How to Use Named Custom Fields in Digioh to Pass ZeroParty Data into Klaviyo for Personalized Campaigns

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What You'll Learn in This Article

By following this guide, you'll gain the confidence to:

- **Create Named Custom Fields in Digioh** : Learn how to set up named custom fields to capture valuable zero-party data from your users.
- **Map and Pass Data to Klaviyo** : Understand the process of mapping these named custom fields and seamlessly transferring data to Klaviyo.
- **Utilize Data for Personalization** : Discover how to leverage this information within Klaviyo to craft targeted campaigns and personalized messaging.

What Are Named Custom Fields?

Custom fields in Digioh allow you to capture user preferences and other data points through quizzes, pop-ups, and forms. This data, referred to as "zero-party data," is voluntarily shared by users and stored in custom fields, which can be passed to Klaviyo for segmentation and dynamic marketing.

Example: A coffee and tea store might ask customers about their favorite beverage (e.g., coffee, tea, or both) through a pop-up, storing their responses in a custom field.

Why Use Named Custom Fields in Klaviyo?

1. **Personalized Marketing Campaigns** Pass custom fields to Klaviyo to create segments and deliver content tailored to user preferences. For instance:
    - Customers selecting "coffee" can receive emails promoting coffee-related products.
    - Those who prefer "tea" can be sent updates about new tea arrivals or discounts.
2. **Enhanced User Segmentation** Build dynamic segments in Klaviyo using custom fields. For example, create segments based on the custom field "Favorite Beverage" and target coffee drinkers, tea enthusiasts, or both with specific campaigns.
3. **Increased Engagement and Retention** Personalization leads to higher engagement rates and customer satisfaction. By tailoring emails and on-site experiences, you strengthen customer loyalty and reduce churn.

How to Set Up Custom Fields and Pass Data to Klaviyo

1. Create a Custom Field in Digioh

- Go to the **Named Custom Fields** section in your Digioh account.
- Add a new field and name it (e.g., digioh_favorite_beverage).
- Define the field type:
  - **Text Field** for single selections.
  - **List Field** for multi-select options.

2. Set Named Custom Field Values

Assign values to buttons or form inputs in your Digioh quiz or pop-up. For example:

- Coffee → "coffee"
- Tea → "tea"
- All Things Caffeine → "everything"\

3. Integrate Digioh with Klaviyo

- Authenticate your Klaviyo account within Digioh's **Integrations** settings.
- Set up a pipeline to pass data:
  - Subscribe users to a Klaviyo list (e.g., a master list).
  - Add the custom field values to user profiles in Klaviyo.

Learn More about Integrating Digioh with Klaviyo

Strategic Usage of Named Fields in Klaviyo

1. **Dynamic Segmentation**
   - Navigate to Klaviyo and create segments using custom field data.
   - Example: "Favorite Beverage = coffee" to target coffee drinkers dynamically.
2. **Personalized Campaigns** Use segmentation to tailor email and SMS campaigns:
   - Send exclusive offers for coffee products to coffee drinkers.
   - Highlight tea-related promotions for tea enthusiasts.
3. **On-Site Personalization**
   - Use Klaviyo data to personalize Digioh pop-ups for returning users.
   - Example: Display a targeted discount for "coffee drinkers" when they visit your site.

Best Practices

1. **Use Single Opt-In for Lists** Enable single opt-in in Klaviyo to reduce bot interactions and

ensure email deliverability.

2. **Leverage Data for Multichannel Campaigns** Extend custom field usage beyond email to SMS and on-site experiences.
3. **Monitor and Optimize Segments** Continuously refine your segments in Klaviyo to improve engagement rates.

By leveraging custom fields and integrating Digioh with Klaviyo, you can transform user data into actionable insights, delivering a highly personalized and effective customer experience.

Let us know how you're using custom fields to drive your campaigns, or reach out for additional support!