

How to integrate Digioh with Listrak

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This guide walks you through connecting Digioh to Listrak so submissions from your campaigns flow into Listrak as contacts – with custom product data ready for personalized email automations like post-purchase or recommendation emails.

What you'll learn

- How to set up the Listrak email Pipeline in Digioh
- How to send custom segmentation fields from Digioh to Listrak
- How to retrieve segmentation field IDs from Listrak
- How to build a Listrak Journey that uses dynamic data from Digioh

Before you start

- A Digioh account with the Listrak Pipeline available. If you don't see it under **Connect**, contact support@digioh.com and we'll enable it for you.
- A Listrak account and the **List ID** of the list you want to add contacts to.
- Your Listrak **client ID** and **client secret** (from your Listrak API settings).

Part 1: Set up the Listrak Pipeline in Digioh

The Listrak Pipeline handles authentication, maps Digioh submission data to Listrak fields, and adds the contact to your list.

Step 1: Generate an authentication token

Add a **POST request** task to your Pipeline that calls Listrak's OAuth endpoint with the following parameters:

- `grant_type`
- `client_id`
- `client_secret`

Endpoint: `POST https://auth.listrak.com/OAuth2/Token`

Listrak returns a bearer token. You'll use it to authorize every other call in the Pipeline.

Note: For full details on Listrak authentication, see Listrak's API documentation at api.listrak.com/email.

Step 2: Map your core contact data

Add a **Map Data** task and map these fields from your Digioh submission:

- **Email**
- **Phone**
- **Subscription State**

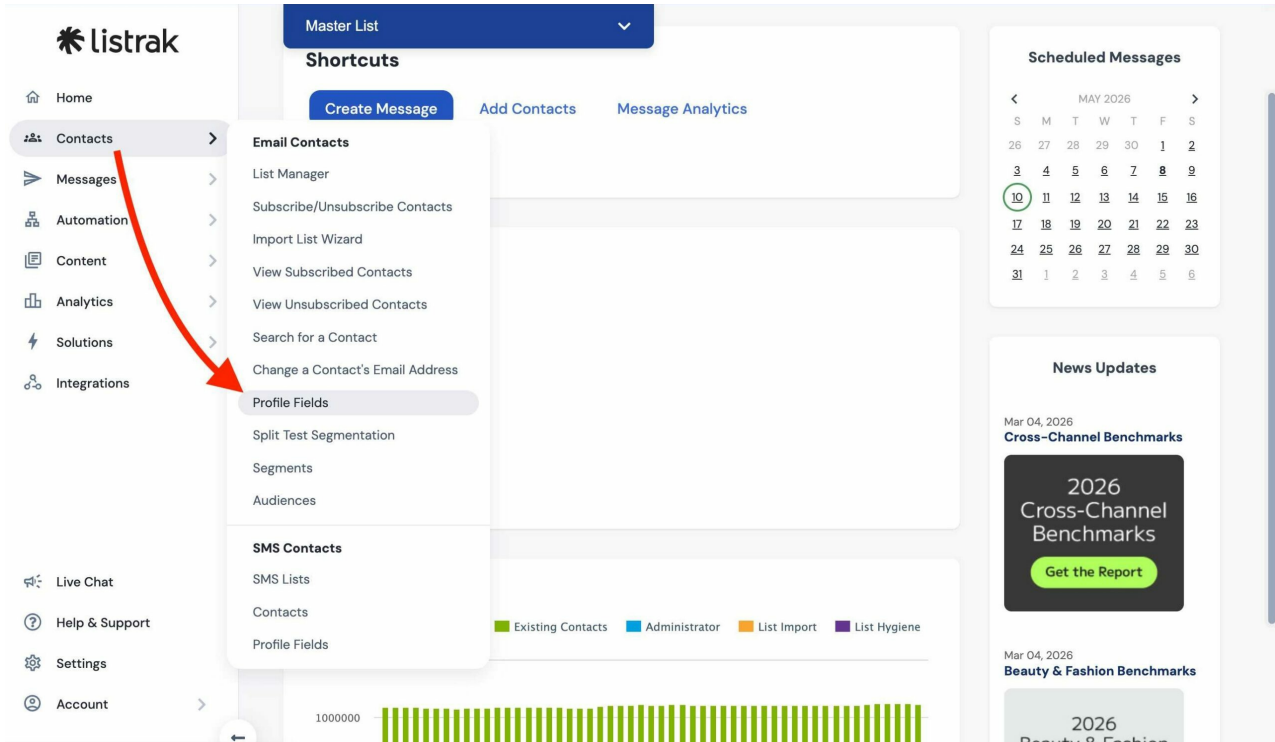
Step 3: Create segmentation fields in Listrak

