Enabling Digioh Passport Events with the Shopify App

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This guide walks you through how to set up Digioh Passport to send onsite events through the Digioh Shopify App. Once enabled, these events can power triggered messaging based on your shoppers' onsite behavior. If you don't have access, reach out to your Digioh CSM or Support!

Note: Passport events are currently available with Klaviyo and Iterable.

Requirements

Before getting started, make sure the following are in place:

- **Supported ESP connection established:** your Digioh account must be connected to a supported ESP. If you haven't done this yet, find instructions here: Klaviyo, Iterable.
- **Digioh Shopify App installed:** the app must be installed on your Shopify store. Find our help article on this here.

How It Works

Digioh uses Passport to associate onsite shopper activity with known profiles. When a visitor is identified (for example, through a Digioh form submission or email click), Digioh begins tracking their onsite actions and forwarding those events to your ESP. This lets you trigger messaging based on real-time behavior like adding to cart or viewing a product.

Note: Events only fire for identified profiles. Anonymous visitors will not generate events, so you may need to wait for identified profiles to take these actions before the events appear in your ESP.

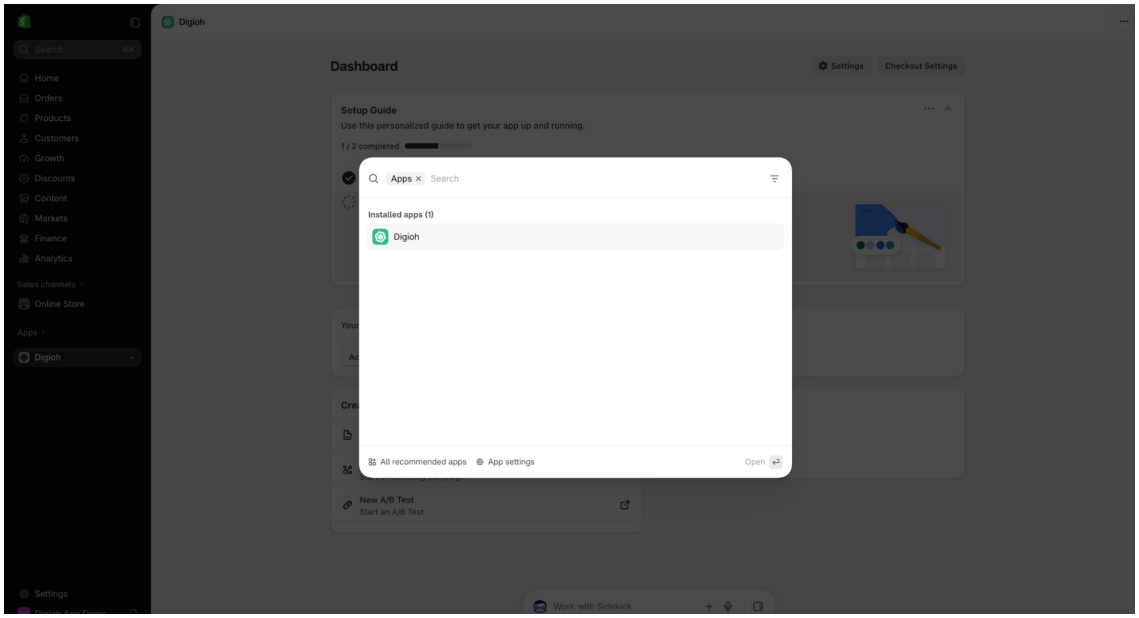
Step 1: Unlock Passport Events

Before you can activate onsite events, a **Digioh admin** must first unlock this feature on your account. Reach out to your Digioh representative or support@digioh.com to request this.

