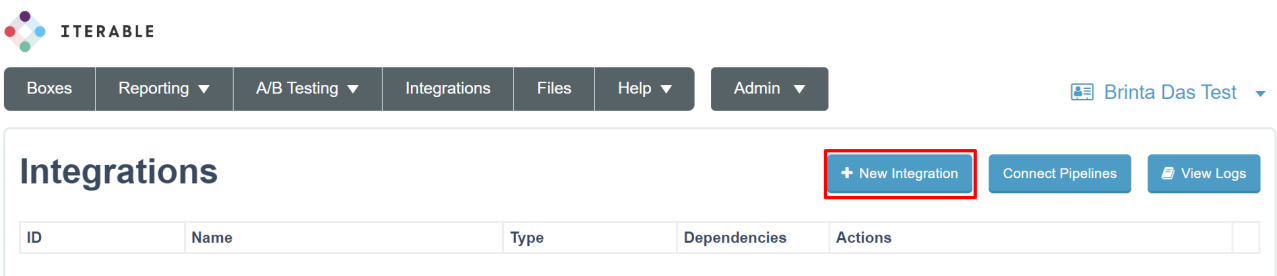
Follow these steps to set up an Iterable integration.

1. Log into your Digioh account

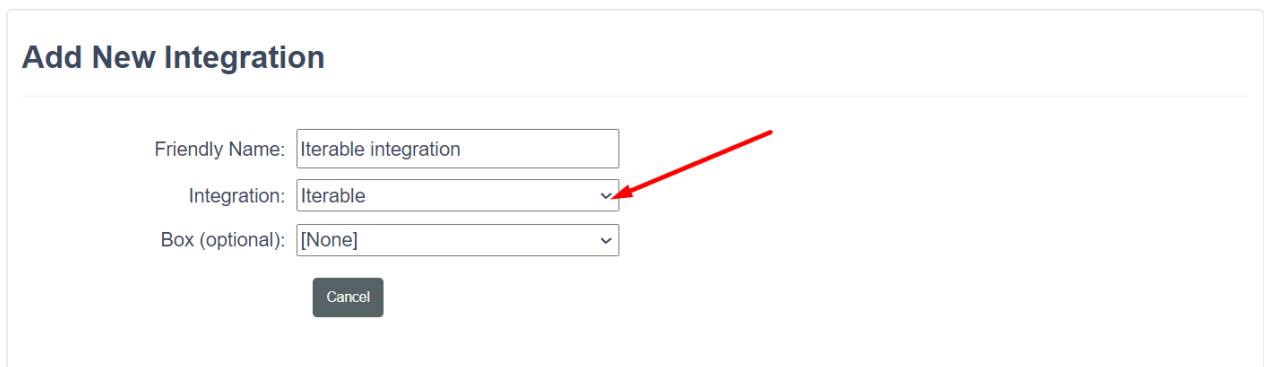
2. Click **Integrations**.



3. Click **New Integration**.



4. Name your integration, select Iterable from the dropdown menu, and click **Create Integration**.

A screenshot of the 'Add New Integration' form. The form has three input fields: 'Friendly Name' (text input with value 'Iterable integration'), 'Integration' (dropdown menu with value 'Iterable' and a red arrow pointing to it), and 'Box (optional)' (dropdown menu with value '[None]'). There is a 'Cancel' button at the bottom.

5. On the next page You will see the Iterable connection UI , Click on the “Add New Connection” to name the connection and to add your API key.

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.

