Zapier accelerator

Voyado Engage can integrate seamlessly with Zapier to help more customer connect their third-party system to Voyado Engage

2024-06-19

Voyado

Voyado Engage

Zapier accelerator

Voyado

—a customer experience cloud for retail

Voyado's multichannel marketing platform, Voyado Engage enables unified customer data that is easy to act on. It serves you the insights and campaign tools you need to create extraordinary experiences in all sales and marketing channels.

zapier

— transform your business with Zapier

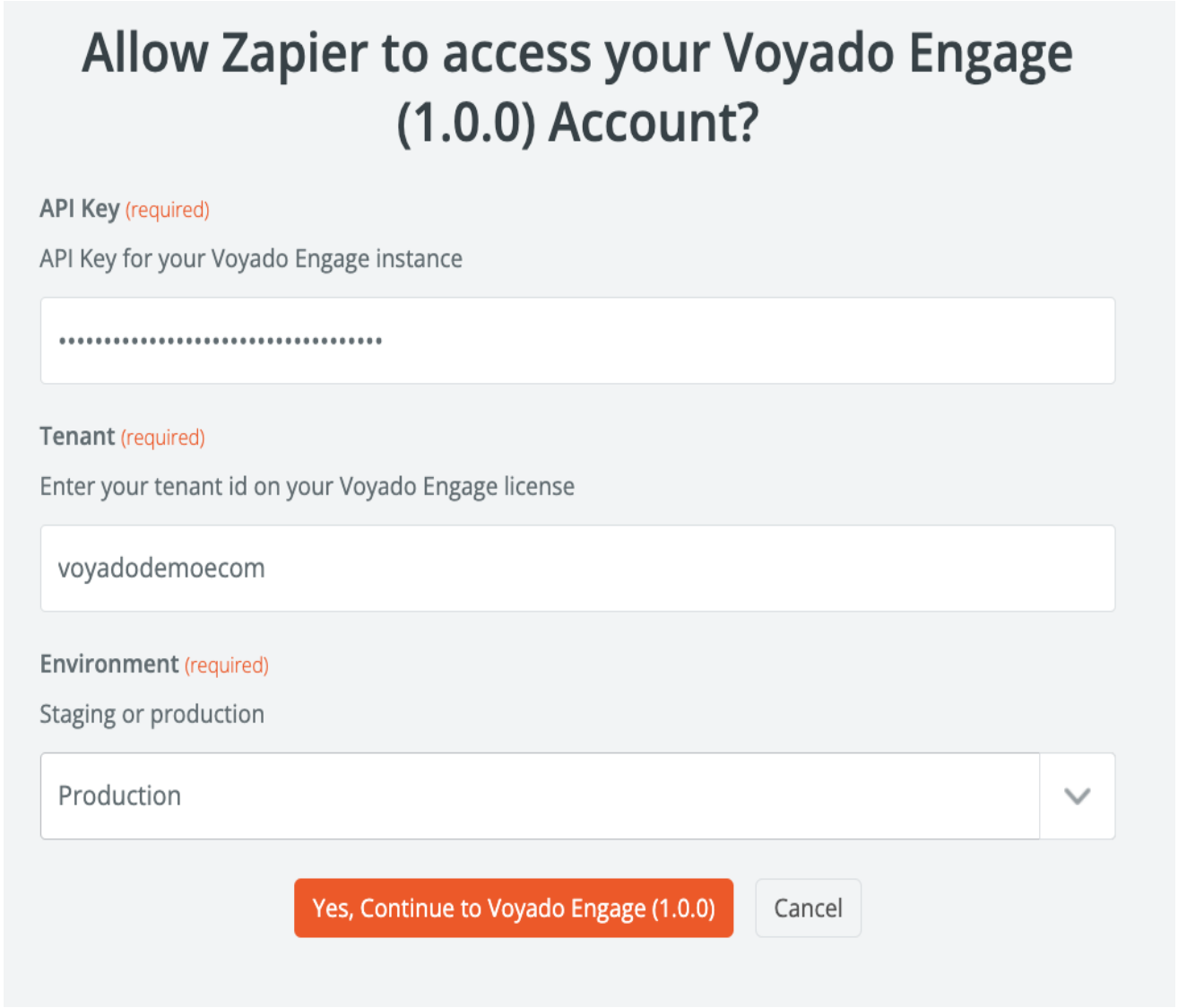
Zapier is a powerful automation tool that connects various web applications together, enabling them to communicate and perform actions seamlessly. It allows users to create "Zaps," which are automated workflows triggered by specific events in one app and resulting in actions in another.