Segmentation fields are where product or custom data lives in Listrak – for example, product names, images, and URLs you want to display in a recommendation email.

In your Listrak account:

1. Go to **Contacts** → **List Manager** and select your list.

2. Go to **Contacts** → **Profile Fields** and click **Create Field Group**.
3. Enter a group name (for example, **Digioh Recommendations**) and click **Save**.
4. Inside the group, create a **Profile Field** for each piece of data you want to send (for example, **Name, Image, URL**). Set **Data Type** to **Text** for each.



Step 4: Retrieve your Profile Field IDs and map product data

Back in your Digioh Pipeline, add a **Render Template** task. To configure it, you'll need:

- The **Profile Field Group ID**
- The **Profile Field ID** for each field in the group

Get the **Field Group ID** (replace `{listid}` with your Listrak List ID):

GET <https://api.listrak.com/email/v1/List/{listid}/SegmentationFieldGroup>

Get each **Profile Field ID** (replace both `{listid}` and `{segmentationFieldGroupId}`):

GET

<https://api.listrak.com/email/v1/List/{listid}/SegmentationFieldGroup/{segmentationFieldGroupId}/SegmentationField>

Then map your product data to the appropriate fields in the Render Template task.

Tip: You can pull these IDs without writing API calls yourself by using the helper Pipelines in Digioh. See **Part 3: How to get a segmentation field ID** below.

Step 5: Merge the data

Add a **Merge Data** task that combines the outputs of:

- The **Map Data** task from Step 2
- The **Render Template** task from Step 4

Step 6: Add the contact to your Listrak list

Add a final **API Call** task to the Pipeline:

POST <https://api.listrak.com/email/v1/List/{listId}/Contact/>

Replace `{listId}` with your Listrak List ID, and pass the merged data as the request body.

Important: Pass the bearer token from Step 1 in this task's **Request Header**. Without it, Listrak will reject the request

Part 2: Send custom segmentation fields

Listrak stores subscriber data beyond basic contact info in **Profile Field Groups** and **Segmentation Fields**. This section explains how to map a Digioh custom field to a Listrak segmentation field so it flows through your Pipeline.

Overview

- In Listrak, each piece of subscriber data lives in a **Profile Field** inside a **Field Group**.
- In Digioh, you tell the Listrak Pipeline which Digioh custom field maps to which Listrak `segmentationFieldId`.

