Digioh Agent Overview

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The Digioh Agent is the AI built into your Digioh account. Tell it what you want, and it builds the campaign for you, on brand, with your integrations set up. You review it and publish.

The Agent also answers questions about your campaigns, using your Digioh, Google Analytics 4, Shopify, Klaviyo and Meta Ads data together. It's built on playbooks from more than 3,000 ecommerce brands, so its suggestions start from what's proven.

Included in every Digioh plan at no extra cost. The Agent is in open beta, so we're still adding features. Use the feedback button in the Agent to tell us what you think.

How to open the Agent

- Click **Create with AI** on your Campaigns page to start building, or
- Click the green Agent icon in the lower-left corner of your account to ask a question.

Don't see either one? Email support@digioh.com and we'll turn it on.

Why use the Digioh Agent?

- Get instant answers to common platform questions
- Troubleshoot faster without waiting for a support ticket
- Learn by doing with step-by-step guidance
- Unblock yourself when you're stuck on a campaign or configuration

Our support team is still here for complex issues. The Agent handles the day-to-day questions or building that slow you down. You can always reach Support at support@digioh.com.

What you can do

Build and edit campaigns

- Create pop-ups, banners, sidebars, inline forms, games and quizzes from a short description
- Compare on-brand designs and pick one
- Edit any campaign by chatting, or click an element to change it
- Set up form fields, coupon codes and integrations automatically

Campaigns and display

- Understand why a campaign isn't showing on your site
- Learn how to set up Display Rules
- Troubleshoot mobile layout issues
- Explore teaser and sidebar campaign options
- Review campaign performance and visibility settings

Forms and fields

- Find out how to validate form fields
- Learn how to pre-populate fields with values
- Understand field configuration and best practices

Quiz

- Explore how to build and structure a quiz
- Troubleshoot quiz logic and answer settings
- Understand how to connect quizzes to your email service provider (ESP)

Analytics and reporting

- Pull campaign performance data
- Find quiz submission data and results
- Understand your Account analytics

Integrations

- Learn how integrations work (Klaviyo, Attentive, Iterable, and more)
- Understand integration setup and troubleshooting
- Review what data flows between platforms

Account settings

- Learn how to switch between accounts
- Understand user roles and permissions

- Review account configuration options

You stay in control

- **Nothing goes live until you publish it.** The Agent saves drafts and previews. A person on your team publishes.
- **Every change can be undone** in one click.
- **Your data is never used to train AI models.** The Agent doesn't read personal data such as email addresses.

What you can't do yet

It can't (yet):

- Add or remove users from your account. Follow these directions for managing your users.
- Set up SSO. This requires Support involvement for security and setup.
- Change configurations or settings. All changes go through the Digioh interface.
- Handle sensitive operations like billing, subscription changes, or account deletion.

If the Agent suggests a solution that requires a change, it will walk you through doing it yourself in Digioh, or let you know if Support is needed.

Connected data: Google Analytics, Shopify, and Klaviyo

Beyond your Digioh account, the Agent has read-only access to your connected Google Analytics, Shopify, and Klaviyo data, so it can pull context from these platforms to answer questions and inform recommendations. Access to all three is read-only. The Agent can't modify anything in these systems.

Google Analytics

- Read-only access to your GA4 data, including:
  - Users, sessions, and traffic sources
  - Landing pages, device, and geography
  - Ecommerce events, transactions, and revenue
  - Digioh campaign events, joined with GA4 data for attribution
  - Audience comparisons and trend analysis over a date range

Shopify

Read-only. These scopes are available through the Agent and your Shopify integration:

- Products: list and search, full product and variant detail
- Orders: recent orders, totals, line items

- Sales summary: aggregated revenue, order count, and average order value
- Discounts: price rules with status and window
- Shop info: store profile (name, currency, timezone, plan)

Klaviyo

Read-only. All scopes are technically available, though some may require a one-time reconnect before the Agent can access them. ***NOTE***: Digioh does not read any PII data like email address through our AI Agent

Available now:

- Account info: store or account profile details (name, timezone, contact info, currency)
- Lists: subscriber lists and their members (*Digioh does not read any PII data like email address through our AI Agent*)
- Segments: dynamic audience definitions and the profiles that match them
- Catalog: product catalog items, variants, and categories
- Events: profile activity and event data (for example, orders placed, pages viewed, custom events)

May require a one-time reconnect:

- Metrics: the metric definitions behind events (for example, "Placed Order," "Opened Email") and their aggregated values
- Campaigns: campaign details, send status, and performance
- Flows: automated flow definitions, status, and performance
- Reports: aggregated reporting on campaign, flow, and other channel performance
- Tags: tags used to organize and filter campaigns, flows, lists, and segments

Getting started: how to prompt the Agent

> Tip: The more specific you are, the better the answer. Instead of “my campaign isn’t working,” try “why isn’t my email capture campaign showing on my homepage?”

The Agent works best when you ask specific questions about your platform. Here are examples by topic:

Analytics

- "How do I pull campaign performance data?"
- "Where do I find my quiz submission data?"
- "Can you share all of the user segments I should create campaigns for?"