Zapier accelerator

Voyado Engage

Connect your Zap to Engage

- Create your first Zap with Engage
- Include API key
- Insert your tenant id from Engage
- Insert if it's connected to your staging or production in Engage
- Then you are good to go!



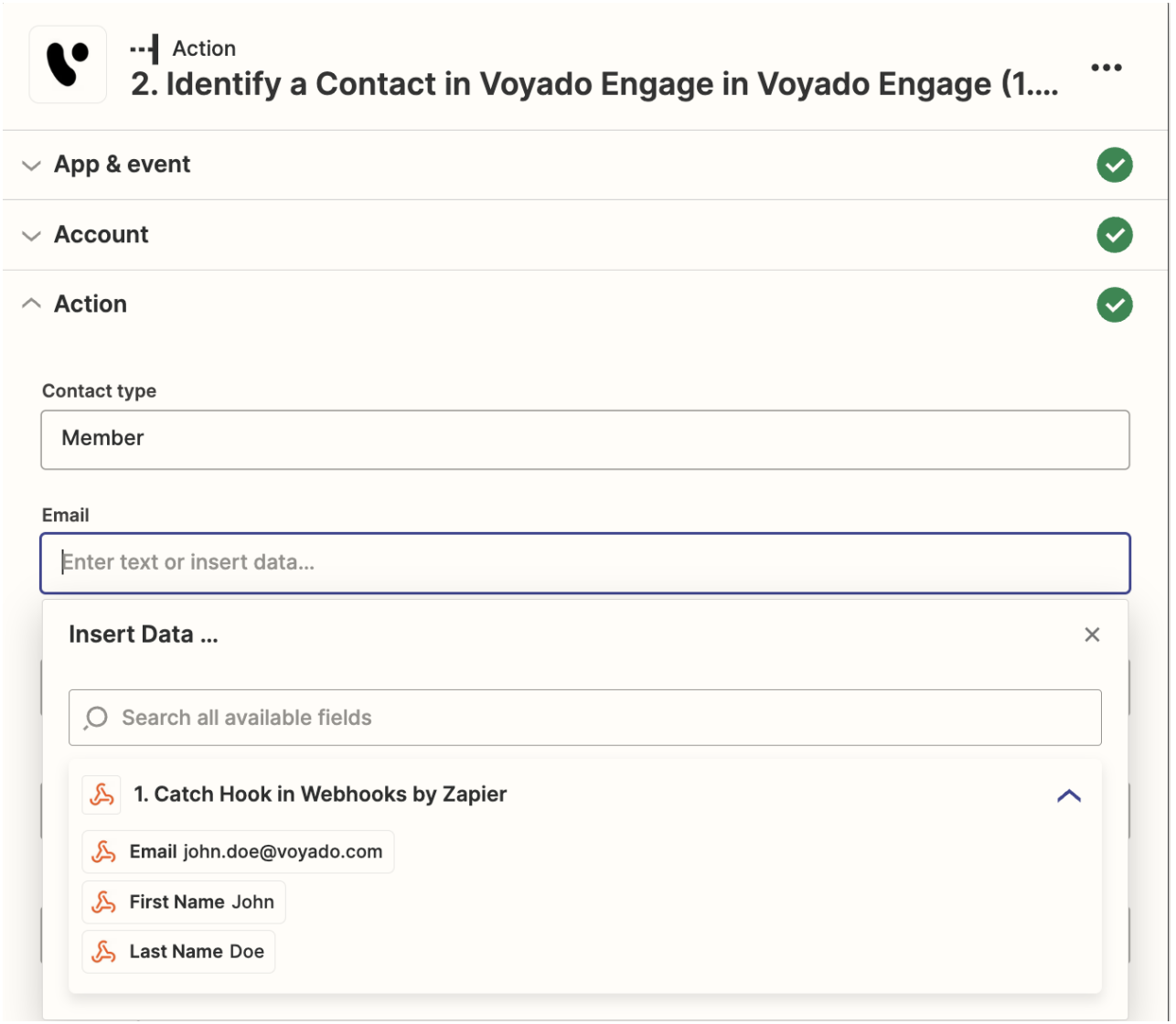
Voyado

Zapier accelerator

Voyado Engage

Identify a contact in Engage

- Once you get an event in your Zap, use the data to find the contact in Engage
- Include contact type
- Include the identifier of choice, such as email, phone number, social security number or member number
- Take action on the response from the API

