Clone Klaviyo flows for Digioh Passport

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This guide walks you through cloning your Klaviyo flows so Digioh Passport can send visitors identified by the Recognize and Recover tiers into their own branded flows. Once the flows are live, you can see the incremental impact each Passport tier has on your marketing program.

Note: Not sure if you have Digioh Passport or what tier you have access to? Ask your Digioh CSM, or reach out to support@digioh.com.

Set up a Passport flow

Once Passport is installed and events are passing, these metrics appear in Klaviyo:

- Digioh: Add to Cart
- Digioh: Viewed Product
- Digioh: Viewed Collection
- Digioh: Checkout Started
- Digioh: Checkout Completed

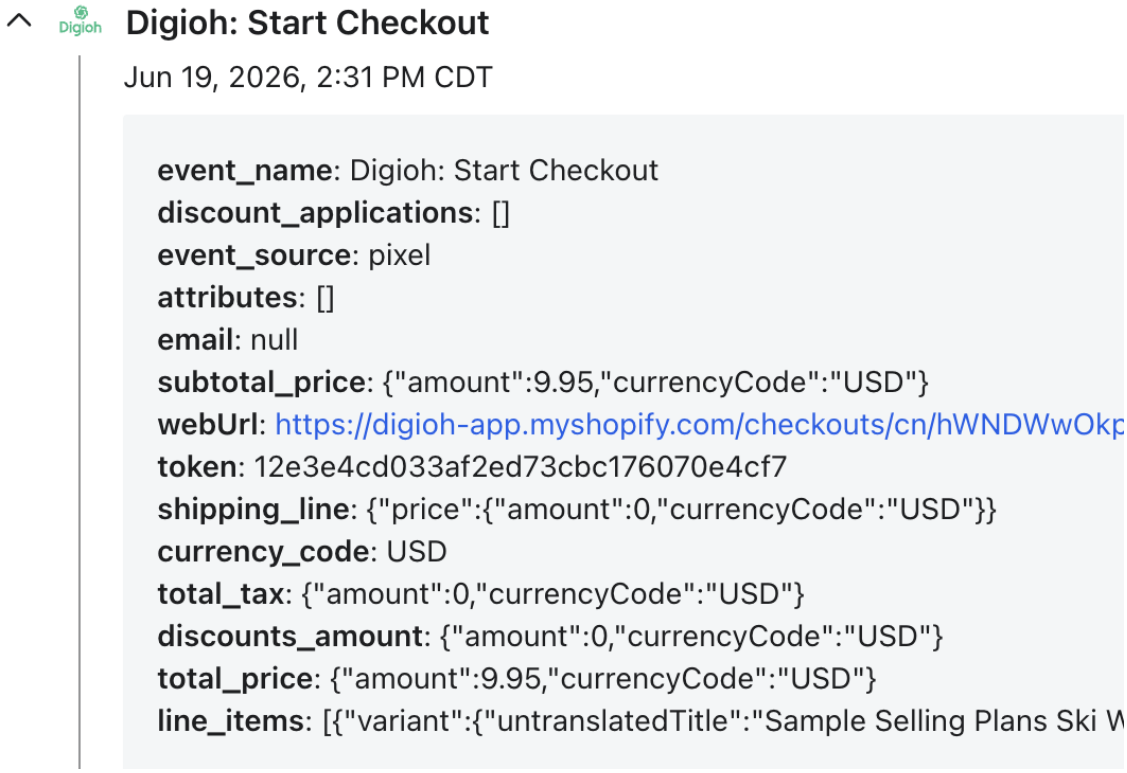
Event Name	Triggered When
Digioh: Viewed Product Page	An identified visitor views a product page
Digioh: Viewed Collection Page	An identified visitor views a collection/category page
Digioh: Add to Cart	An identified visitor adds an item to their cart
Digioh: Checkout Started	An identified visitor begins the checkout process
Digioh: Checkout Completed	An identified visitor completed the checkout process

Note: *These metrics will not appear in Klaviyo until at least one identified profile has triggered the event. You may need to test with a known profile or wait for organic activity.*

If you are not seeing all of these events, you must make sure to check the box for these events in Shopify on the Digioh App Page.

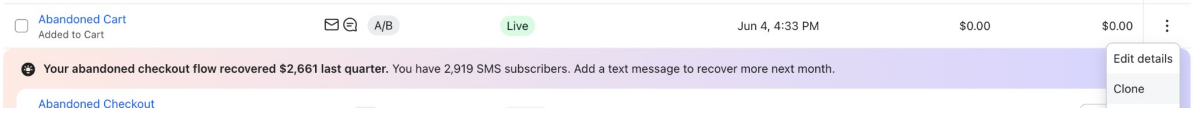
Each event also passes an Event Name field if you need an additional identifier.

