Passing the quiz results page URL to Klaviyo

Last Modified on 11/03/2026 9:57 am EST

If your quiz sends submissions to Klaviyo through a pipeline, you can include the quiz results page URL in the **Quiz Taken** event. Once it's there, you can use the link in Klaviyo flows and emails, for example to send shoppers back to their personalized results.

This takes one new mapping in your Klaviyo quiz pipeline.

Before you start

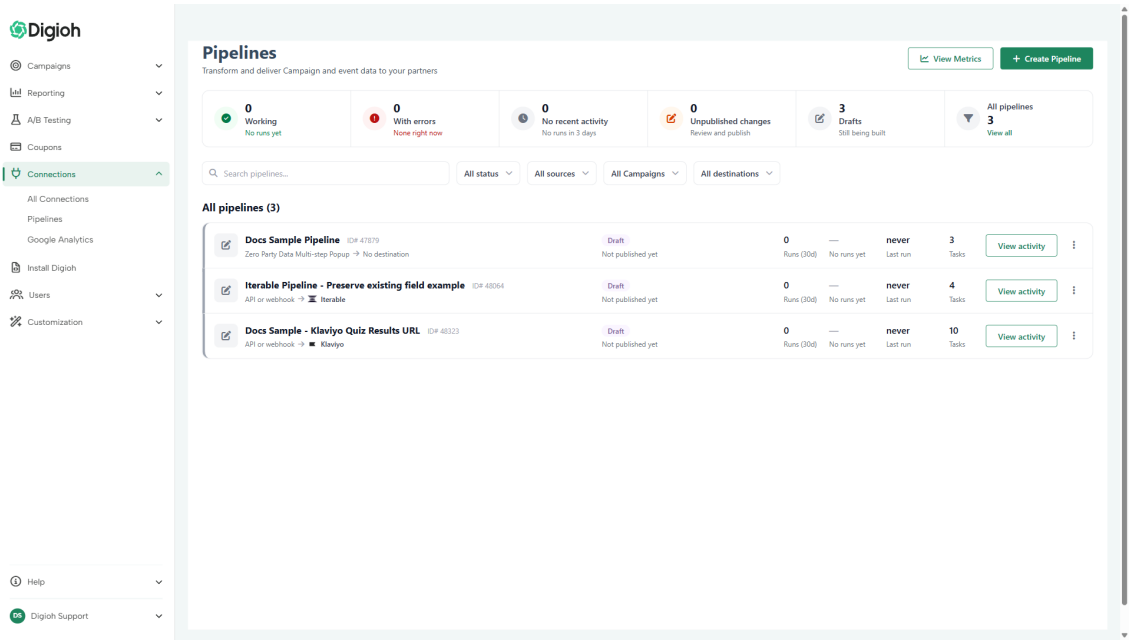
- You need a quiz Campaign that already sends submissions to Klaviyo through a pipeline. Pipelines built from the **Klaviyo Track Quiz Submission** template include everything this guide uses.
- You'll need access to **Connections > Pipelines** in your Digioh account.