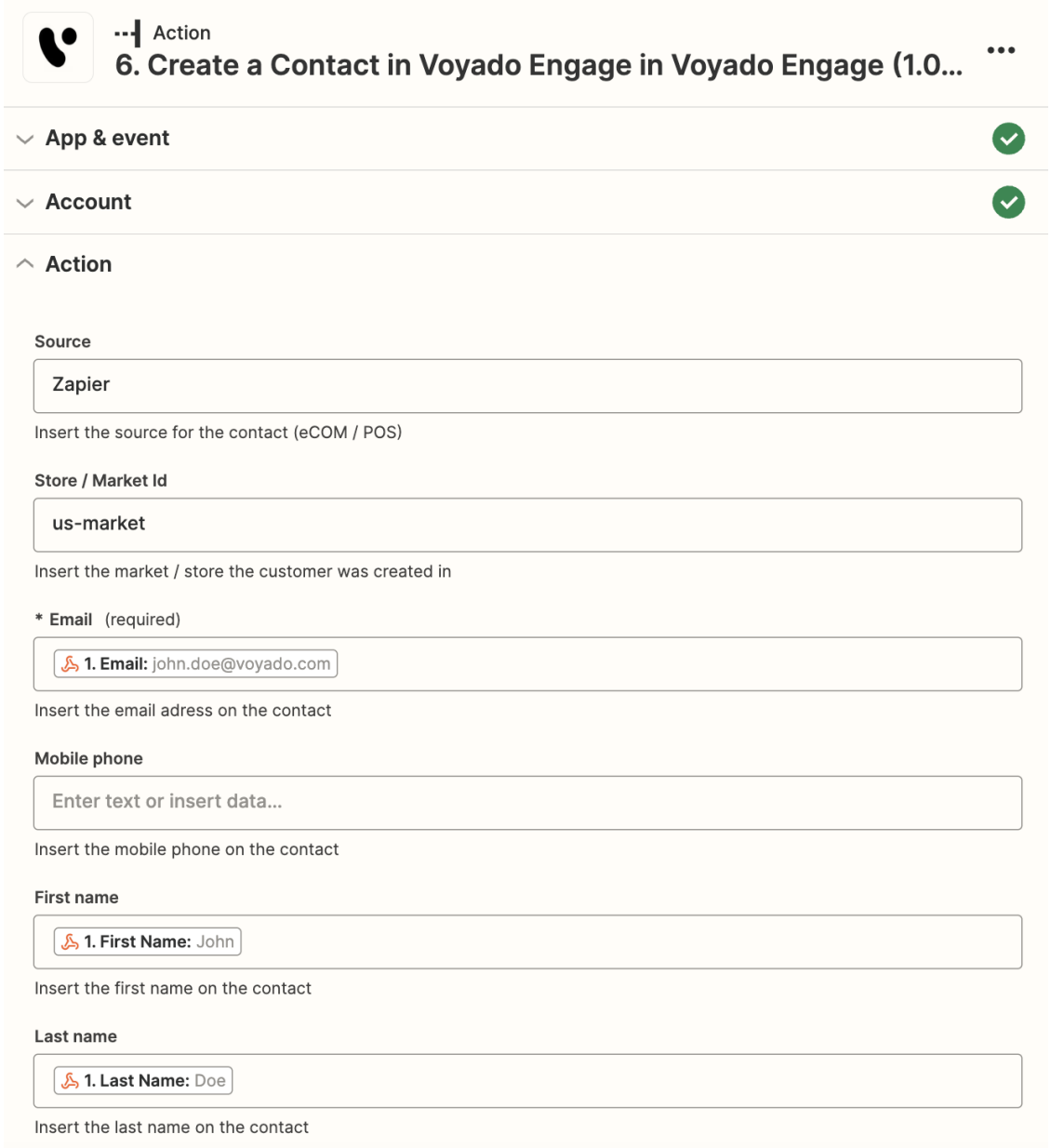


Zapier accelerator

Voyado Engage

Create a contact in Voyado Engage

- If the customer isn't found in Engage, create the customer with relevant data
- Include source, store / market id, country code, language to know the origin of the contact
- Include the identifier together with other relevant data
- Take action on response from the API



