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**

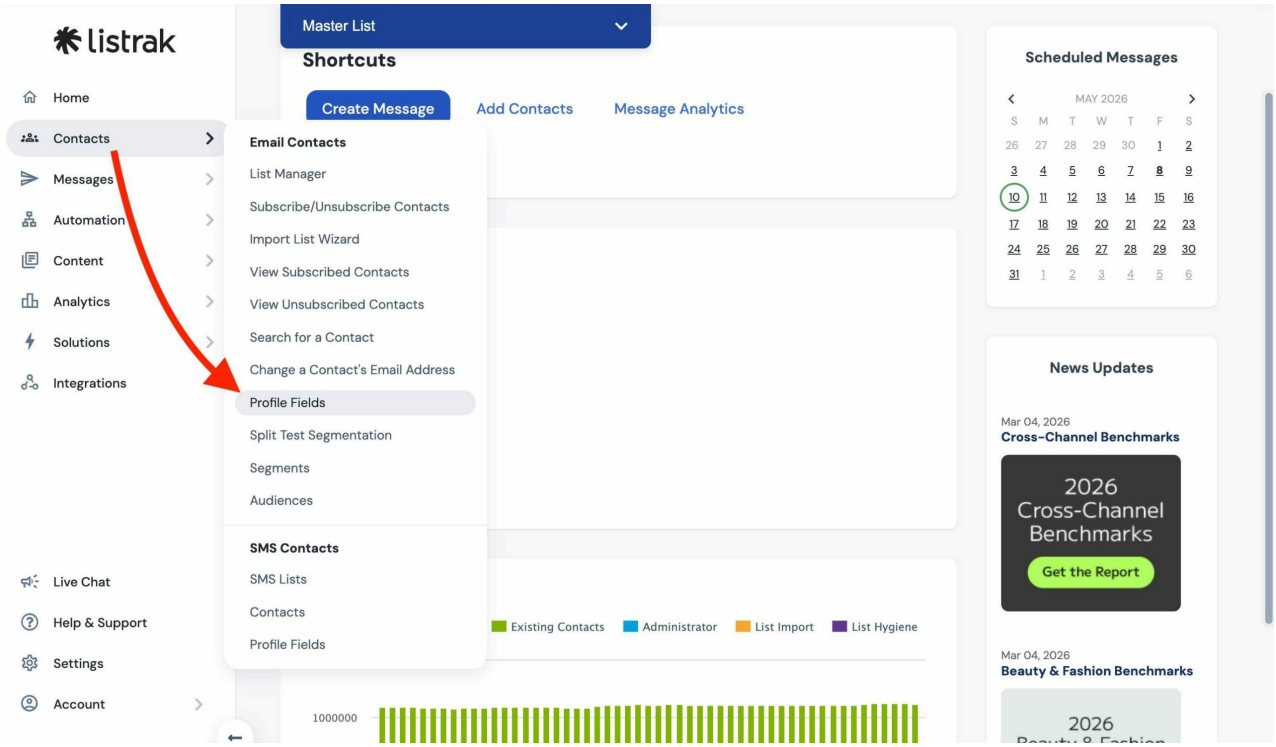
Step 3: Create segmentation fields in Listrak

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

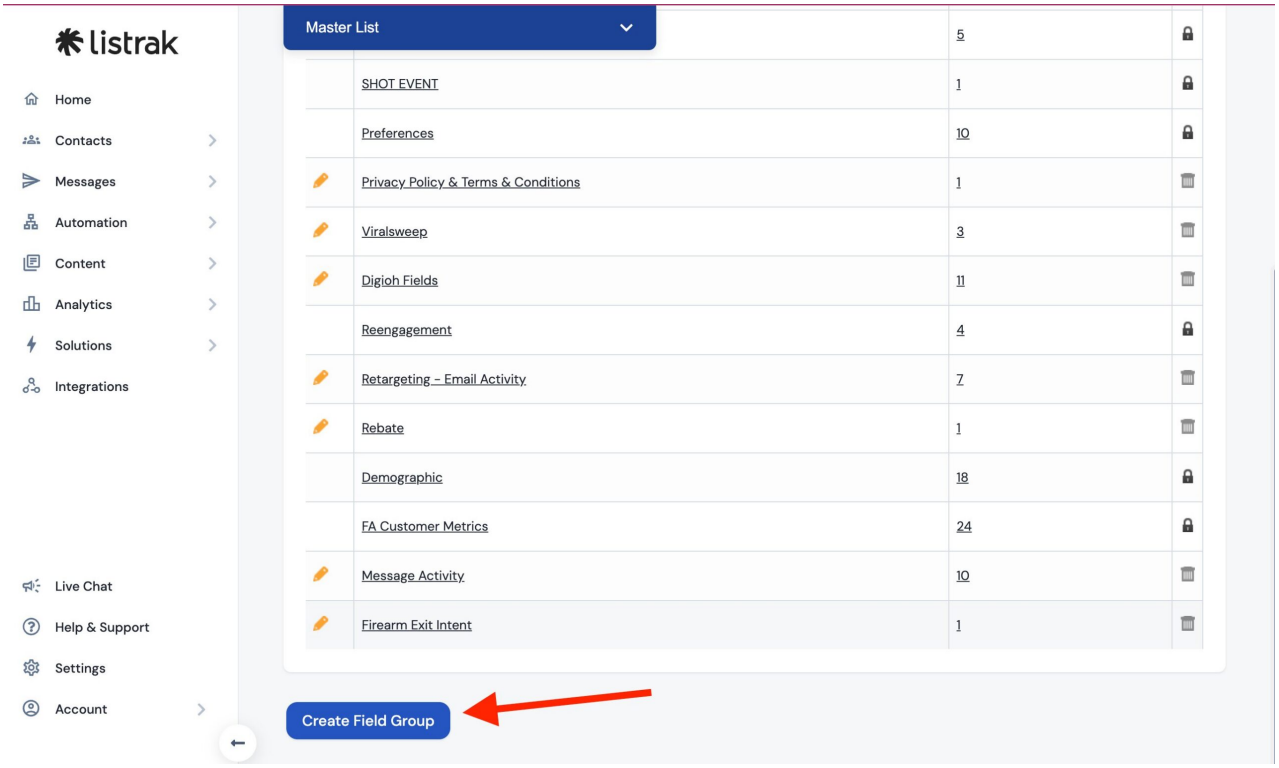
Listrak stores subscriber data beyond basic contact info in **Profile Field Groups** and **Segmentation Fields**. This section explains how to map a Digioh custom field to a Listrak segmentation field so it flows through your Pipeline.