The mapping you'll add

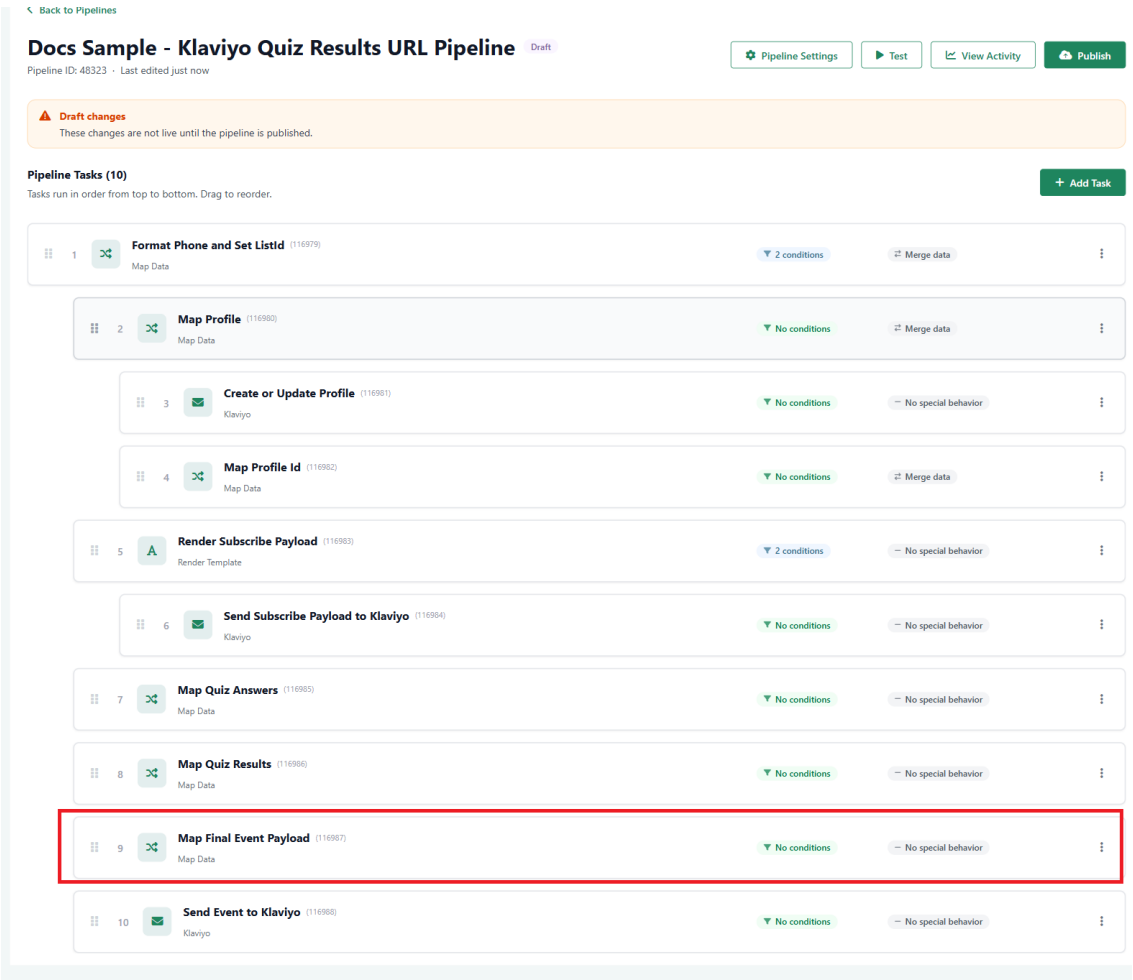
Source	Destination	Fallback value	Transform
prq.results_url	data.attributes.properties.quiz_results_URL	Leave blank	None

Step 1: Open your Klaviyo quiz pipeline

1. In the left menu, click **Connections**, then click **Pipelines**.
2. Click the Klaviyo pipeline your quiz uses to open it.