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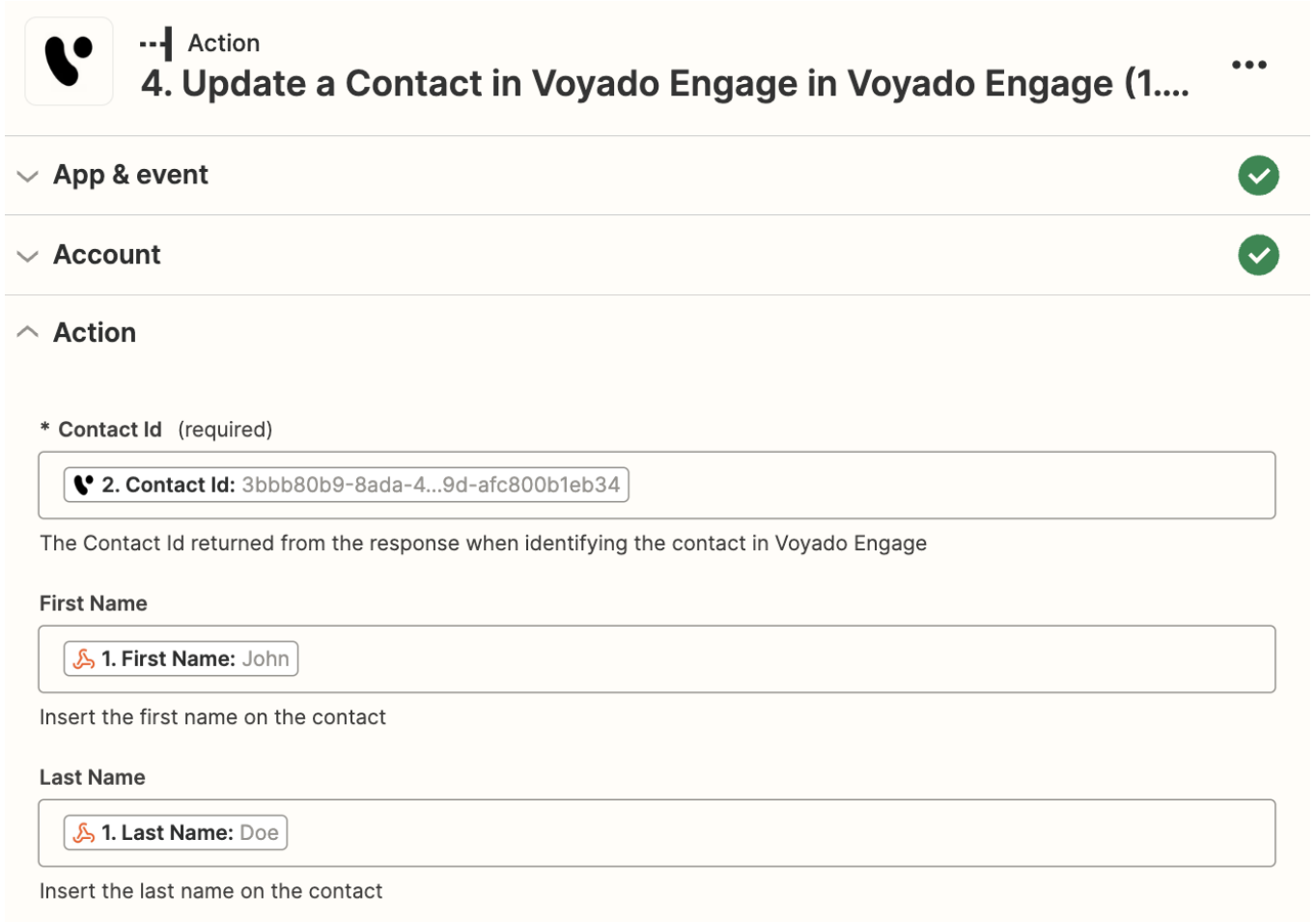
Voyado Engage

Update a contact in Engage

- If the customer is found in Engage, update the customer with relevant data
- Include the contact id (from the response on the previous API-call)
- Include other data points such as first name, last name or gender
- Take action on the response from the API