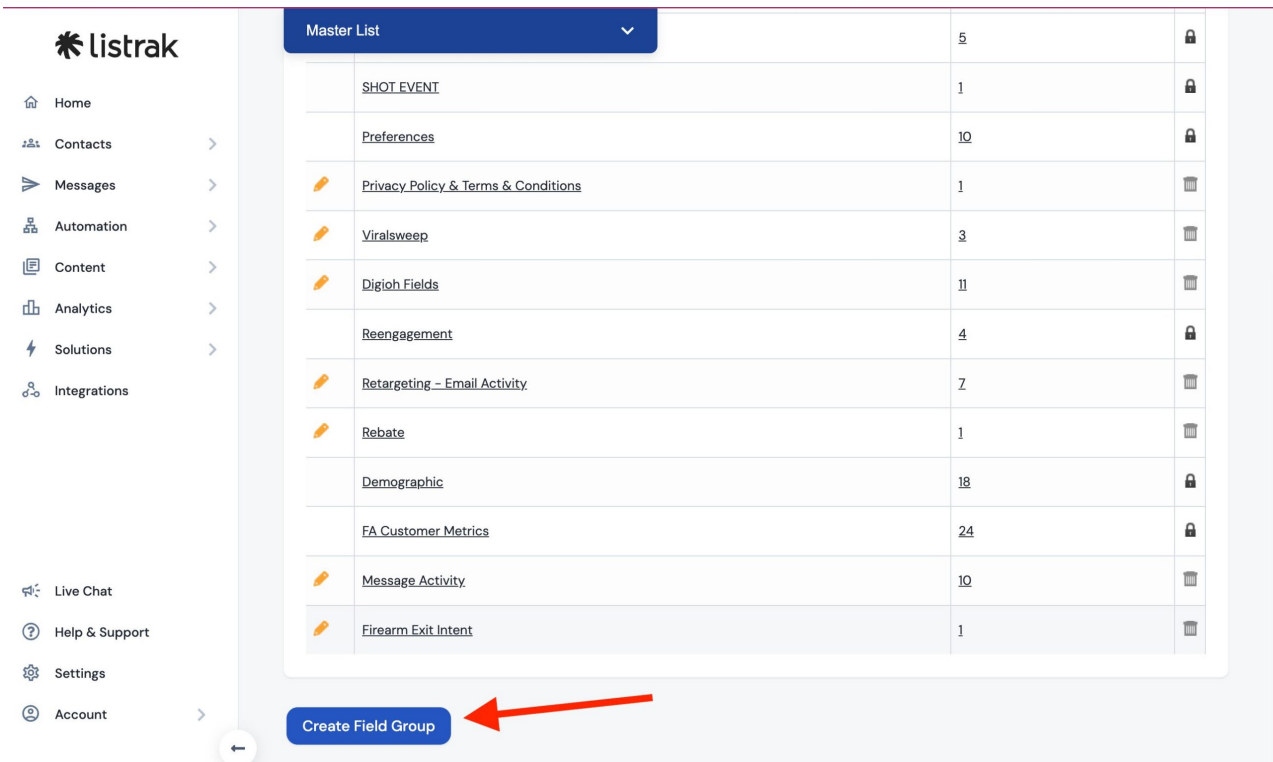
Step A: Create the Field Group and Profile Fields in Listrak