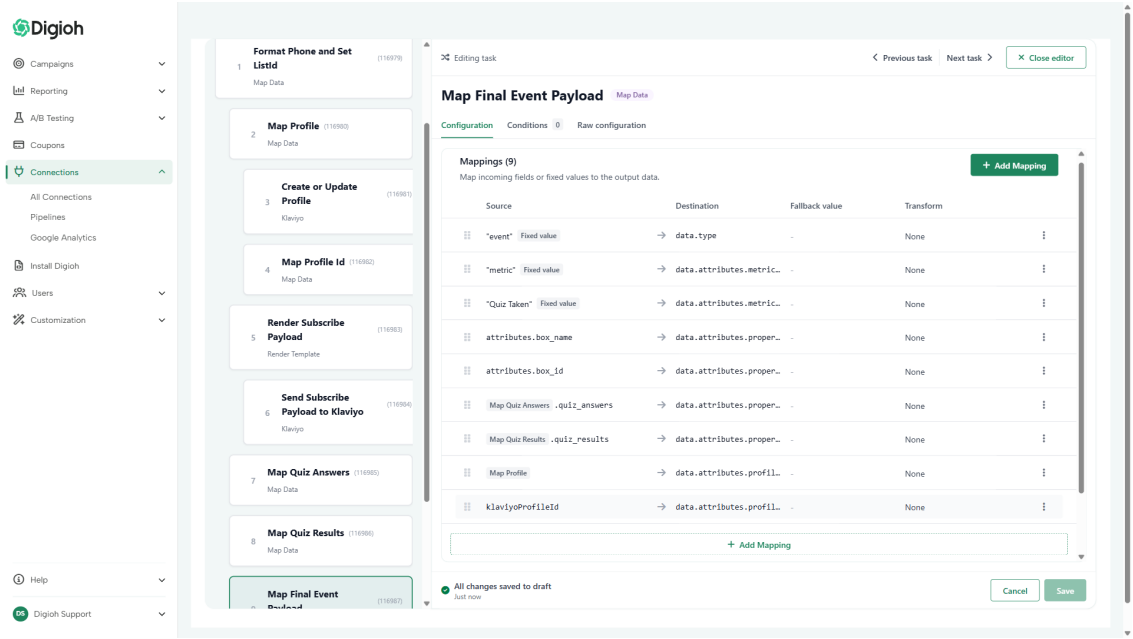


3. In the **Pipeline Tasks** list, find **Map Final Event Payload**. It sits just before **Send Event to Klaviyo**.



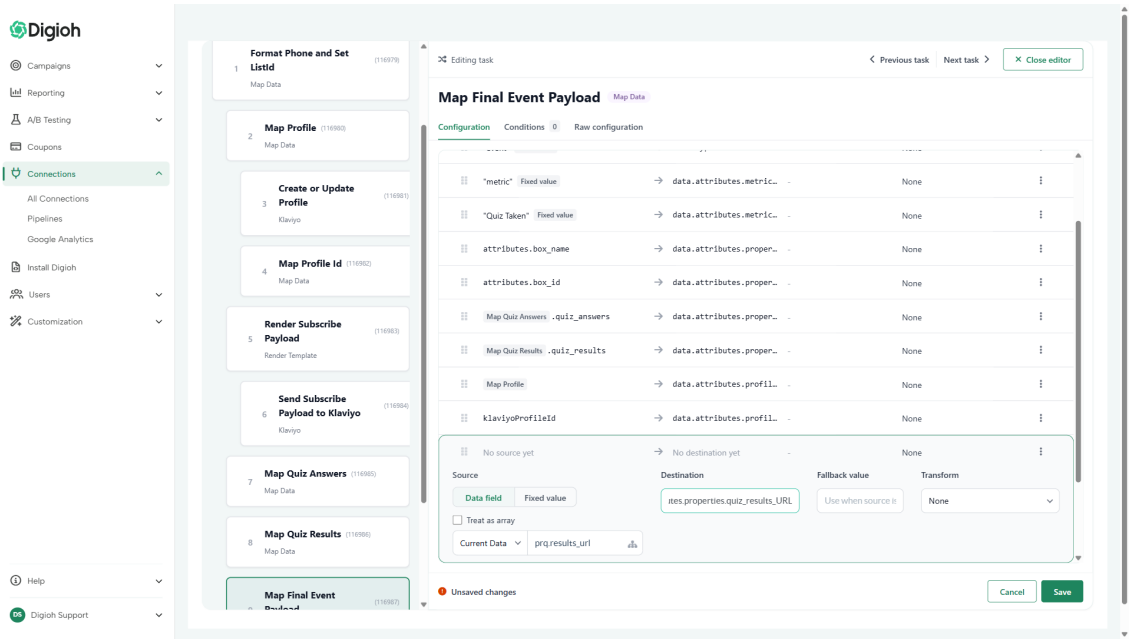
Step 2: Open the Map Final Event Payload task

1. Click **Map Final Event Payload** to open the task editor.
2. On the **Configuration** tab, the **Mappings** section lists what's already sent to Klaviyo with the Quiz Taken event, including the quiz name, quiz answers, and quiz results.