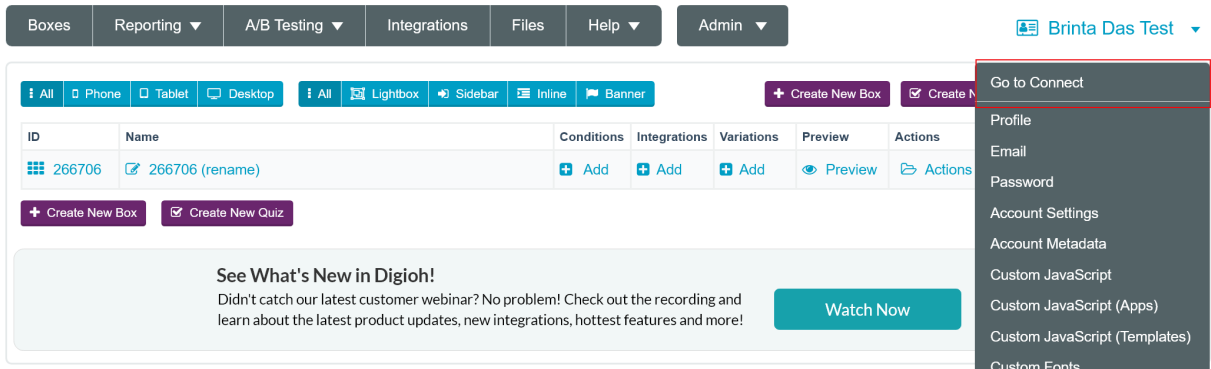
Create Pipeline

Iterable Update Subscriptions

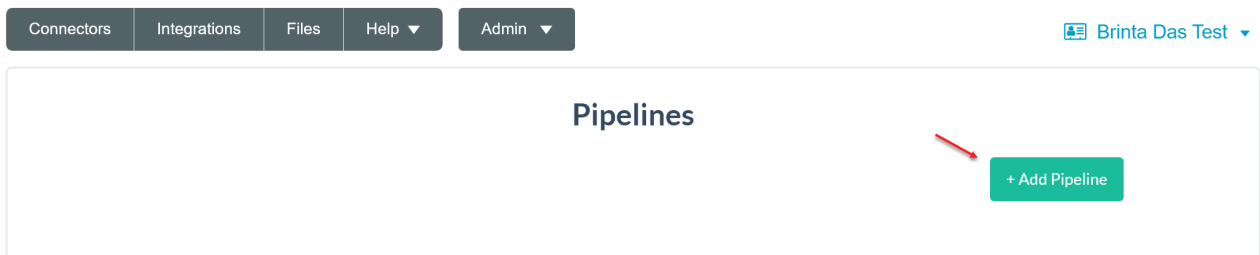
This pipeline updates a user's subscriptions in Iterable. Modify the payload template as needed. An email field is expected, switch to userId if needed.

Create Pipeline

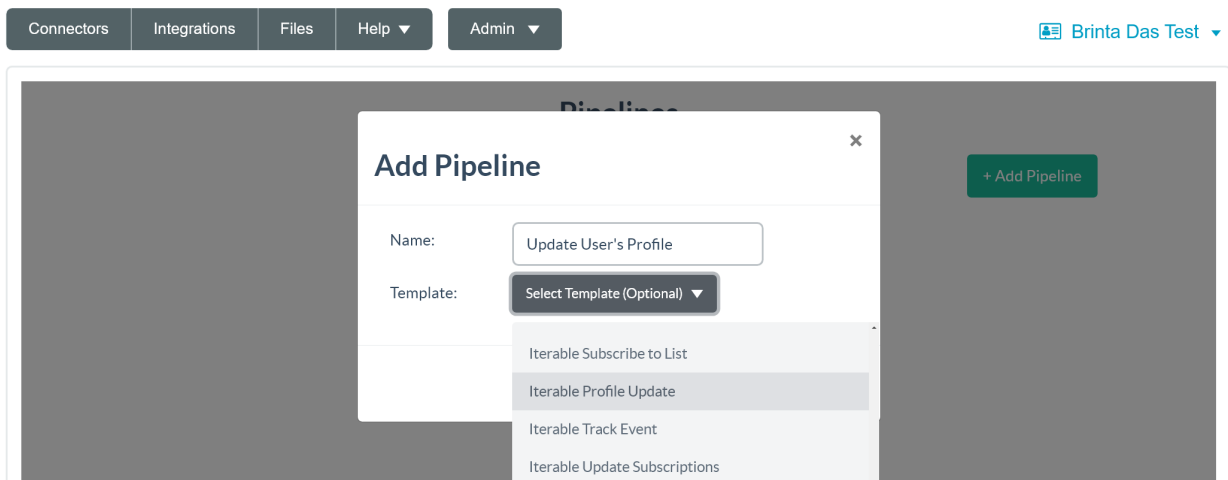
From that page, you can click Create Pipeline under any of the options you see to start creating a new pipeline. You can also click the account menu, and head to the Connect section of your account:



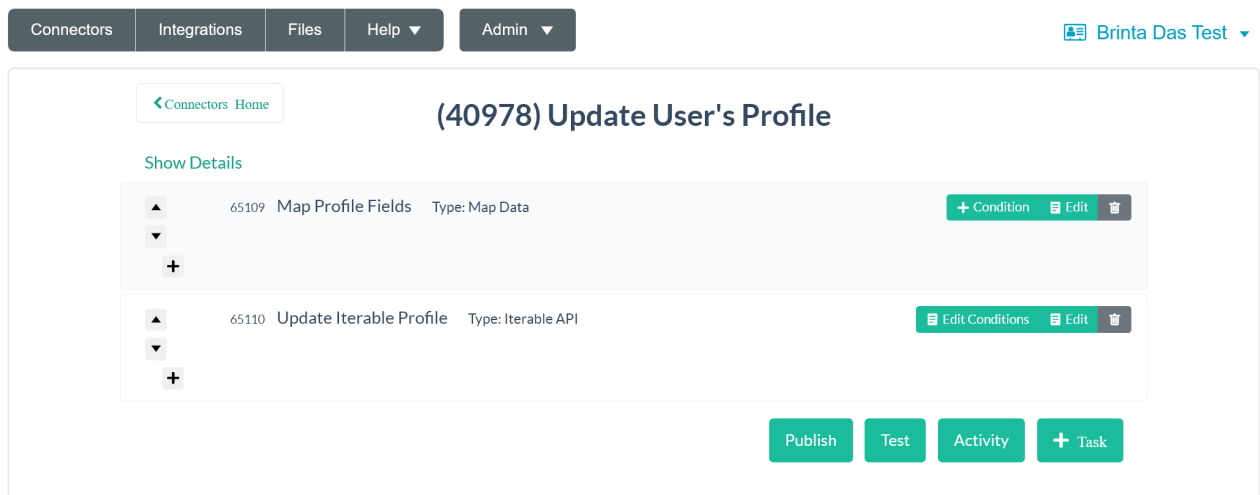
Now click on Add Pipeline



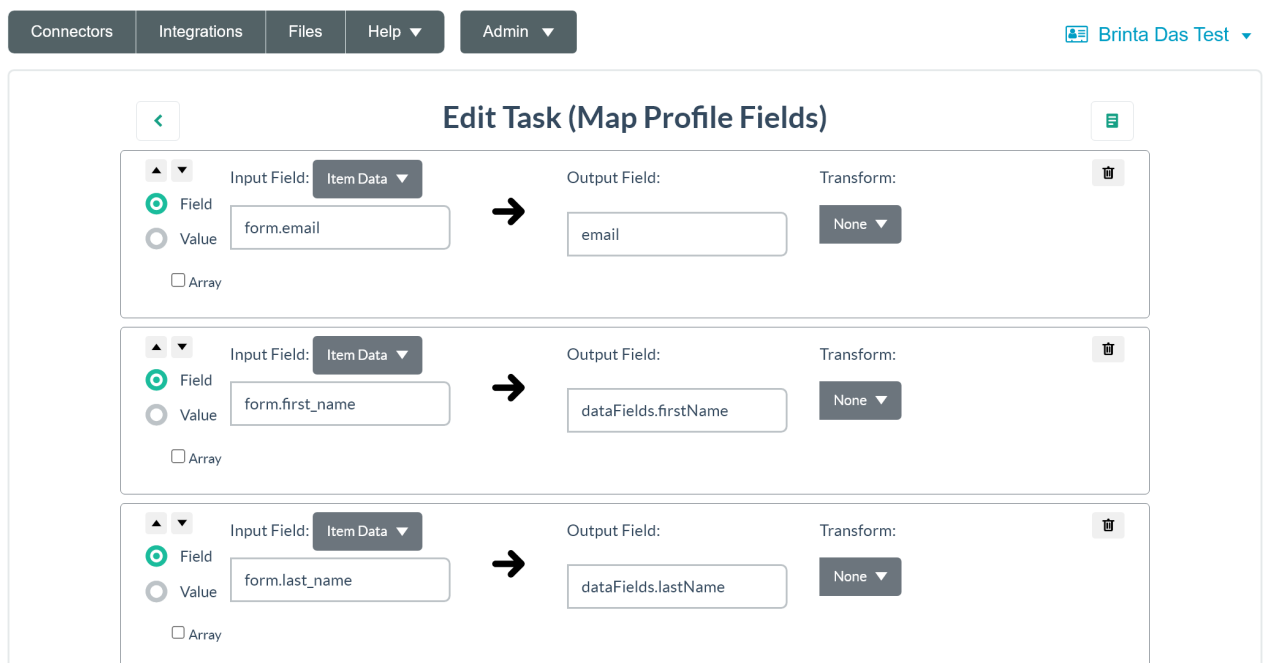
Next, give your pipeline a name, and pick the template that matches the type of pipeline you want to create



On the next page, you'll see the steps in your new pipeline. These steps will be a little different for each type of pipeline. You'll want to take a look at each step using the "edit" button to make sure each step is configured correctly. In this example, we have a "Map Profile Fields" step, as well as a "Update Iterable Profile" step.



Let's take a look at each step. For the Map Profile Fields step, you'll see a page that looks something like this:



On the left, you'll see field names for the fields on your Digioh form. The structure for these field names will always be form.[FIELD NAME]

In the screenshot above, form.email is the Email field in the Digioh editor. form.first_name is the First Name field in our editor, and so on. For custom fields, the format is form.custom_xx where "xx" is replaced with the number. So for field Custom 5 it would be form.custom_5. Be sure to map every field on your form to a field in Iterable so all the data the user submits makes it though to their Iterable profile.

Now let's look at the Update Iterable Profile step.

Connectors Integrations Files Help Admin Brinta Das Test

Iterable API (Update Iterable Profile)

API Operation: Update User

Connection: Select Connection

Path to User: Map Profile Fields

Merge Nested Objects

Save

The API Operation field determines what we're doing with the data submitted through the form in Iterable. In this case, we're updating a user, but depending on the pipeline you're building, this could be a variety of different actions.

For Connection, select the Iterable integration you created.

Path to user refers to the way we're IDing and updating the user. In most cases, this will be set to Map Profile Fields.

Once your pipeline is complete, you'll need to add it to any campaign on the Campaigns page that you want to push data through it.

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

All Phone Tablet Desktop All Lightbox Sidebar Inline Banner Create New Box Create New Quiz Publish More

ID	Name
--Add an Integration--	
--Add an Integration--	
Pipelines	
Update User's Profile	

Once the pipeline has been added to your campaign, you're all set! The campaign will now submit data to Iterable using the pipeline you created.

We're here to help if you have questions about setting up an Iterable pipeline. [Send us an email](#) and we'll be glad to help.