1. In Listrak, go to **Contacts** → **Profile Fields**.

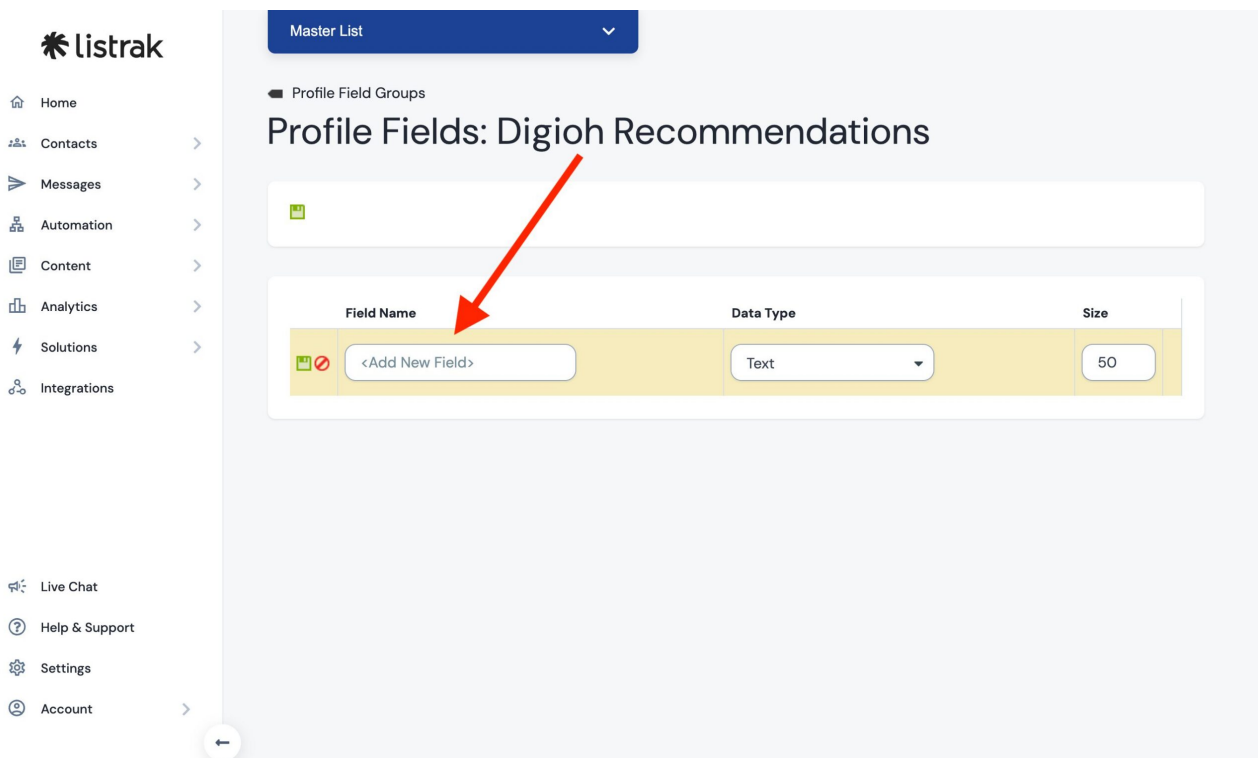
The screenshot shows the Listrak dashboard with a sidebar on the left containing navigation options: Home, Contacts, Messages, Automation, Content, Analytics, Solutions, Integrations, Live Chat, Help & Support, Settings, and Account. The main content area displays a table titled 'Master List' with columns for field names, counts, and lock icons. A red arrow points to a 'Create Field Group' button at the bottom of the table.

| Field Name | Count | Lock Icon |
|-------------------------------------|-------|-----------|
| SHOT EVENT | 1 | Lock |
| Preferences | 10 | Lock |
| Privacy Policy & Terms & Conditions | 1 | Trash |
| Viralsweep | 3 | Trash |
| Digioh Fields | 11 | Trash |
| Reengagement | 4 | Lock |
| Retargeting - Email Activity | 7 | Trash |
| Rebate | 1 | Trash |
| Demographic | 18 | Lock |
| FA Customer Metrics | 24 | Lock |
| Message Activity | 10 | Trash |
| Firearm Exit Intent | 1 | Trash |

2. Click **Create Field Group**, name the group, and click **Save**.



3. Inside the group, create a **Profile Field** for each piece of data you want to send. Set **Data Type** to **Text**.



Step B: Find the segmentationFieldId

You'll need:

- The `segmentationFieldId` from Listrak (see **Part 3** for how to retrieve it).
- The **custom field name** from your Digioh campaign.

←

Edit Template (Render Named/Custom Fields)

⌵

Path to Model: Item Data ▾

Template Type: LIQUID ▾

Output Type: JSON ▾

Template:

```

{
  "segmentationFieldValues": [
    {
      "segmentationFieldId": 11382,
      "value": "{{ model.named_custom_fields.digioh_caliber }}"
    },
    {
      "segmentationFieldId": 11383,
      "value": "{{ model.named_custom_fields.digioh_primary_reason }}"
    },
    {
      "segmentationFieldId": 11384,
      "value": "{{ model.named_custom_fields.digioh_firearm_type }}"
    },
    {
      "segmentationFieldId": 11385,
      "value": "{{ model.named_custom_fields.digioh_size }}"
    },
    {
      "segmentationFieldId": 11386,
      "value": "{{ model.named_custom_fields.digioh_additional_features }}"
    }
  ]
}