Overview

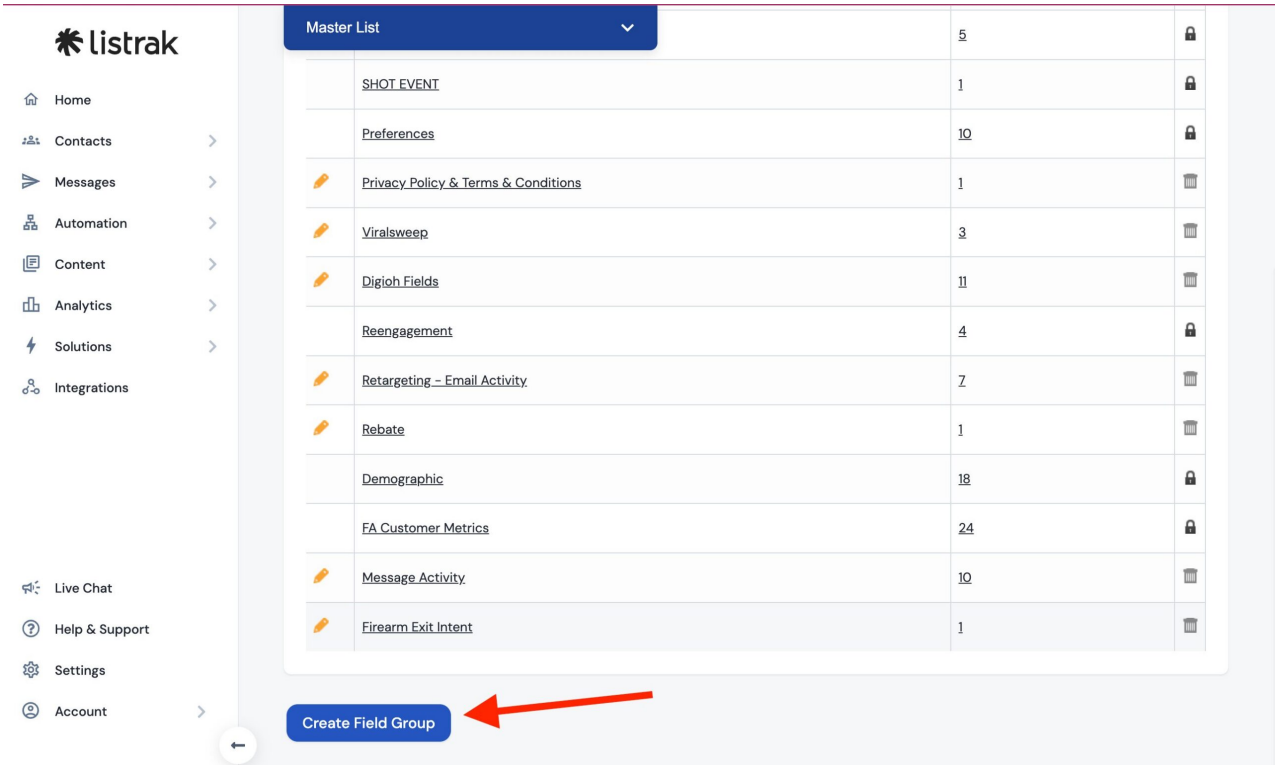
- In Listrak, each piece of subscriber data lives in a **Profile Field** inside a **Field Group**.
- In Digioh, you tell the Listrak Pipeline which Digioh custom field maps to which Listrak `segmentationFieldId`.

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

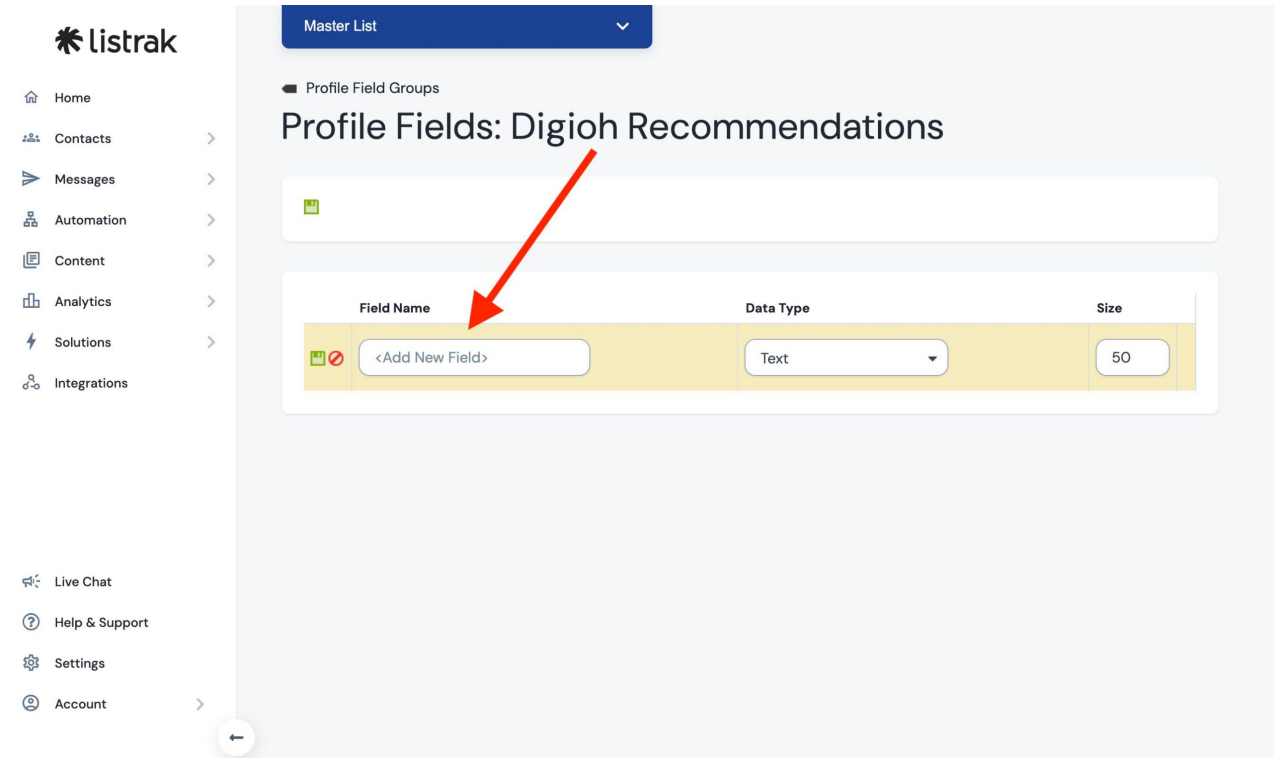
1. In Listrak, go to **Contacts → Profile Fields**.