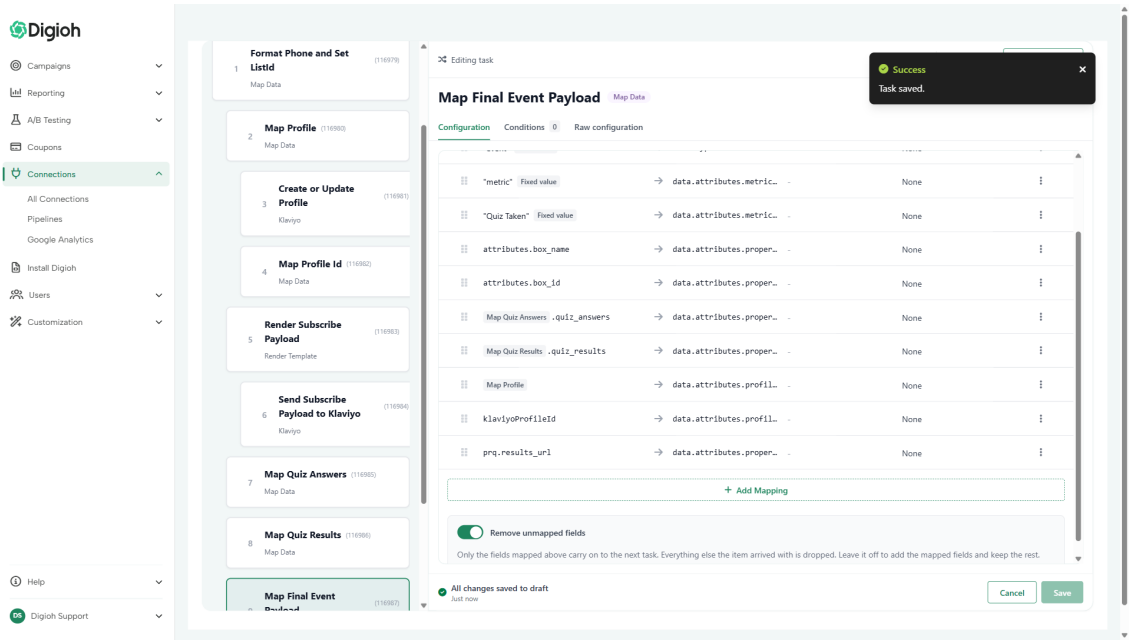


Step 3: Add the results URL mapping

1. Click **Add Mapping**.
2. Under **Source**, keep **Data field** selected and **Current Data** in the dropdown. Then enter *prq.results_url*.
3. In **Destination**, enter *data.attributes.properties.quiz_results_URL*.
4. Leave **Fallback value** blank, and leave **Transform** set to **None**.



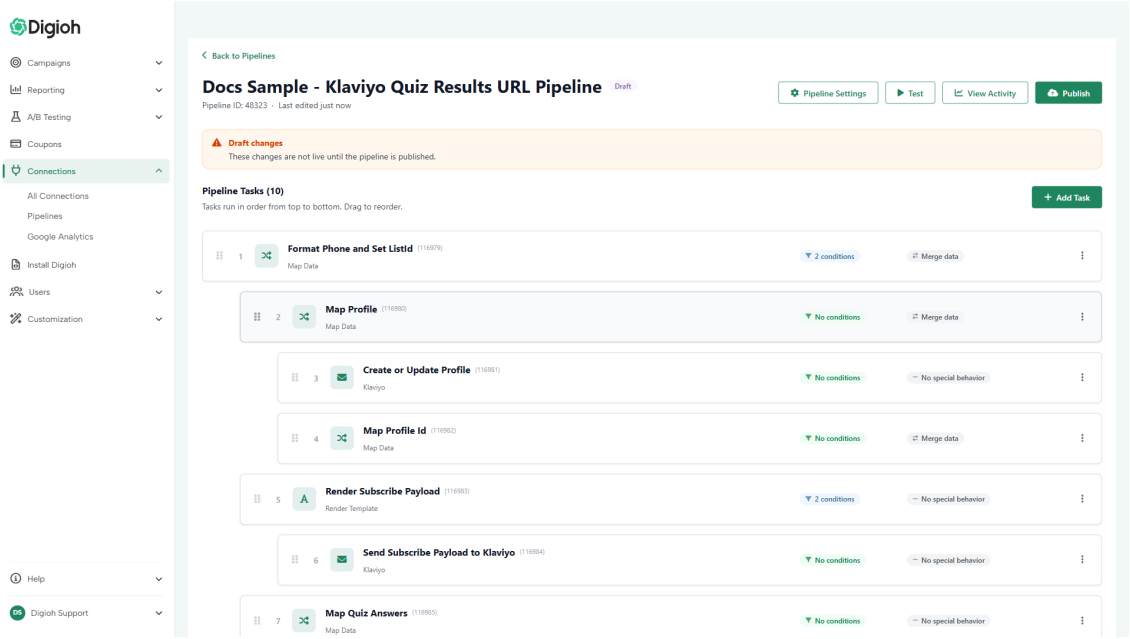
5. Click **Save**. The new prq.results_url row appears at the bottom of the mappings list, and the editor shows **All changes saved to draft**.