```

Save

Test Data (JSON):

Step C: Configure the Pipeline in Digioh

1. In Digioh, go to **Connect** and open the Pipeline named **Listrak Email with Named Fields**.

Pipelines

Pipeline Metrics

| | |
|---|---|
| Listrak Email <small>ID# 41708 Campaigns: 135</small> | Edit Activity 🗑️ |
| Listrak SMS <small>ID# 41752 Campaigns: 6</small> | Edit Activity 🗑️ |
| Listrak Email With Named Fields <small>ID# 41955 Campaigns: 4</small> | Edit Activity 🗑️ |
| Listrak Get Segmentation Field Group <small>ID# 41957</small> | Edit Activity 🗑️ |
| Listrak Get Segmentation Field IDs <small>ID# 41958</small> | Edit Activity 🗑️ |
| Listrak - OccupationLawEnforcementMilitary <small>ID# 41960</small> | Edit Activity 🗑️ |
| Listrak Quiz Submission with Event <small>ID# 42651 Campaigns: 2</small> | Edit Activity 🗑️ |
| Listrak- Journey Trigger (Custom Event) <small>ID# 42898 Campaigns: 2</small> | Edit Activity 🗑️ |

2. Find the task named **Render Named/Custom Fields** and click **Edit**.

< Back to Pipelines Pipeline Settings

Listrack Email With Named Fields Pipeline

Pipeline ID: 41955

Reorder TasksPublishTestView Activity

- ID: 70482 **O Auth** Task Type: Http Request Add Condition | Add Subtask
- ID: 70483 **Map Data** Task Type: Map Data Add Condition | Add Subtask
- ID: 70484 **Render Named/Custom Fields** Task Type: Render Template Add Condition | Add Subtask
- ID: 70485 **Merge Data** Task Type: Merge Data Add Condition | Add Subtask
- ID: 70486 **Send Email to Listrack** Task Type: Http Request Add Condition | Add Subtask

[Add Task](#)

3. Update the JSON to include each `segmentationFieldId` and the Digioh custom field name it maps to.

Campaigns ▾ Reporting ▾ A/B Testing ▾ Integrations ▾ Admin ▾

Edit Template (Render Named/Custom Fields)

Path to Model: Item Data ▾

Template Type: LIQUID ▾

Output Type: JSON ▾

Template:

```
{
  "segmentationFieldValues": [
    {
      "segmentationFieldId": 6922,
      "value": "[[ OccupationLawEnforcementMilitary ]]"
    }
  ]
}
```

[Save](#)

Test Data (JSON):

4. Click **Save**.

Edit Template (Render Named/Custom Fields)

Path to Model:

Template Type:

Output Type:

Template:

```
{
  "segmentationFieldValues": [
    {
      "segmentationFieldId": 6922,
      "value": "{{ OccupationLawEnforcementMilitary }}"
    }
  ]
}
```

Save

Test Data (JSON):

Note: Repeat Steps A-C for every additional field you want to pass from Digioh to Listrak.

Part 3: How to get a segmentation field ID

Two helper Pipelines in Digioh return the IDs you need without making manual API calls.

Step 1: Get the Field Group ID

1. In Digioh, go to **Connect** and open the Pipeline named **Listrak Get Segmentation Field Group**.

Pipelines

Pipeline Metrics

| | |
|---|---------------|
| Listrack Email ID# 41708 Campaigns: 135 | Edit Activity |
| Listrack SMS ID# 41752 Campaigns: 6 | Edit Activity |
| Listrack Email With Named Fields ID# 41955 Campaigns: 4 | Edit Activity |
| Listrak Get Segmentation Field Group ID# 41957 | Edit Activity |
| Listrak Get Segmentation Field IDs ID# 41958 | Edit Activity |
| Listrack - OccupationLawEnforcementMilitary ID# 41960 | Edit Activity |
| Listrack Quiz Submission with Event ID# 42651 Campaigns: 2 | Edit Activity |
| Listrak- Journey Trigger (Custom Event) ID# 42898 Campaigns: 2 | Edit Activity |
| Listrak Email - Exit Intent Update Field ID# 44214 | Edit Activity |