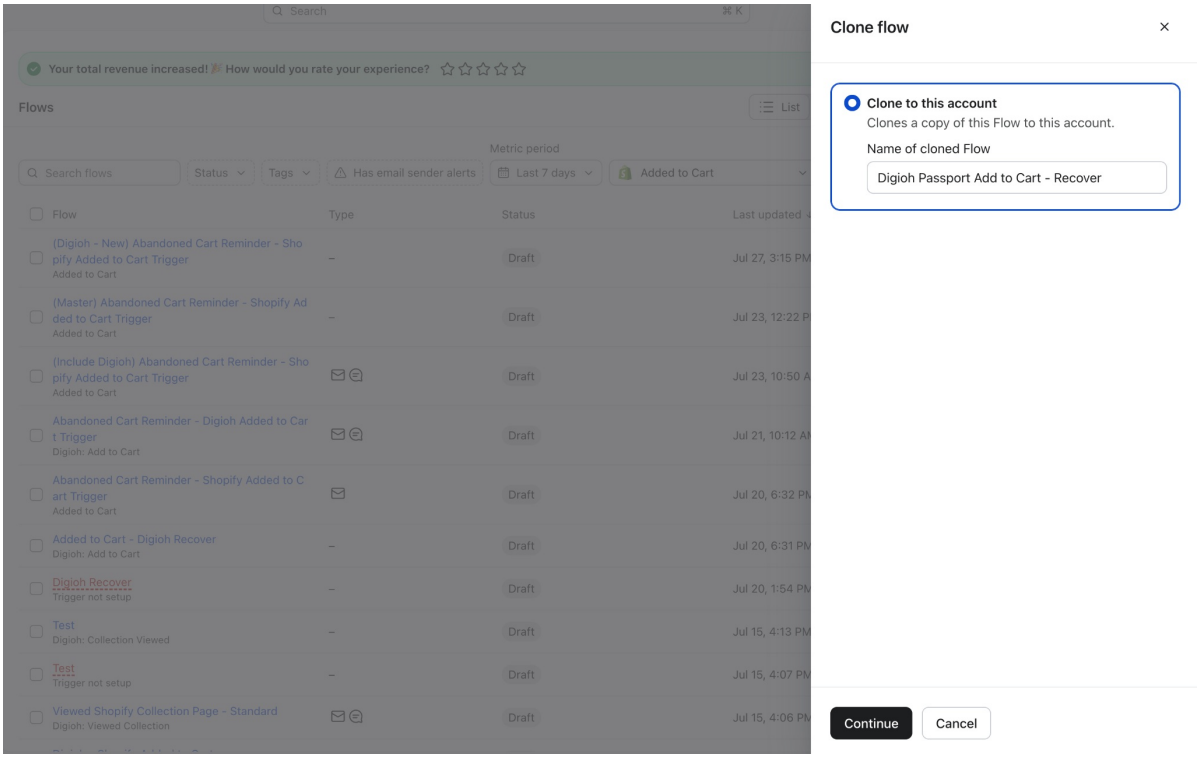
If you don't add branching or exclusion logic, visitors identified by Recognize or Recover all enter the same flow.



Step 1: Clone the flow

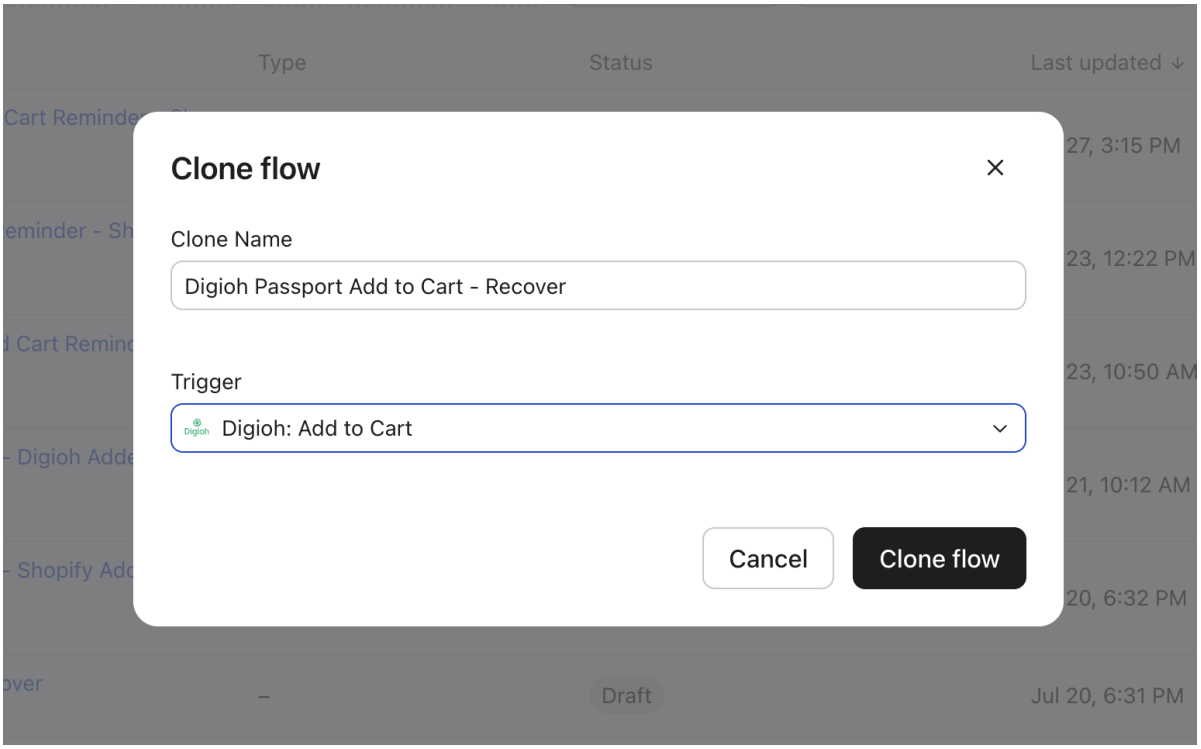
Clone your existing Viewed Collection, Viewed Product abandonment, Add to Cart abandonment, and Checkout Started flows in Klaviyo. Rename each clone using a pattern like Digioh Passport Add to Cart - Recover, swapping in whichever Passport metric applies. To learn more about Klaviyo flow triggers, please review their help article.