Campaigns and display

- Analyze displays, engagement, submissions, and email or phone capture by campaign
- Break down quiz or form drop-off step by step
- Compare conversion rates by device, traffic source, landing page, and date
- Compare campaign-exposed visitors against everyone else
- "Why isn't my campaign showing up on my site?"
- "How do I set up Display Rules for my campaign?"
- "How do I fix a layout issue on mobile?"
- "How do I set up a teaser or sidebar campaign?"

Forms and fields

- "How do I validate a form field?"
- "How do I pre-populate a field with a value?"

Quiz

- "How do I build a quiz and connect it to my ESP?"
- "Why is my quiz showing the wrong answer or result?"

Integrations

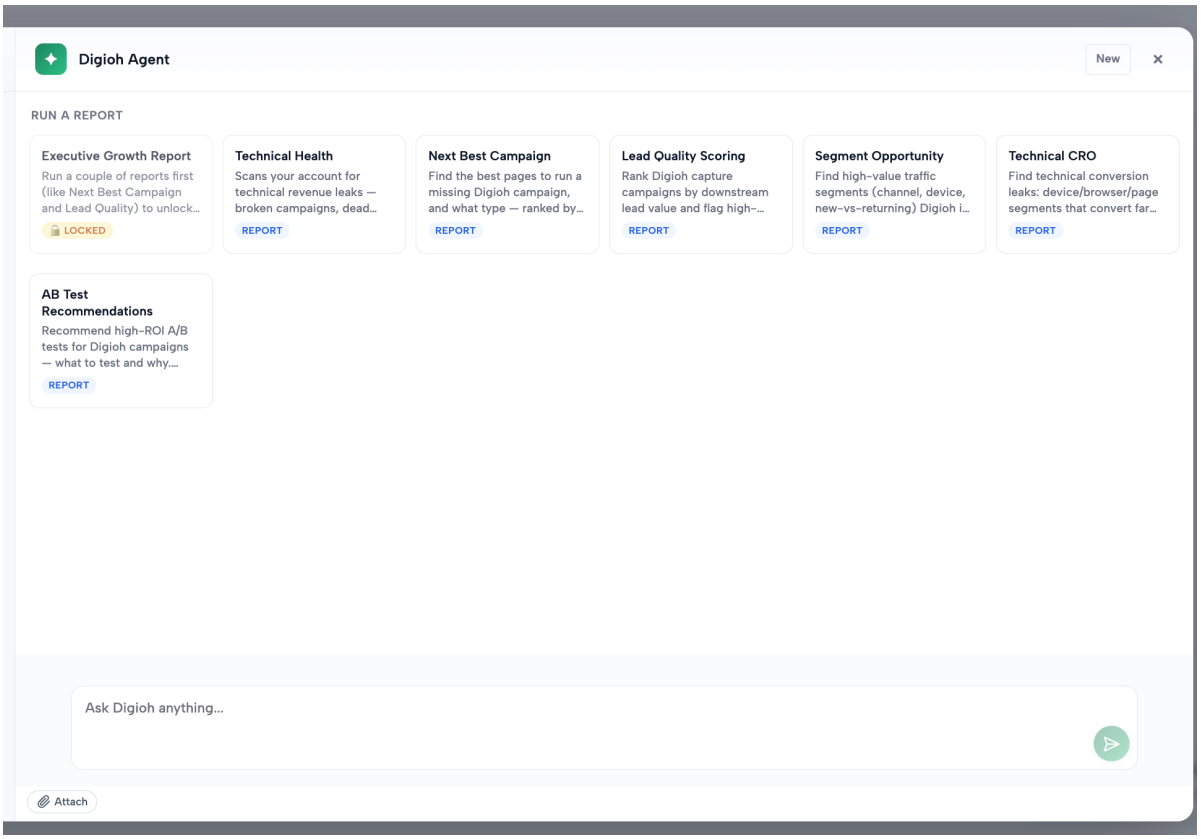
- "How do I connect Digioh to Klaviyo, Attentive, or Iterable?"

Account

- "How do I switch between accounts?"

Getting started:Pre-Built Reports

You don't have to write the perfect prompt. The Agent includes pre-built reports you can run with one click, covering things like campaign performance, audience opportunities, and quiz funnel drop-off.



FAQ

Q: Is the Digioh Agent training on my data?

A: No. The Digioh Agent was built explicitly not to train on any customer data. Your data is your own, and it isn't provided to any LLM for training. Your data is processed only to power the Agent experience, is never used to train shared or public AI models, and is protected by Digioh's security and encryption controls.

Q: Where can I learn more about the controls and security?

A: Please refer to our AI Data Controls and Privacy Help Article

Q: Does the Digioh Agent have access to my account's PII?

A: No. The Digioh Agent excludes any data sets that include PII, so it can't pull PII from your account or expose it to the LLM.

Q: Will the Agent have write access in the future?

A: Yes. We're planning to expand capabilities after this beta phase based on your feedback. Write access will come gradually, with additional safety checks.

Q: Can the Agent integrate with my other tools?

A: Yes. The Digioh Agent can access your Google Analytics, Shopify, and Klaviyo accounts if you've already connected them to Digioh.

Q: What happens to my data?

A: The Agent only reads data from your account. Your data is never shared with third parties, and it's always encrypted.

Q: The Agent gave me the wrong information. What do I do?

A: Share the feedback with your Digioh CSM or Support team member.