2. Open the **Map List Id** task.

< Back to Pipelines Pipeline Settings

Listrak Get Segmentation Field Group Pipeline

Pipeline ID: 41957

Reorder Tasks Publish Test View Activity

| | |
|---|-----------------------------|
| ID: 70489 O Auth Task Type: Http Request | Add Condition Add Subtask |
| ID: 70494 Map List Id Task Type: Map Data | Add Condition Add Subtask |
| ID: 70491 API Call to Listrack Task Type: Http Request | Add Condition Add Subtask |

Add Task




3. Update the **List ID** to the Listrak list that holds your Field Group.

Edit Task (Map List Id)

Input Value: → Output Field: Default Value: Transform:

Field
 Value
 Array

Remove Unmapped Fields



4. Click **Save**, then click **Test**.

5. The test result returns every Field Group on that list, with IDs. Copy the ID for your group.

Task: 70491 API Call to Listrack
Status: Ran, Success
Duration: 237 ms
Message: Successfully completed http request pipelineTaskId:
70491

Output:
copy

```
{
  "status": 200,
  "data": [
    {
      "segmentationFieldGroupId": 479,
      "segmentationFieldGroupName": "Source",
      "position": 1
    },
    {
      "segmentationFieldGroupId": 493,
      "segmentationFieldGroupName": "Deliverability",
      "position": 2
    },
    {
      "segmentationFieldGroupId": 498,
      "segmentationFieldGroupName": "Contact Info",
      "position": 3
    },
    {
      "segmentationFieldGroupId": 531,
      "segmentationFieldGroupName": "SMS",
      "position": 4
    },
    {
      "segmentationFieldGroupId": 578,
      "segmentationFieldGroupName": "Welcome Series",
      "position": 5
    },
    {
      "segmentationFieldGroupId": 631,
      "segmentationFieldGroupName": "SHOT EVENT",
      "position": 6
    },
    {
      "segmentationFieldGroupId": 654,
      "segmentationFieldGroupName": "Preferences",
      "position": 7
    },
    {
      "segmentationFieldGroupId": 689,
      "segmentationFieldGroupName": "Privacy Policy & Terms & Condi
    },
  ]
}
```

Step 2: Get the segmentationFieldId

1. Open the Pipeline named **Listrak Get Segmentation Field IDs** in **Connect**.

Pipelines

Pipeline Metrics

| | | | |
|---|------|----------|----|
| Listrack Email ID# 41708 Campaigns: 135 | Edit | Activity | 🗑️ |
| Listrack SMS ID# 41752 Campaigns: 6 | Edit | Activity | 🗑️ |
| Listrack Email With Named Fields ID# 41955 Campaigns: 4 | Edit | Activity | 🗑️ |
| Listrak Get Segmentation Field Group ID# 41957 | Edit | Activity | 🗑️ |
| Listrak Get Segmentation Field IDs ID# 41958 | Edit | Activity | 🗑️ |
| Listrack - OccupationLawEnforcementMilitary ID# 41960 | Edit | Activity | 🗑️ |
| Listrack Quiz Submission with Event ID# 42651 Campaigns: 2 | Edit | Activity | 🗑️ |
| Listrak- Journey Trigger (Custom Event) ID# 42898 Campaigns: 2 | Edit | Activity | 🗑️ |

2. Open the **Map Data** task and update both the **List ID** and the **Field Group ID** from Step 1.

Edit Task (Map Data)

| | | | | |
|---|---|-----------------------------|-----------------------------------|--------------------|
| Input Value: <input type="radio"/> Field <input checked="" type="radio"/> Value 345308 | → | Output Field: ListId | Default Value: Fallback if emp | Transform: None |
| Input Value: <input type="radio"/> Field <input checked="" type="radio"/> Value 1132 | → | Output Field: FieldGroup | Default Value: Fallback if emp | Transform: None |