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



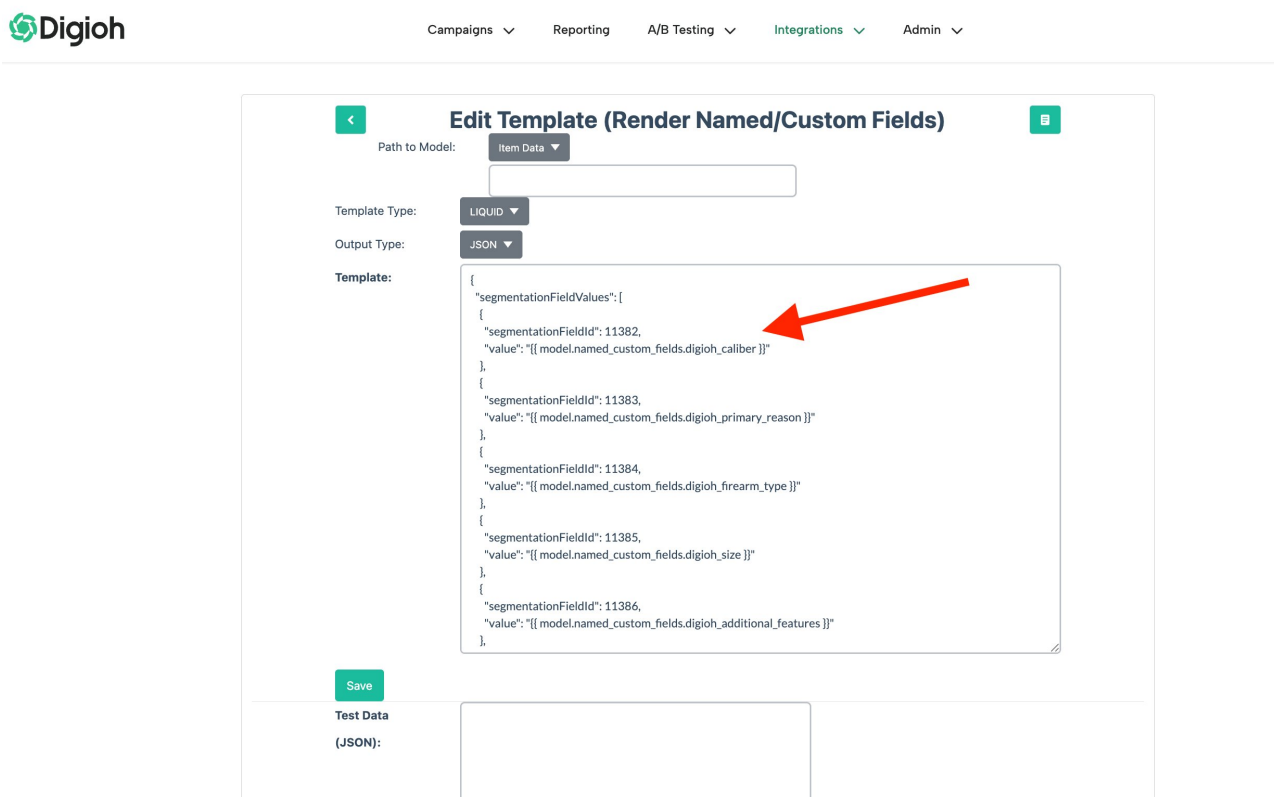
3. Inside the group, create a **Profile Field** for each piece of data you want to send. Set **Data Type** to **Text**.



Step B: Find the segmentationFieldId

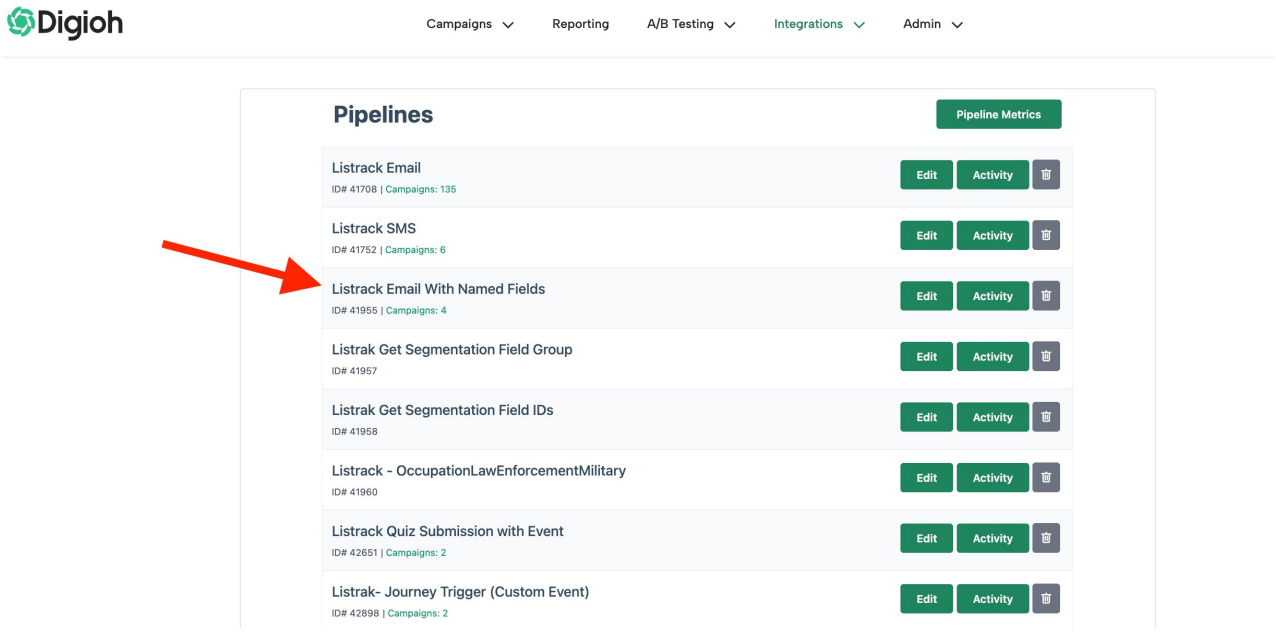
You'll need:

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

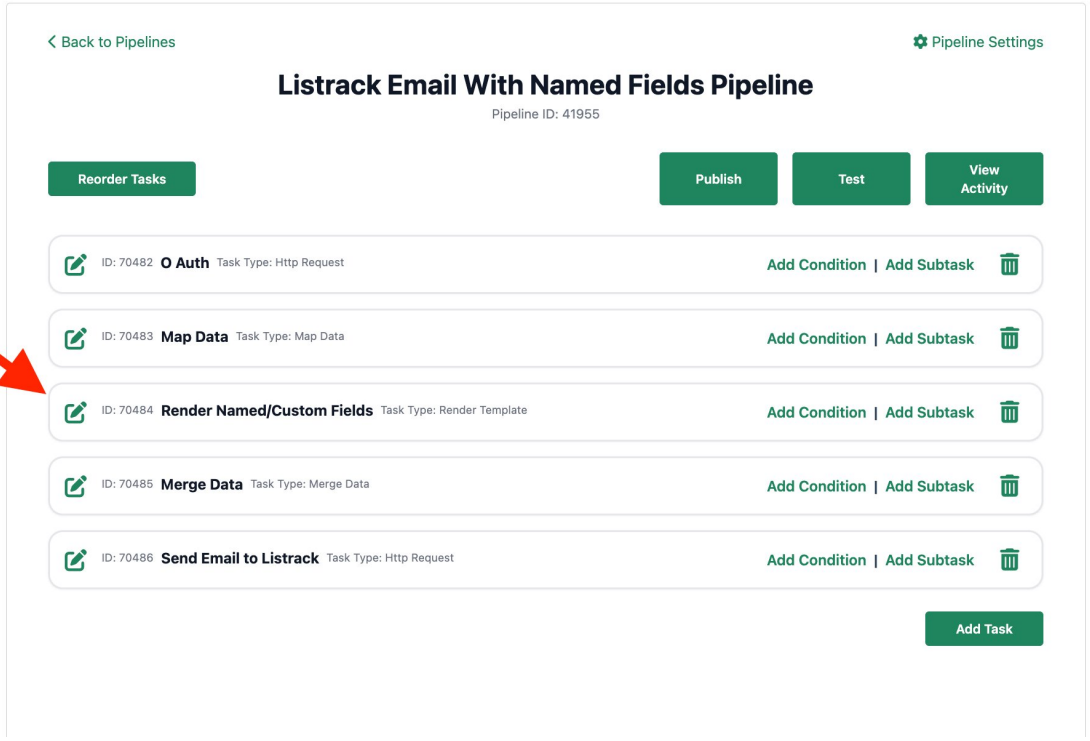


Step C: Configure the Pipeline in Digioh

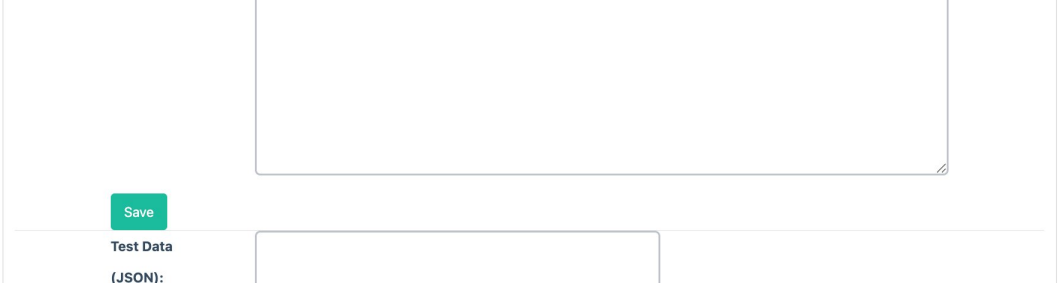
1. In Digioh, go to **Connect** and open the Pipeline named **Listrak Email with Named Fields**.



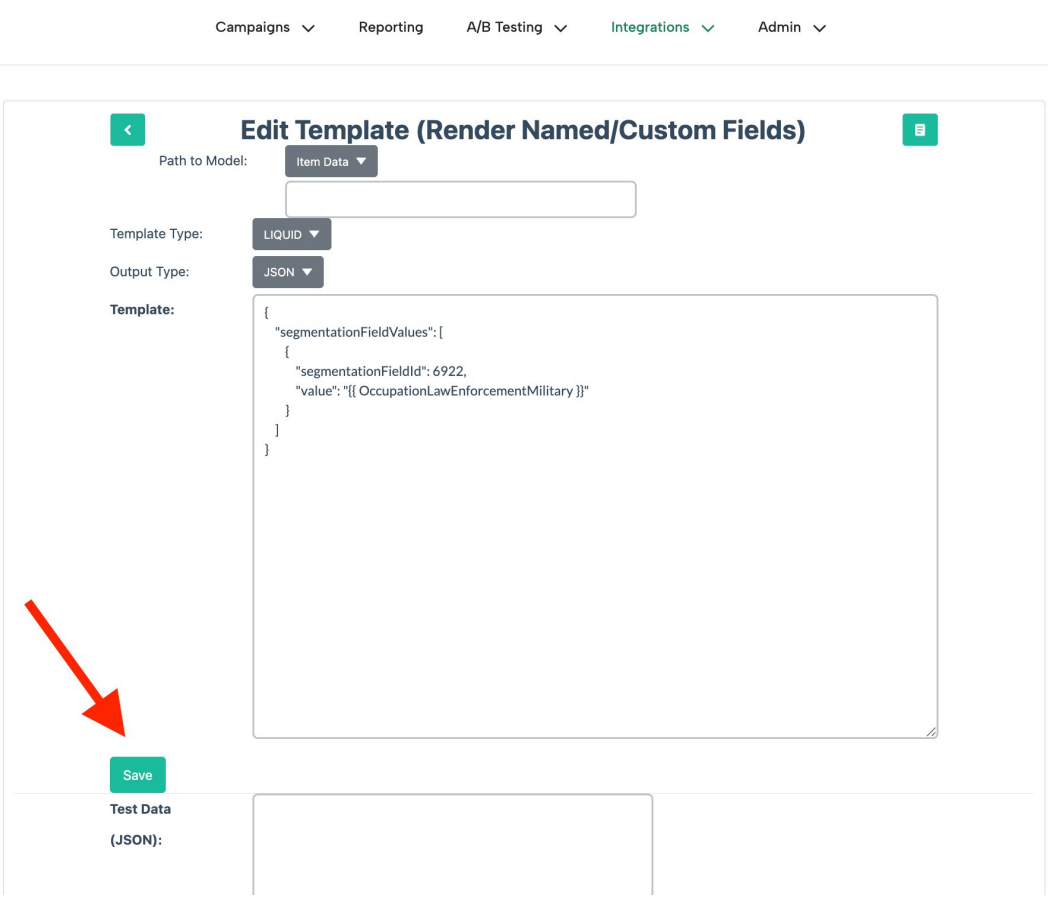
2. Find the task named **Render Named/Custom Fields** and click **Edit**.



