

Clone Iterable journeys for Digioh Passport

Last Modified on 10/27/2026 1:07 pm EDT

This guide walks you through cloning your Iterable journeys 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 Iterable:

- 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 events will not appear in Iterable 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.

Digioh: Add to Cart

No details to display

10/16/2026, 3:21 PM

JSON

```
{
  "createdAt": "2026-10-16T20:21:51.000Z",
  "dataFields": {
    "currency": "USD",
    "items": [
      {
        "categories": [
          "Shirts",
          "New Arrivals"
        ],
        "data_fields": {
          "product_id": "16112551264559",
          "shopify_store_domain": "partners-demo.myshopify.com",
          "variant_id": "58288798794031",
          "vendor": "partners-demo"
        },
        "id": "58288798794031",
        "image_url": "https://partners-demo.myshopify.com/cdn/shop/files/red-plaid-shirt.jpg?v=1712345678",
        "name": "Chequered Red Shirt",
        "price": 50,
        "quantity": 2,
        "sku": "",
        "url": "https://partners-demo.myshopify.com/products/shequered-red-shirt?variant=58288798794031"
      }
    ]
  },
  "value": 100
},
"eventName": "Digioh: Add to Cart",
"eventType": "customEvent",
"eventUpdatedAt": "2026-10-16 20:21:51 +00:00",
```

Step 1: Duplicate the journey

Duplicate your existing Viewed Collection, Viewed Product, and Add to Cart journeys in Iterable. Rename each duplicate using a pattern like Digioh Passport Add to Cart - Recover, keeping in the same Project.

Iterable

Quick actions...

Sun-Digioh

0 days left in your trial period!

Journeys

All Drafts Live Off Archived

New folder Filters Search journeys

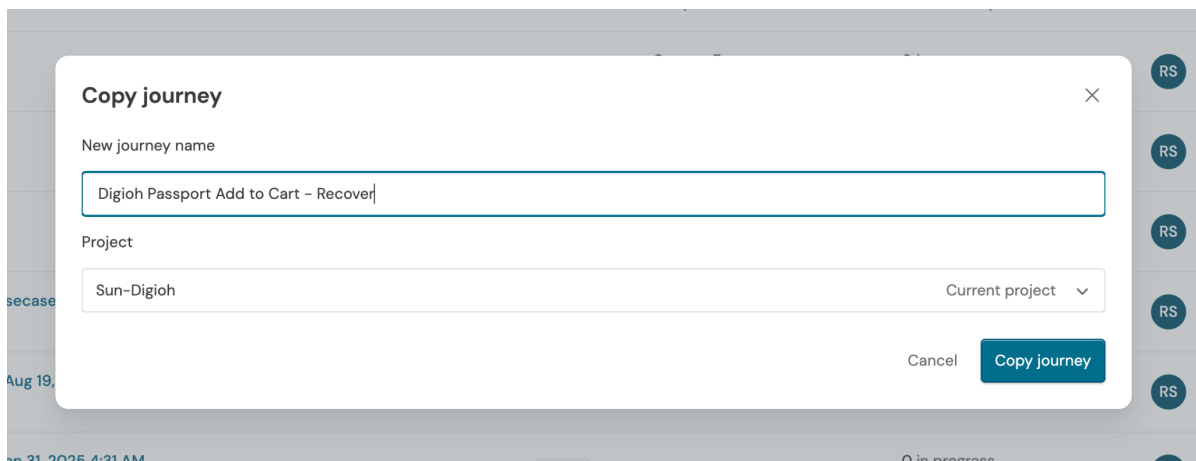
☐	Name	Status	Entry source	Send activity	Last modified
☐	Abandoned Cart ID: 2933082	Draft	Custom Event cart_abandoned	0 in progress 0 finished	Today, 12:57 PM Created 9 minutes ago
☐	Test 123 ID: 2925711	Draft	Custom Event	0 in progress 0 finished	10/22/2026, 11:00 AM Created 4 days ago
☐	Google Ads sync - add ID: 1063514	Live	Subscribe List 1 (10944644)	0 in progress 1 finished	9/24/2026, 12:00 PM Created 1 month ago
☐	Iterable Profile created usecase ID: 737107	Live	New user created	0 in progress 33 finished	9/10/2025, 11:42 AM Created 1 year ago
☐	Journey created on Tue, Aug 19, 2025 1:45 AM ID: 1920561	Draft	Custom Event	0 in progress 0 finished	8/18/2025, 3:45 PM Created 1 year ago
☐	Journey created on Fri, Jan 31, 2025 4:31 AM ID: 1528241	Draft	Custom Event	0 in progress 0 finished	1/30/2025, 5:32 PM Created 2 years ago

6 total

Move to folder

Duplicate Journey

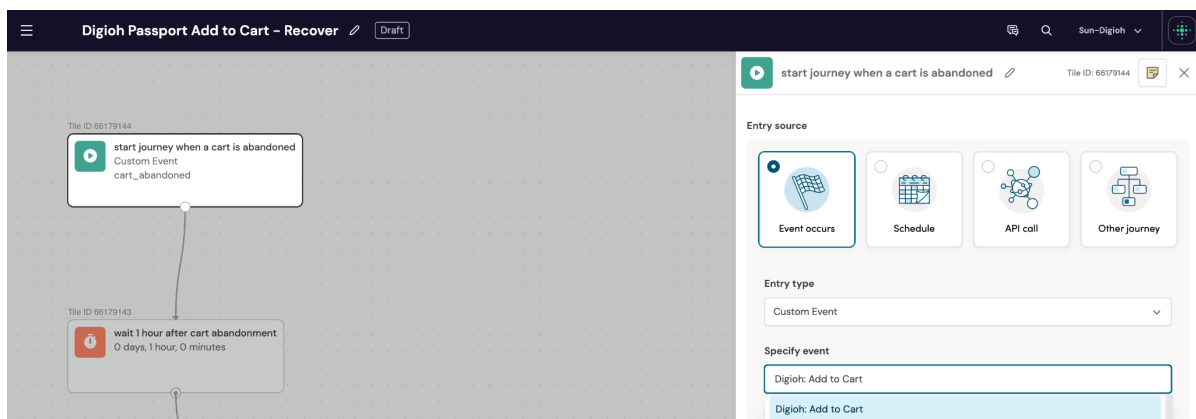
Delete Journey



Step 2: Add trigger

Journeys start with an Entry Type. Reassign and edit the journey trigger to use the relevant Digioh trigger event:

- Entry source - "Event occurs"
- Entry type - "Custom Event"
- Specify event - Relevant Digioh event



Step 3: Update journey settings

On each trigger, update the Multiple journeys section to avoid duplicate journey 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 journey settings.

We recommend adding your existing abandonment journey of the same event type as an option in the "Users can't enter this journey if that are in" option.

Multiple journeys

Can a user enter this journey when they are currently in another journey?

- ☐ Users can enter this journey, even if they are in another journey.
- ☐ Users can't enter this journey if they are in another journey.
- ☒ Users can't enter this journey if they are in

Abandoned Cart
ID 1091843 | Live



Q a



Abandoned Cart
ID 1091843 | Live

Step 4: Isolate your Passport audience

Digioh Passport includes a setting that controls which visitors are forwarded to Iterable. By default, Digioh forwards events for every identified visitor on your site — including visitors that another tool (such as Iterable) 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 journeys live

Once the new journey's settings are in place, set the new duplicated journey 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:"" }}