Using the Digioh + Attentive Integration to Power Personalized SMS Marketing

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Overview
The Digioh + Attentive integration helps ecommerce brands seamlessly connect zero-party data collection with high-converting SMS experiences. By combining Digioh's quizzes, pop-ups, and forms with Attentive's SMS marketing platform, you can grow your list faster, personalize messages at scale, and drive more revenue per subscriber.

What You Can Do With This Integration

1. Grow Your SMS List—Faster

Use Digioh's optimized pop-ups and gamified opt-ins to collect SMS subscribers at scale. With support for multi-step forms and dynamic targeting, you can:

- Capture SMS opt-ins with clear compliance messaging
- Offer different incentives based on traffic source or behavior
- Trigger pop-ups based on scroll depth, UTM, or exit intent

Expected Results: Brands grow their SMS list up to **10% faster** with Digioh pop-ups.

2. Send Personalized SMS Flows Based on Quiz Data

Quizzes built with Digioh can capture dozens of zero-party data points, like preferences, product needs, and buyer intent. With this integration, all quiz responses can be passed directly to Attentive, allowing you to:

- Build targeted segments based on quiz answers
- Trigger SMS flows personalized to the shopper's needs
- Reference product recommendations in post-quiz follow-up messages

Example: If a shopper selects "dry skin" in a skincare quiz, you can trigger a flow in Attentive promoting your hydration-focused products.

3. Create Advanced SMS Targeting

With Digioh's robust metadata and identity resolution, you can identify up to 5x more site visitors and sync that data to Attentive. Use it to:

- Re-engage anonymous shoppers once they become subscribers

- Build detailed Attentive segments based on quiz or form data
- Show or suppress SMS prompts based on known SMS status (with data in Klaviyo)

4. Recover Abandonments With Personalized SMS

Use quiz data or site behavior to recover revenue from cart and browse abandonment. For example:

- Shopper completes a quiz but doesn't purchase? Send a reminder text with a personalized product link or discount.
- Cart abandoner who previously took a quiz? Send an SMS referencing their quiz results or product preferences.

Example SMS Message:
"Still thinking about the moisturizer that locks in hydration? Here's 10% off to help you decide: [link]"

Setup and Requirements

Prerequisites:

- A Digioh account with access to quizzes, pop-ups, or forms
- An Attentive account with API access
- SMS capture or segmentation workflows set up in Attentive

Setup Steps:

1. **Enable the Attentive Integration in Digioh**
   Navigate to your Digioh Integrations tab and select "Attentive" from the list of available platforms.

2. **Add Your API Credentials**
   Provide your Attentive API key and any necessary identifiers. Your Digioh success manager can help with this step.

3. **Map Your Data Fields**
   Match quiz answers, form inputs, or metadata to custom fields in Attentive. Common mappings include product preferences, gift buyer status, or skin type.

4. **Test Your Integration**
   Complete your quiz or form as a test user, then confirm data passes correctly into Attentive. Your Digioh dashboard will also show sync activity in real time.

Common Use Cases

Use Case	Example
Welcome Flow Personalization	Trigger a welcome SMS with personalized recommendations based on quiz results.
Quiz Abandonment Retargeting	Send a reminder SMS to shoppers who didn't complete checkout after taking the quiz.
Holiday or Gifting Segmentation	Trigger flows with gift messaging if the quiz identified the user as a gift buyer.
Subscriber-Only Offers	Show exclusive deals to known subscribers using real-time pop-up targeting.

FAQs

Does Digioh support 2-tap SMS capture with Attentive?

Not directly. Digioh does **not** support native 2-tap SMS capture on its own.

However, on mobile, you **can trigger an Attentive form** from a Digioh form or pop-up to allow 2-tap SMS capture using Attentive's capabilities.

> To enable this, you'll need to contact your Attentive Customer Success Manager (CSM) and request that their technical solutions team connect with Digioh. This collaboration is required to ensure the Attentive 2-tap form launches seamlessly from a Digioh campaign.

Here's a pre-written email template you can copy and send to your Attentive CSM:

Subject: Requesting 2-Tap SMS Setup With Digioh Forms

Hi [CSM Name],

We're currently using Digioh to power our onsite experiences and would like to trigger Attentive's 2-tap SMS opt-in form directly from a Digioh pop-up on mobile.

Can you help loop in Attentive's technical solutions team to coordinate with Digioh and configure the necessary setup?

Here's our contact at Digioh:

Thanks in advance!

Best,
[Your Name]
[Your Brand]

Can I trigger SMS flows from quiz or form data?

Yes! Digioh can pass all zero-party data, including quiz answers, product preferences, and metadata into Attentive. You can use this data to:

- Trigger post-quiz SMS flows
- Create personalized campaigns
- Enrich segmentation

Is the Digioh x Attentive integration bi-directional?

No. This integration is **one-way**: Digioh sends data to Attentive.

You cannot directly use Attentive profile attributes to control on-site targeting in Digioh. However, there is a workaround:

If Attentive sends that data to **Klaviyo**, you can then use a **Klaviyo segment or list** to control Digioh targeting logic (e.g., hiding forms for known subscribers, showing exclusive offers, etc.).

Let us know if you'd like help setting up that flow via Klaviyo.