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



4. Click **Save**.



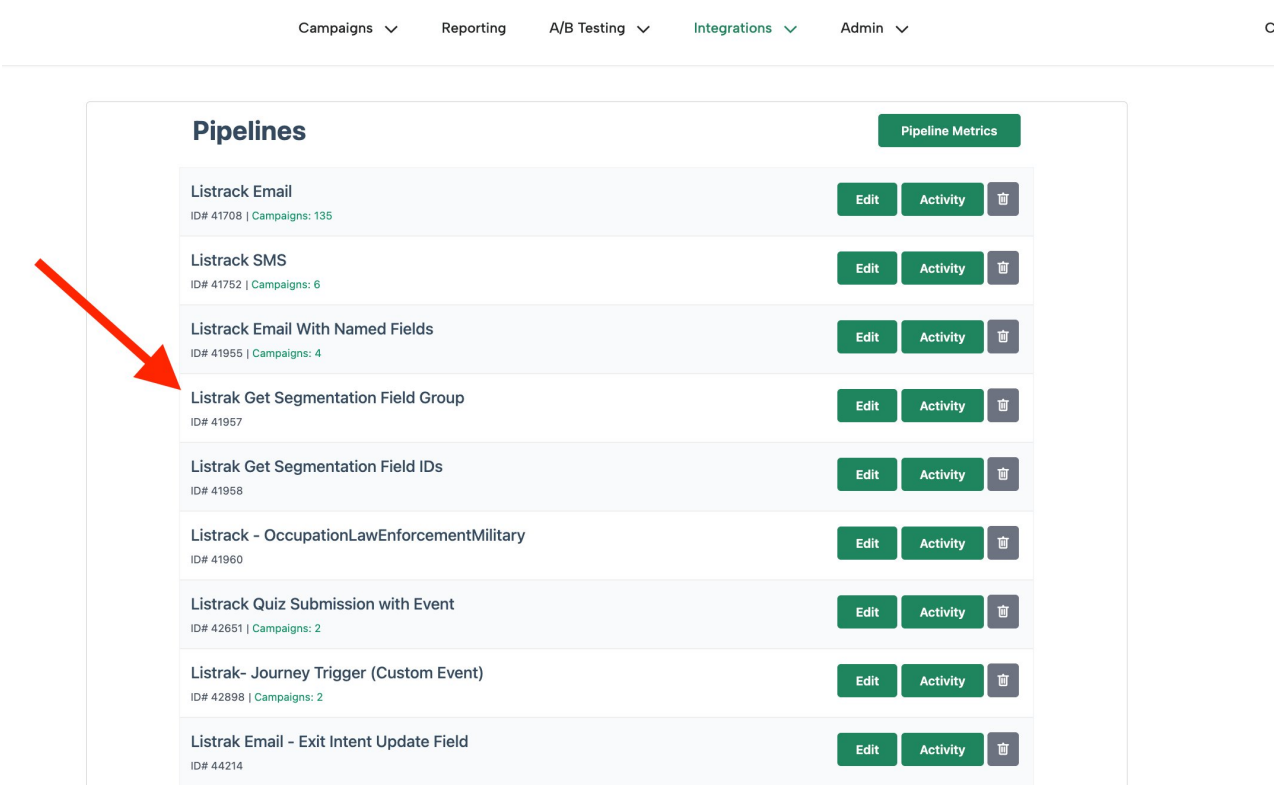
> **Note:** Repeat Steps A–C for every additional field you want to pass from Digioh to Listrak.

