

Connecting a Klaviyo Pipeline

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This article walks through connecting Digioh to Klaviyo and building your first Pipeline: one that subscribes campaign Submissions to a Klaviyo list. If you haven't read [Sending your data: a pipelines overview](#) yet, start there for the concepts behind Pipelines.

Connect Digioh to Klaviyo

You only need to do this once. Every Klaviyo Pipeline you build afterward can reuse this connection.

If you've already connected Klaviyo in your Digioh account, you can jump directly to creating a pipeline.

1. In Digioh, hover over **Integrations** in the top navigation and select **Integrations**.
2. Scroll to **All Integrations**, search for **Klaviyo**, and select the Klaviyo card.
3. You'll be redirected to the Klaviyo connections page. Click **Add New Connection**.
4. Give it a name, something identifiable, like "Klaviyo - Production." and click **Install**.
5. You'll be redirected to Klaviyo. On the permissions screen, click **Install**, then **Allow**.

That's it. Digioh and Klaviyo are now connected.

Create a Pipeline to subscribe Submissions to a list

1. Go to your **Integrations** page.
2. Click the Klaviyo integration you just connected.
3. Scroll to the Klaviyo Pipeline templates, and click **Create Pipeline** for the **Klaviyo Subscribe to List** template.
4. Name your Pipeline, something like "Subscribe to Newsletter List."
5. Select the Klaviyo connection you set up above.
6. Select the Klaviyo list you want Submissions sent to.
7. Select the Campaign that should use this Pipeline.



You can only subscribe contacts to a Klaviyo **List**, not a **Segment**. Segments are computed dynamically in Klaviyo and can't receive direct API writes. If you select a Segment ID here, the subscribe call fails. In Klaviyo, confirm the ID you're using under **Lists & Segments** actually belongs to a List.

This same List-vs-Segment distinction matters on the targeting side too. If a Display Rule on your Campaign targets a Klaviyo Segment, that Segment can silently expire. Klaviyo deactivates segments that haven't been used in about 45 days unless you star them. When that happens, the Display Rule breaks and the Campaign can't be published until you fix it. See [Conditioning your campaign with display rules](#) for how targeting works, and [Fix a Display Rule that references a deleted or deactivated Klaviyo segment](#) if you hit this.

Map your Fields and Check Every Mapping Before you Publish

The Map Data task is where you tell Digioh which Submission fields go to which Klaviyo fields. This is also where almost every Klaviyo Pipeline problem starts, so don't rush it.

1. Open your Pipeline and edit the **Map Profile Fields** (or **Map Data**) step.
2. For each row, set the **Input Field**, the Digioh Submission field, using dot notation like `form.email`, `form.first_name`, or `form.custom_5` for a custom field.
3. Set the matching **Output Field** in Klaviyo's syntax. Custom profile properties live under `attributes.properties.your_field_name`, for example `attributes.properties.favorite_color`.
4. If the Klaviyo field isn't a plain text field (a boolean opt-in, a date, a number), select the matching **Transform** so the value arrives in the format Klaviyo expects. A boolean field needs the `BOOL` transform, or Klaviyo will create it as plain text instead of a true boolean, which makes it unusable in Flow branching later.
5. To subscribe contacts to a specific list from within a mapping (rather than the list picker above), set that row to **Value** mode instead of **Field**, and enter the list ID mapped to `klaviyoListId`. Value mode keeps the ID from clearing when you save.
6. Click **Save**, then go back and **Publish** the Pipeline.



Make sure every field your form actually collects has a corresponding mapping. An unmapped field simply never reaches Klaviyo. There's no error, it just silently doesn't arrive.



If you're using a custom field (anything other than `form.email`) to capture email, turn on email syntax validation for that field in the form builder. A trailing space or typo in that field will make Klaviyo reject the Submission, and the error in the Pipeline log won't obviously point back to the real cause.

Once you're done, run a live test Submission and check Pipeline > Activity to confirm the request and response look right before you consider this Pipeline done.

What's next

That's it. Submissions are flowing into Klaviyo. If you use another ESP or CRM alongside or instead of Klaviyo, see [Connecting other ESPs and CRMs](#). Ready to see how your Campaign is performing? Head to [Measuring your results](#). Need a hand? Reach out to support@digioh.com.