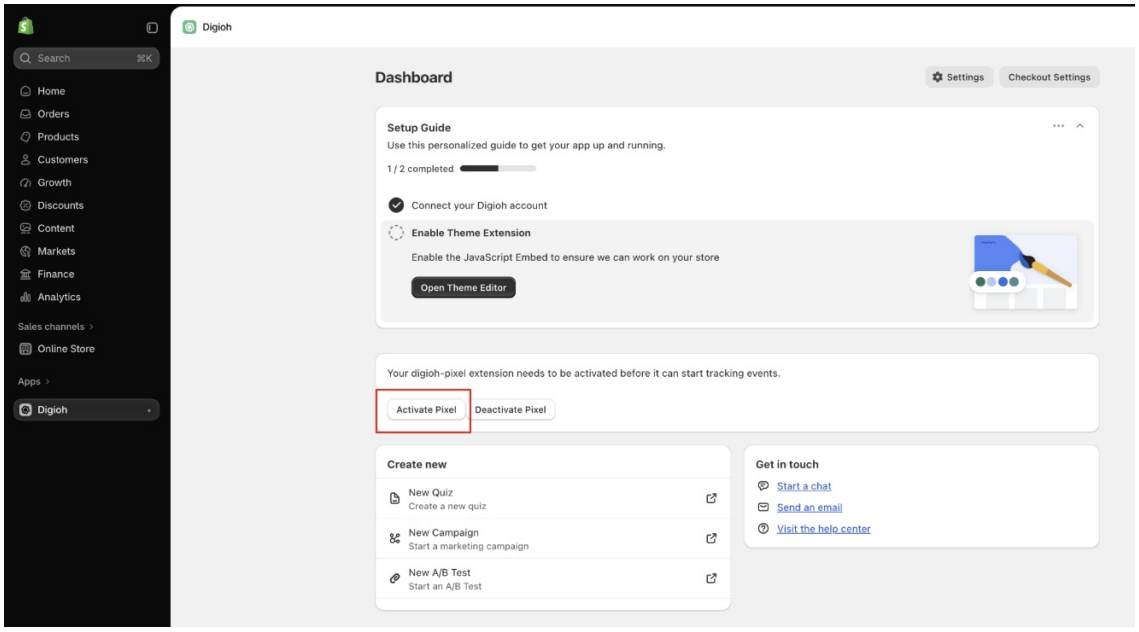
Step 2: Activate the Pixel

Once the feature has been unlocked:

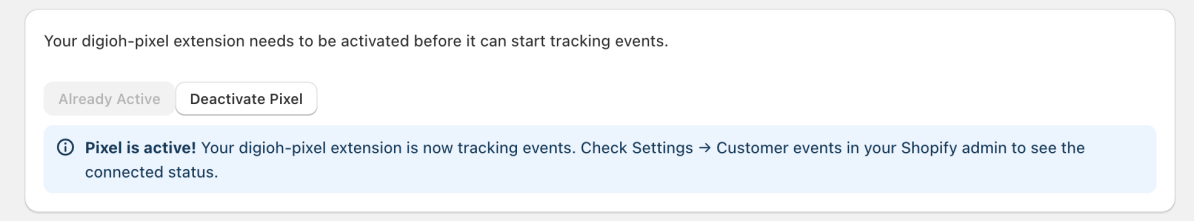
1. Log in to your **Shopify admin**.
2. In the left navigation, go to **Apps** > **Digioh**.



3. In the Setup Guide, make sure **Connect your Digioh account** is checked.
4. Click **Activate Pixel**.



Once activated, you'll see a confirmation message: **"Pixel is active!"**



Step 3: Confirm Events Are Firing

Check your connected ESP to confirm the following events are coming through:

- **Klaviyo:** go to **Analytics** > **Metrics**.

- **Iterable:** open a test user's profile and check the **Events** tab.

Event Name	Triggered When
Digioh: Viewed Product	An identified visitor views a product page
Digioh: Viewed Collection	An identified visitor views a collection/category page
Digioh: Add to Cart	An identified visitor adds an item to their cart
Digioh: Checkout Started	An identified visitor begins the checkout process
Digioh: Checkout Completed	An identified visitor completes the checkout process

Note: These events will not appear in your ESP until at least one identified profile has triggered them. You may need to test with a known profile or wait for organic activity.

Step 4: Build Flows Using These Events

Once events are flowing into your ESP, you can use them to trigger automated messages. These guides walk you through it:

- Clone Klaviyo flows for Digioh Passport
- Clone Iterable journeys for Digioh Passport

Troubleshooting

Events aren't appearing in your ESP

- Confirm the pixel has been activated. You should see "Pixel is active!" in the Digioh app in Shopify.
- Verify that your ESP connection is active on the **Integrations** page in your Digioh account.
- Remember that events only fire for identified profiles. Make sure you're testing with a profile that has been identified through a Digioh form or similar.

The "Activate Pixel" button is not visible

- This feature must be unlocked by a Digioh admin. Contact support@digioh.com to confirm it's been enabled on your account.