Part 3: How to get a segmentation field ID

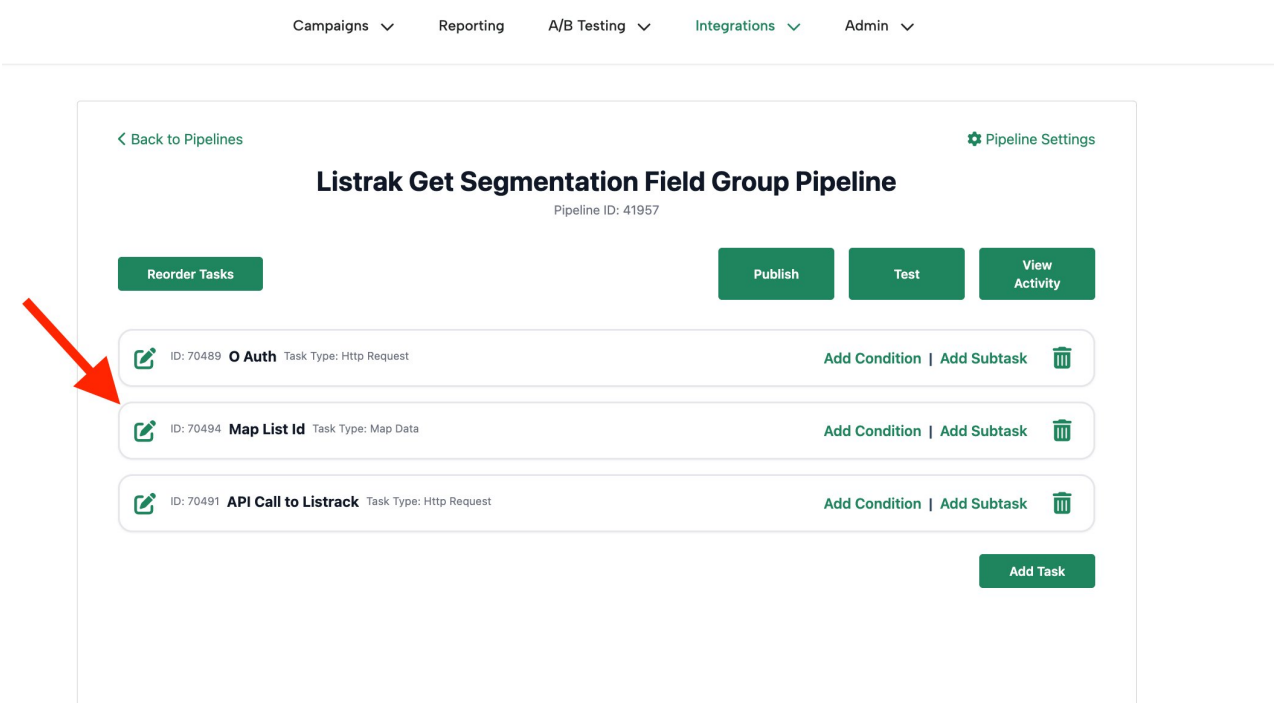
Two helper Pipelines in Digioh return the IDs you need without making manual API calls.

Step 1: Get the Field Group ID

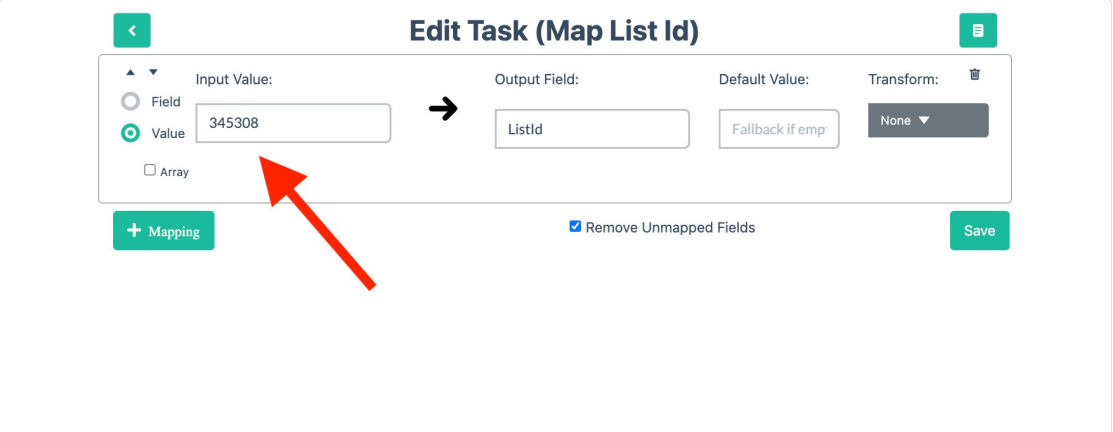
1. In Digioh, go to **Connect** and open the Pipeline named **Listrak Get Segmentation Field Group** .



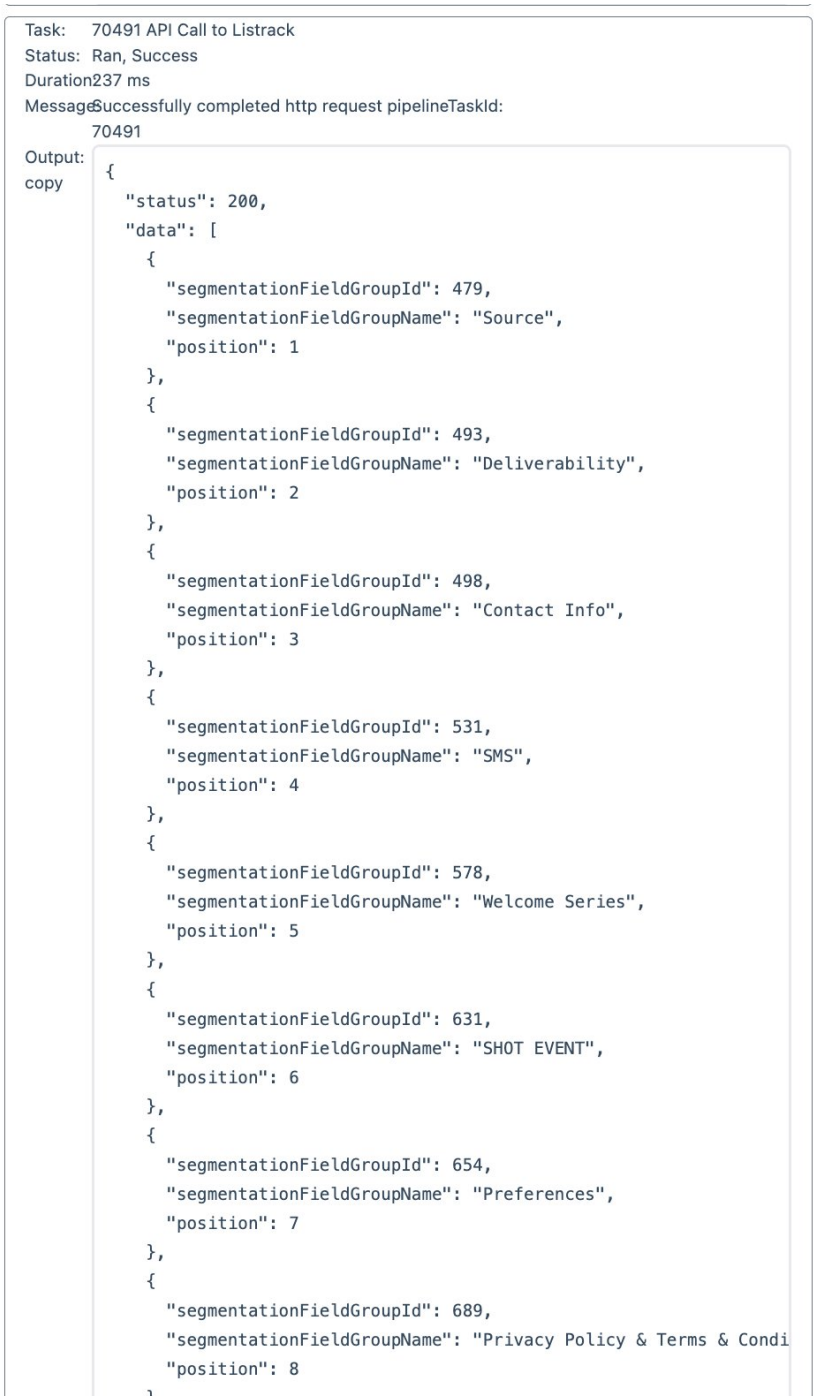
2. Open the **Map List Id** task.