+ Mapping Remove Unmapped Fields Save

3. Click **Test**.

4. The result returns every `segmentationFieldId` inside that Field Group. Copy the one you need and use it in your Pipeline mapping (**Part 2, Step B**).

```
Task: 70493 API Call to Listrak
Status: Ran, Success
Duration: 147 ms
Message: Successfully completed http request pipelineTaskId: 70493
Output:
copy {
  "status": 200,
  "data": [
    {
      "segmentationFieldId": 11159,
      "segmentationFieldName": "digioh_data_law_enforcement",
      "segmentationFieldGroupId": 1132,
      "dataType": "Text",
      "maxLength": 50,
      "position": 1
    },
    {
      "segmentationFieldId": 11382,
      "segmentationFieldName": "digioh_caliber",
      "segmentationFieldGroupId": 1132,
      "dataType": "Text",
      "maxLength": 50,
      "position": 2
    },
    {
      "segmentationFieldId": 11383,
      "segmentationFieldName": "digioh_primary_reason",
      "segmentationFieldGroupId": 1132,
      "dataType": "Text",
      "maxLength": 50,
      "position": 3
    },
    {
      "segmentationFieldId": 11384,
      "segmentationFieldName": "digioh_firearm_type",
      "segmentationFieldGroupId": 1132,
      "dataType": "Text",
      "maxLength": 50,
      "position": 4
    },
    {
      "segmentationFieldId": 11385,
      "segmentationFieldName": "digioh_size",
      "segmentationFieldGroupId": 1132,
      "dataType": "Text",
      "maxLength": 50,
      "position": 5
    }
  ]
}
```

Part 4: Create the email automation in Listrak

Once your Pipeline is live and contacts are flowing into Listrak, build a **Journey** in Listrak to send emails that use the dynamic data passed from Digioh.

Step 1: Create a Journey

In Listrak, go to **Automation → Journeys** and create a new Journey from scratch.

