

Enabling Digioh Identity Events with the Shopify App (powering Klaviyo flows)

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This guide walks you through how to leverage Digioh Identification to send onsite events to Klaviyo through the Digioh Shopify App. Once enabled, these events can be used to power automated Klaviyo flows based on your shoppers' onsite behavior.

Requirements

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

- **Digioh Onsite Events are a paid, add-on feature.** Contact your Digioh representative or support@digioh.com to learn more about upgrading.
- **Klaviyo connection established** — your Digioh account must be connected to Klaviyo. If you haven't done this yet, [find instructions here](#).
- **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 its identification layer to associate onsite shopper activity with known profiles. When a visitor is identified (e.g., via a Digioh form submission or email click), Digioh begins tracking their onsite actions and sending those events to Klaviyo — enabling you to trigger flows based on real-time behavior like adding to cart or viewing a product.

Note: Events will only fire for identified profiles. Anonymous visitors will not generate events in Klaviyo. This means you may need to wait for identified profiles to take these actions before the events appear in your Klaviyo Metrics tab.

Step 1: Unlock Onsite 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. It is a paid add-on service.

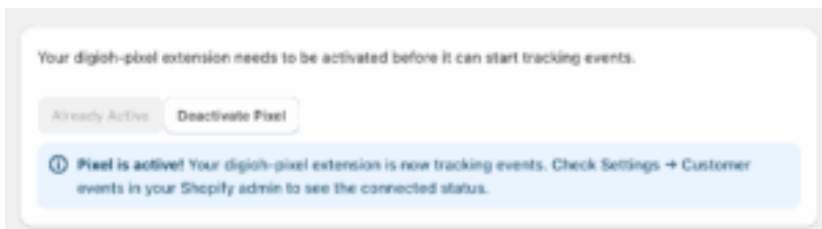
Step 2: Activate the Pixel

Once the feature has been unlocked:

1. Log in to your **Digioh account**.
2. Navigate to the **Shopify App settings** within Digioh.
3. Click "**Activate Pixel**".



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



Step 3: Confirm Events Are Firing

Navigate to your Klaviyo account and go to **Analytics > Metrics** to confirm the following events are coming through:

Event Name	Triggered When
Digioh: Viewed Product Page	An identified visitor views a product page
Digioh: Viewed Collection Page	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

Note: These metrics will not appear in Klaviyo until at least one identified profile has triggered the event. 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 Klaviyo, you can use them as **flow triggers or filters** to build targeted automations. Common use cases include:

- **Browse abandonment flows** – triggered by Digioh: Viewed Product Page
- **Cart abandonment flows** – triggered by Digioh: Add to Cart
- **Checkout abandonment flows** – triggered by Digioh: Checkout Started

To get started, go to **Flows** in your Klaviyo account, create a new flow, and select the relevant Digioh event as your trigger.

Need help designing your flows? Contact the Digioh team – we're happy to assist!

Troubleshooting

Events aren't appearing in Klaviyo Metrics

- Confirm the pixel has been activated (you should see "Pixel is active!" in Digioh).
- Verify that your Klaviyo integration is active in your Digioh account settings.
- Remember that events only fire for identified profiles – make sure you're testing with a profile that has been identified via 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.
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