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

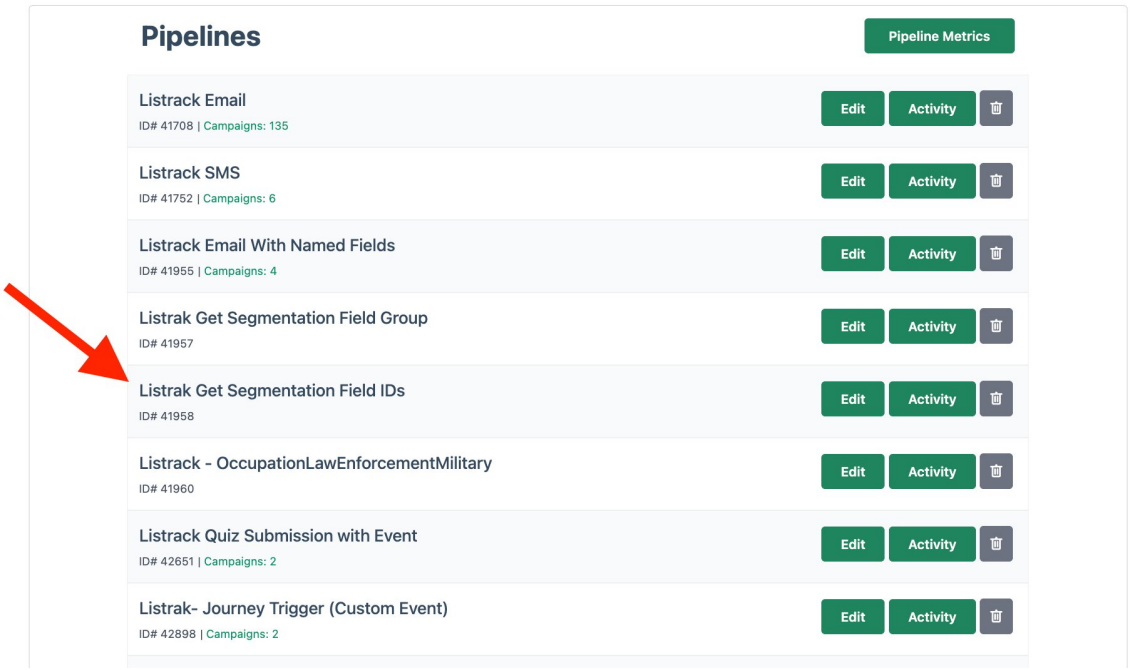


4. Click **Save**, then click **Test**.
5. The test result returns every Field Group on that list, with IDs. Copy the ID for your group.