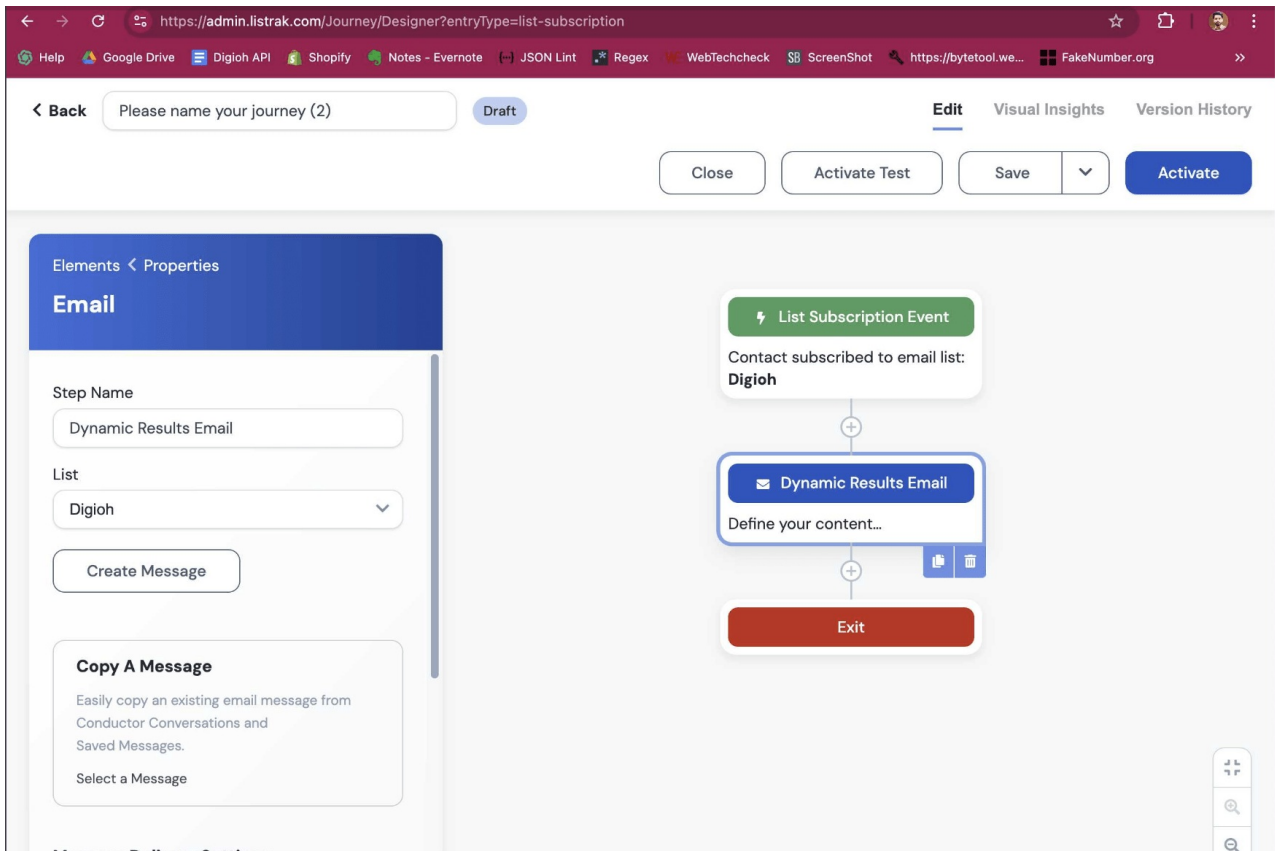
Step 2: Choose the entry event

Select **Email List Subscription** as the entry event. This fires whenever a contact is added to your selected list via Digioh.

Step 3: Add and configure an email

1. Add an email step after the trigger.

2. Click **Create Message** to open message settings.
3. Use **Composer** to design a new template, or select an existing one.



Step 4: Use Merge Tags for dynamic data

After designing the email, insert **Merge Tags** to display dynamic data passed from Digioh. Based on the segmentation field setup in Part 1, the Merge Tags follow this pattern:

```
<<Digioh Recommendations\Prodrec1_Image Default="">>><<Digioh Recommendations\Prodrec1_Name Default="">>>
<<Digioh Recommendations\Prodrec1_URL Default="">>>
```

- **For text elements:** double-click to open formatting options → **Personalization** → select the relevant Merge Tag.
- **For images and buttons:** use Merge Tags the same way via the **Personalization** panel.

Step 5: Save and publish

Save and publish your Journey. Contacts added by Digioh will now trigger the email automation with their dynamic product data.

Important: Make sure the Journey is set to the same Listrak list that Digioh is pushing contacts to – otherwise the entry event won't fire.

Quick reference

Listrak API endpoints

| Endpoint | Method | Purpose |
|-------------------------------|--------|-------------------------------|
| auth.listrak.com/OAuth2/Token | POST | Generate authentication token |
| .../List/{listId}/Contact/ | POST | Add a contact to a list |

| Endpoint | Method | Purpose |
|---|--------|---------------------------------|
| .../List/{listId}/SegmentationFieldGroup | GET | Retrieve Field Group IDs |
| .../SegmentationFieldGroup/{id}/SegmentationField | GET | Retrieve Segmentation Field IDs |

Merge Tag format

Dynamic data passed from Digioh to Listrak is accessed in email templates using this syntax:

<<[Field Group Name]\[Field Name] Default="">>>

| Data | Merge Tag |
|---------------|-----------|
| Product Image | <> |
| Product Name | <> |
| Product URL | <> |

That's it – your Listrak integration is ready to go. Questions or need a hand with the setup? Reach out to support@digioh.com and we'll walk through it with you.