Step 4: Publish the pipeline

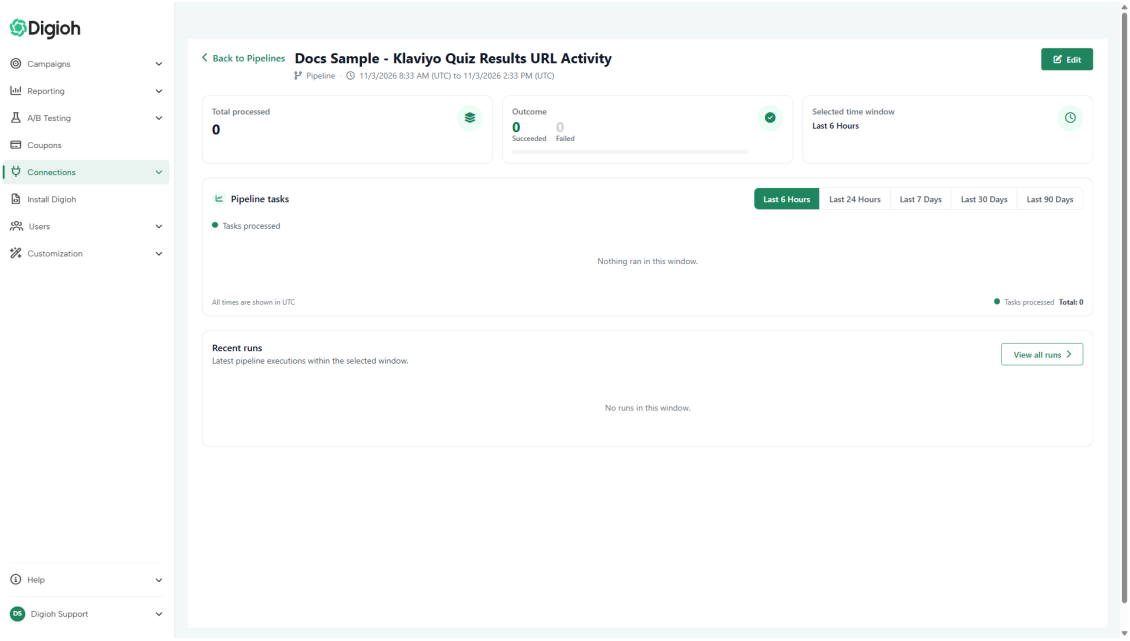
Saved changes stay in draft until you publish them.

1. Click **Close editor** to go back to the pipeline overview.
2. Click **Publish** at the top of the page.



Step 5: Check that the results URL is being sent

1. Submit a test entry through your quiz.
2. On the pipeline overview, click **View Activity**. Under **Recent runs**, open the run for your test submission.
3. Open the event payload and look for quiz_results_URL with a URL value.



> If your test quiz has no results logic set up, the run may show errors. That's expected. As long

as quiz_results_URL appears in the payload with a value, the mapping is working.

Using the results URL in Klaviyo

The URL is saved as an event property on the **Quiz Taken** metric. In a flow triggered by Quiz Taken, you can add it to an email or button link with: **{{event.quiz_results_URL}}**