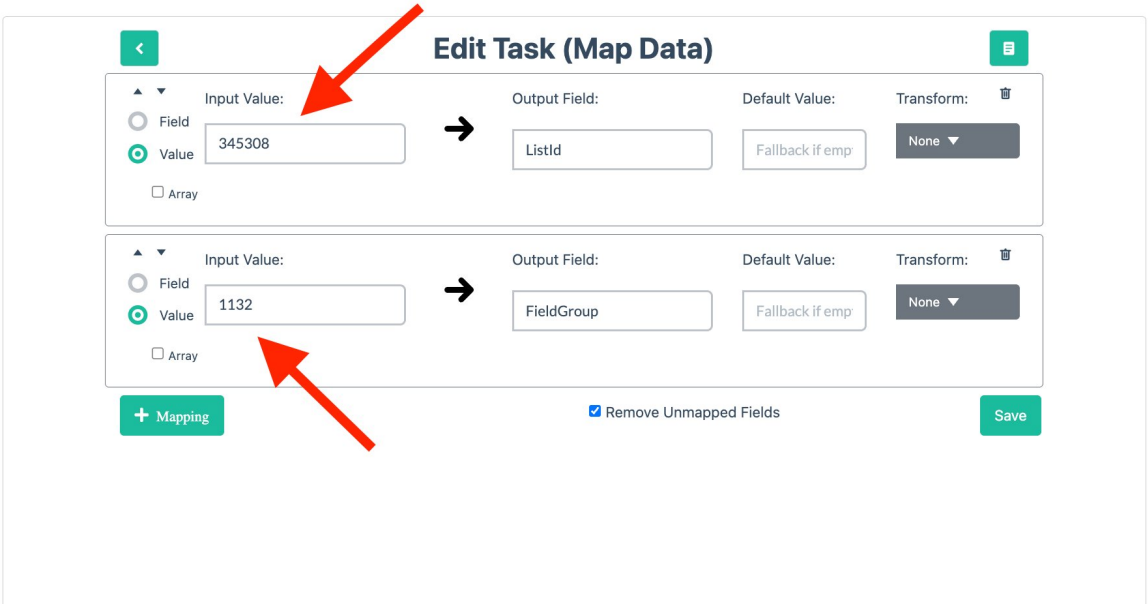


Step 2: Get the segmentationFieldId

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

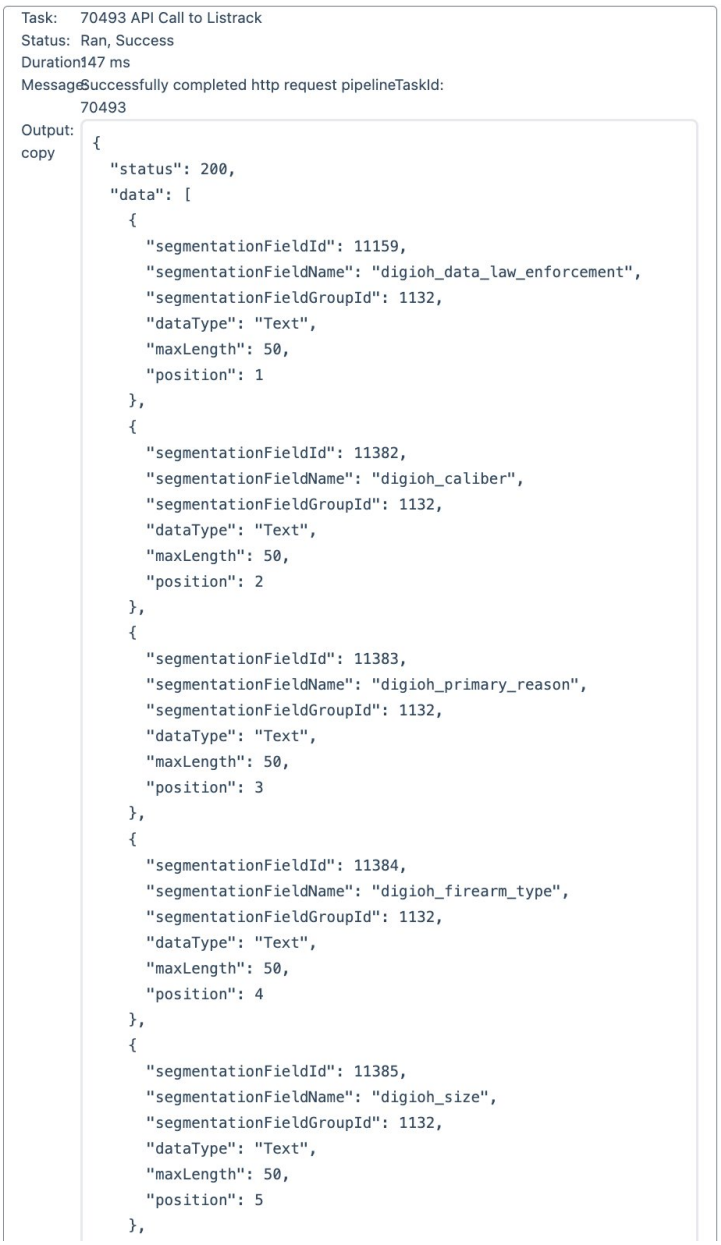


2. Open the **Map Data** task and update both the **List ID** and the **Field Group ID** from Step 1.



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**).



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.

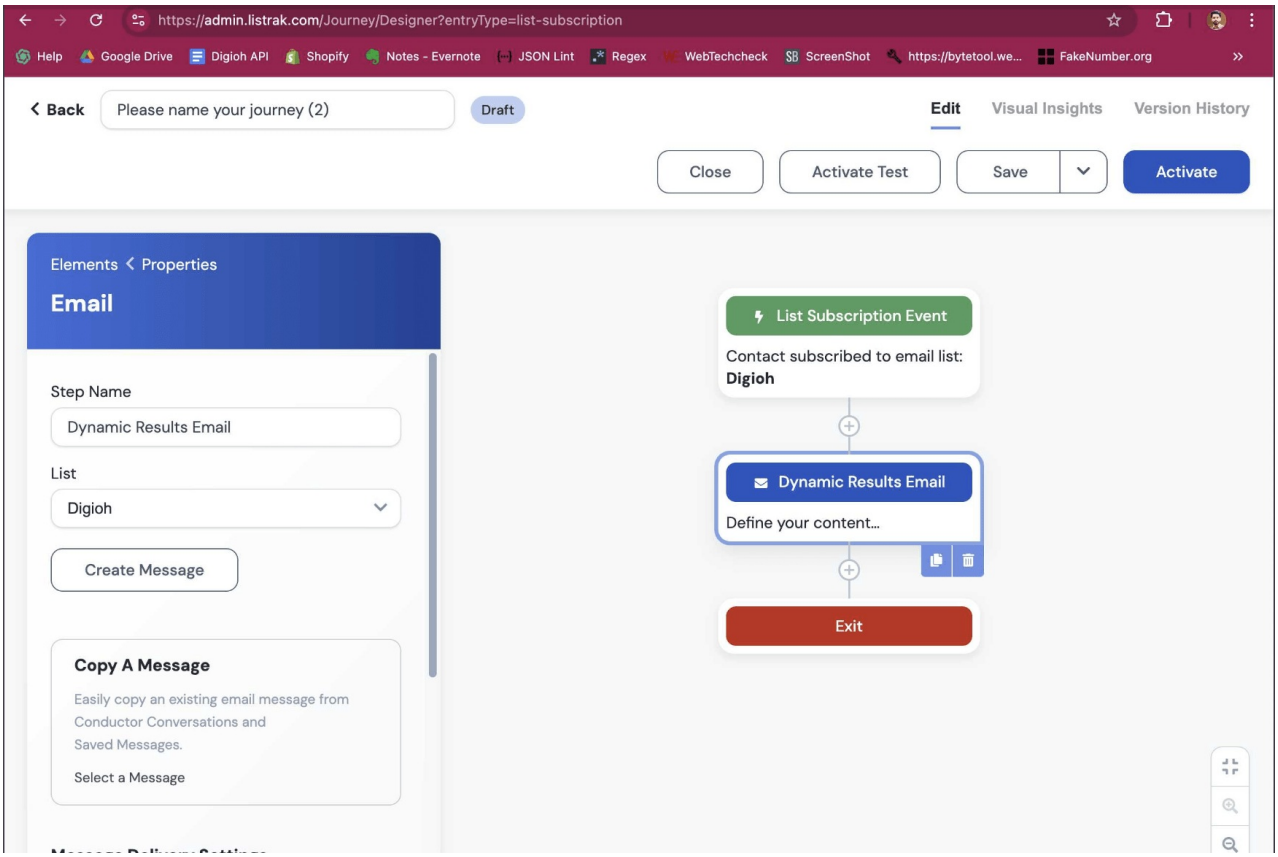
Step 2: Choose the entry event

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.