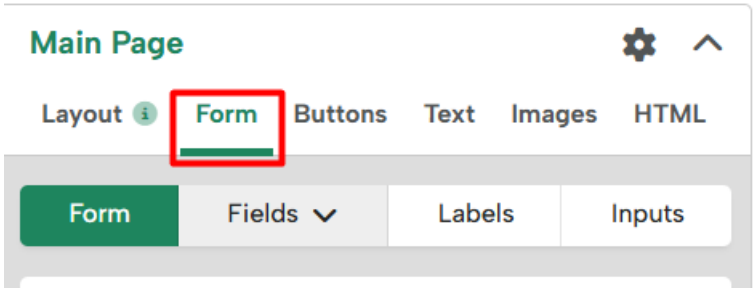
How to find the data to send to your ESP

Last Modified on 06/24/2026 3:45 pm EDT

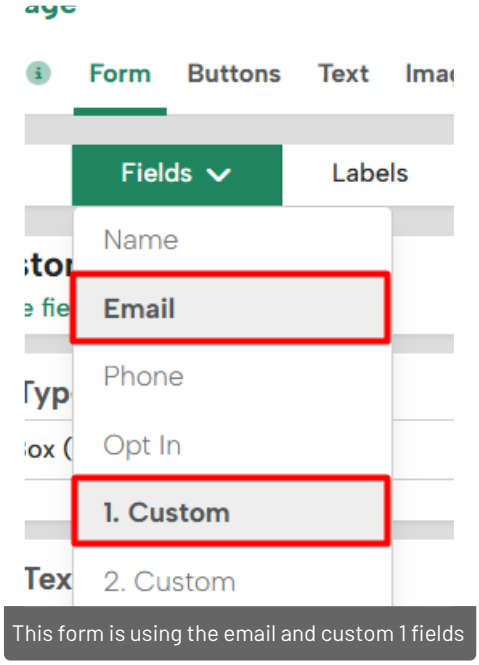
Whether you're just collecting an email or presenting users with an entire survey to capture their feedback, you're going to need to send that data to your ESP. This doc will walk you through the process of identifying the fields being used and how to send that to your ESP.

Identifying the Data You're Capturing

To know how to map your Digioh form data, first start by opening the campaign and checking the Form tab:



In the Form tab, selecting 'Fields' will show a dropdown with the custom fields in use on the current page highlighted



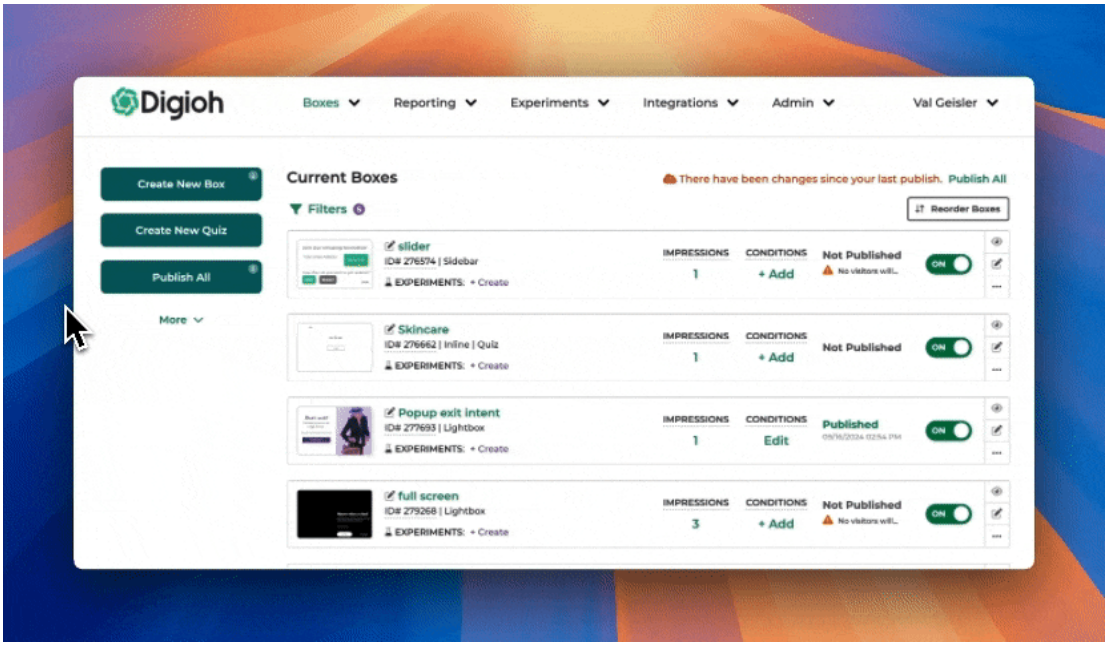
Take note of which fields are being used. If your campaign is a multi-page experience, check the form on each page to see the custom fields being used.

