Integrate with Rivo

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Rivo Integration

Give loyalty points to shoppers when they sign up through a Digioh Campaign, and let the Digioh Agent read and manage your Rivo loyalty program.

Overview

Rivo is a loyalty and referrals app for Shopify stores, covering points, rewards, VIP tiers and referral links. With the Rivo integration, a Digioh Campaign submission can award Rivo loyalty points to the person who submitted it, so "join our list" and "get points for signing up" become a single step.

You set how many points a signup earns inside Rivo. Digioh tells Rivo which of your earning rules to apply.

Requirements

- A Shopify store using Rivo on the **Plus plan**. The Rivo REST API key is only available on Plus.
- A custom action earning rule in Rivo for Digioh signups (steps below).

Before You Start: Who Gets Points

Points can only go to people who are **already customers in your Shopify store**. If someone submits a Campaign with an email that isn't a Shopify customer, Rivo doesn't award points and Digioh doesn't retry later. The visitor still sees the Campaign work normally.

Because of this, the integration works best on Campaigns aimed at existing customers, such as:

- Post-purchase Campaigns
- Account or member perks Campaigns
- Winback Campaigns

Step 1: Get Your Rivo API Key

1. In Rivo, confirm your store is on the Plus plan.
2. Go to **Settings > Developer Toolkit > REST API Keys** .
3. Generate a REST API key and copy it.

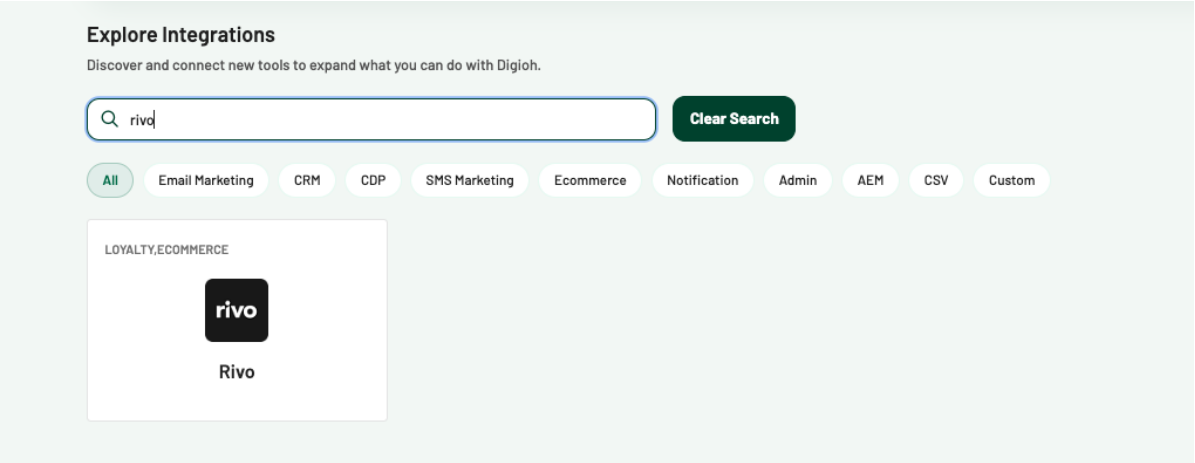
If you need help finding the API Key, check out Rivo's Help Article.

Step 2: Create an Earning Rule in Rivo

1. In Rivo, create a **custom action** earning rule for Digioh signups. For example: **Digioh Sign-Up**, worth 50 points.
2. Turn the rule on.
3. Copy the rule's exact name. You'll need it in the next step, and it must match exactly.

Step 3: Connect Rivo in Digioh

1. In Digioh, open **Integrations**.
2. Select **Rivo**.
3. Paste your **API key** and the **exact earning rule name**.
4. Click **Connect**.



Step 4: Add Rivo to Your Campaign

1. Open your Campaign's **Integrations**.
2. Add the **Rivo** pipeline.
3. Save and publish your Campaign.

Every submission from that Campaign now applies your earning rule to the submitter, matched by their email address.

Managing Rivo With the Digioh Agent

Once Rivo is connected, the Digioh Agent can work with your loyalty program.

The Agent can read	The Agent can change

Customers (points balance, status, referral code)	Grant or deduct points
Points history and redemptions	Update a customer's status
Rewards	Move a customer to a VIP tier
VIP tiers	Create, update and delete rewards
Referrals and earning rules	Create referrals

What the Integration Doesn't Do

- **It doesn't create Shopify customers.** Points only go to existing Shopify customers.
- **It doesn't change how points are valued or redeemed.** That's all managed in Rivo.
- **It doesn't control Rivo's emails.** If Rivo's "you earned points" email is turned on, your customer will receive it from Rivo.

FAQ

Does the person need to be a Shopify customer? Yes. If they aren't, Rivo doesn't award points and Digioh doesn't retry.

Who decides how many points are awarded? You do, in the Rivo earning rule. Digioh only tells Rivo which rule to apply.

How fast do points show up? Usually within about 30 seconds of the submission.

Can I test it before going live? Yes. Submissions from a Campaign preview also trigger the integration, so you can test with an email that belongs to an existing Shopify customer.

Can it handle referrals? Yes. The Digioh Agent can create a referral using an existing customer's referral code, as long as Rivo's referral program is turned on. Rivo rejects repeated referrals from the same IP address.

Points didn't show up. What should I check?

- The submitter's email belongs to an existing Shopify customer.
- The earning rule is turned on in Rivo.
- The rule name in Digioh exactly matches the name in Rivo.
- Your Rivo store is still on the Plus plan and the API key is valid.

Resources

- Rivo developer docs