Step 2: Add trigger

Flows start with a **Metric Trigger**. Edit the flow trigger to use the relevant Digioh trigger metric.

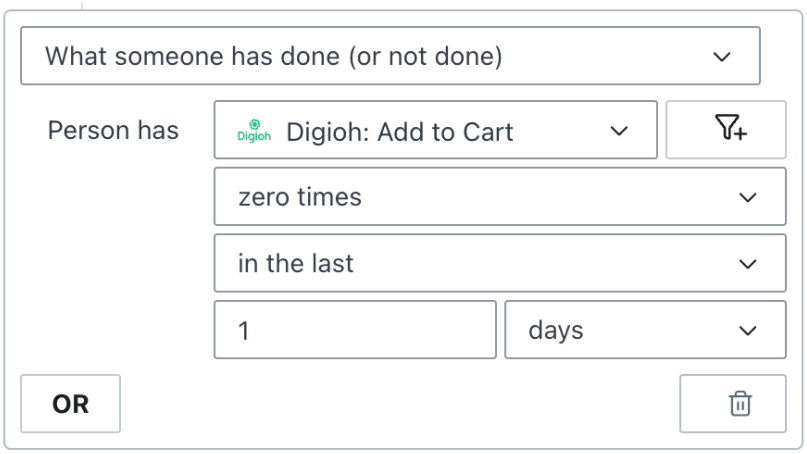


Step 3: Add flow filters

On each trigger, review the filters that control your flow eligibility and overlap, adjusting as

desired. Modify existing flows to exclude the Digioh metrics in the filters to avoid duplicate flow messages being sent. This is an important step to align with email best practices and avoid over-messaging your customers. We recommend thoroughly reviewing all of your relevant flows and their filters.

For example on your Add to Cart flows, you would want to exclude the **Digioh: Add to Cart** metric as shown in the screenshot below:



Step 4: Isolate your Passport audience

Digioh Passport includes a setting that controls which visitors are forwarded to Klaviyo. By default, Digioh forwards events for every identified visitor on your site — including visitors that another tool (such as Klaviyo) recognized first and passed back to Digioh. With this setting enabled, Digioh forwards events only for the visitors it identifies first: the net-new, incremental audience Passport is responsible for. This keeps your Passport flows focused on visitors Digioh actually recovered, and gives you a clean, accurate read on Passport's incremental lift.

Note: This setting is managed by Digioh behind the scenes and can't be changed from your account. To confirm it's enabled, ask your Digioh CSM or reach out to support@digioh.com.

Step 5: Set flows live

Once the new flow filters are in place, set both the existing flow and the new cloned flow live. Passport-identified visitors now enter their own flow, so you can see Digioh Passport's incremental lift separately from your existing flows.

As part of taking your flows live, please thorough review and test them. We recommend reviewing dynamic content within the new flow emails to confirm this is rendering as expected with the new triggers. You can use the dynamic field list at the end of this document for any necessary edits needing to be made

Dynamic field list

Use these variables in your email templates to dynamically populate product information. The fields below reflect data sent from your Shopify integration; field names and variables may differ on other ecommerce platforms or a custom setup.

Field name	Example value	Dynamic variable markup
Price	30	{{ event.Price|default:'' }}
ImageURL	https://cdn.shopify.com/your-product-image.jpg	{{ event.ImageURL|default:'' }}
Name	Black V-Neck T-Shirt	{{ event.Name|default:'' }}
ProductID	3891613401160	{{ event.ProductID|default:'' }}
Quantity	1	{{ event.Quantity|default:'' }}
URL	https://your-store.com/products/black-v-neck-t-shirt	{{ event.URL|default:'' }}

That's it, your Digioh Passport flows are set up in Klaviyo. To learn more about setting up reporting, check out our documentation on how to use flow reports in Digioh.