> If you have a multi-page form, ensure that different custom fields are used on each page or else the data will be overwritten as users progress through the campaign

Mapping the Data to your ESP

Once you've identified all of the custom fields in use in your campaign, you can update your pipeline to map the data to your ESP.

Head to your pipeline to Edit it:

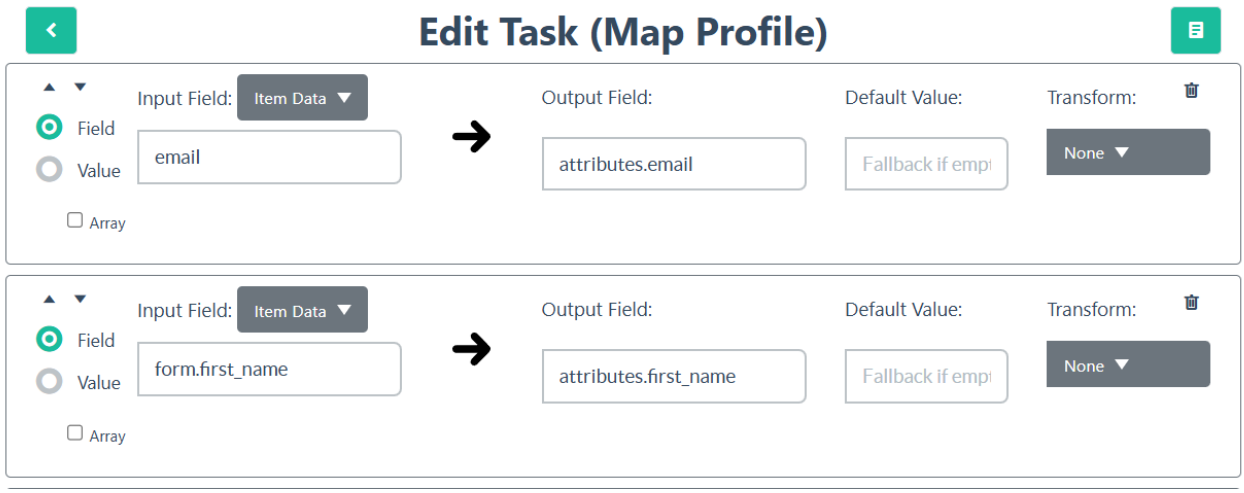


In your pipeline select 'Edit' on the Map Data step:



> If you created your pipeline from one of our existing templates, it will come pre-built with existing mappings. You can safely delete any mappings for fields that are not being used in your campaign.

To map the Digioh data, input the Digioh field in the Input Field:



The input should be set to "Field" to properly replace the provided mapping with the collected form data.

> If you want to send a hard coded value, you can select 'Value' and input the value to send with every submission.

For the input field, you can reference the Digioh fields with the following values:

- form.email
- form.first_name
- form.last_name
- form.phone
- form.opt_in
- form.custom_x where custom_x is the custom field from the campaign (e.g., custom_1, custom_2, custom_3 etc.)

This page has information on all of the available fields for pipeline mapping: Available Fields in Digioh Pipeline

In the Output Field for each mapping, input where you are mapping that data in your ESP. Please note: Each ESP has expected syntax for their incoming data, you can see these pages for guides on Iterable / Klaviyo:

- How to Add New Mappings to your Iterable Pipeline
- How to Add New Mappings to your Klaviyo Pipeline

If needed, you can also apply a transformation to ensure that the data is sent in the expected format.