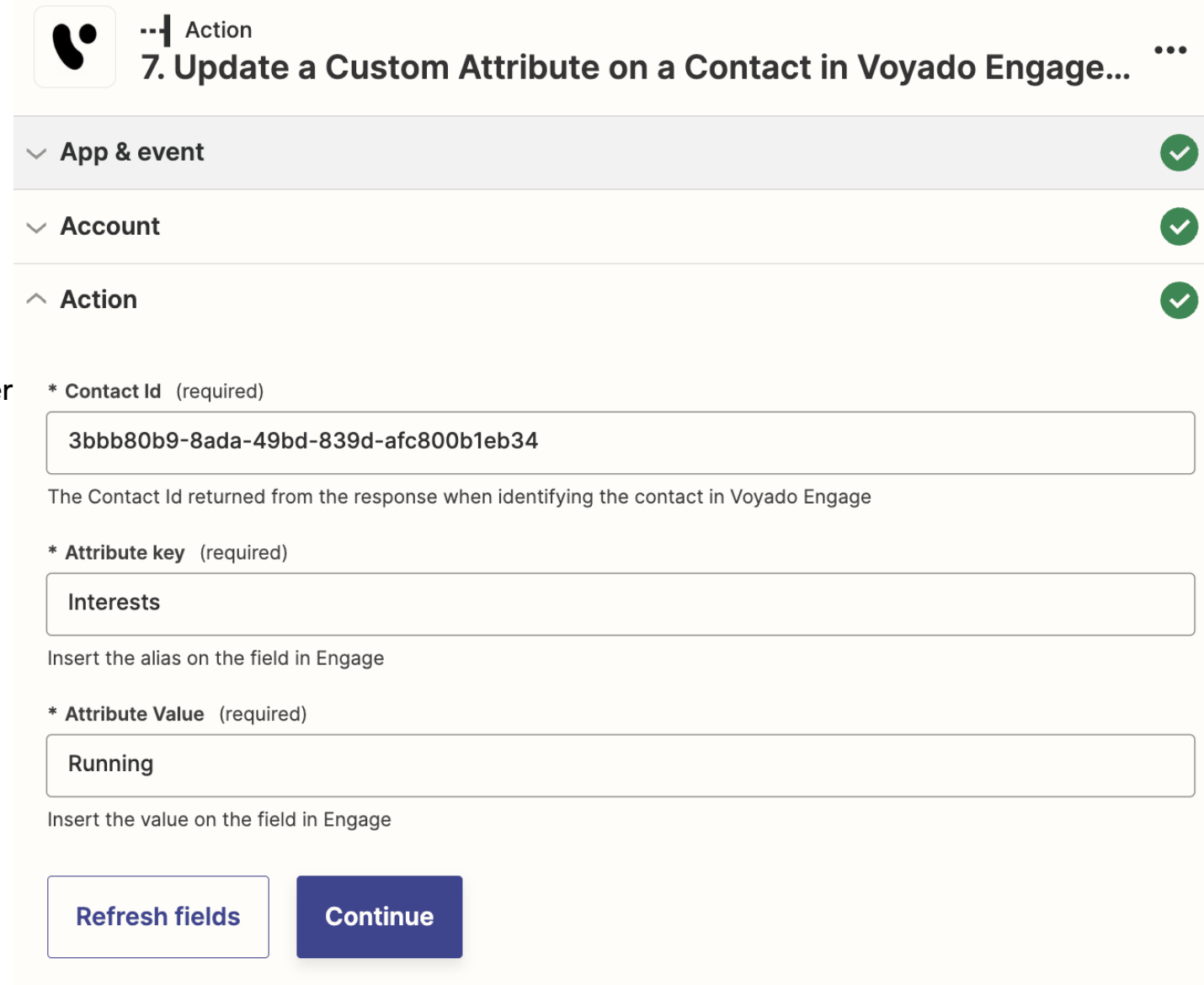


Zapier accelerator

Voyado Engage

Update a custom attribute on a contact in Engage

- If the customer is found in Engage, update the customer with custom attributes set up in Engage
- Include the contact id (from the response on the previous API-call)
- Include the attribute key (alias in Engage)
- Include the attribute value on the alias
- Data types:
  - Checkbox
  - String
  - Integer
  - Dropdown

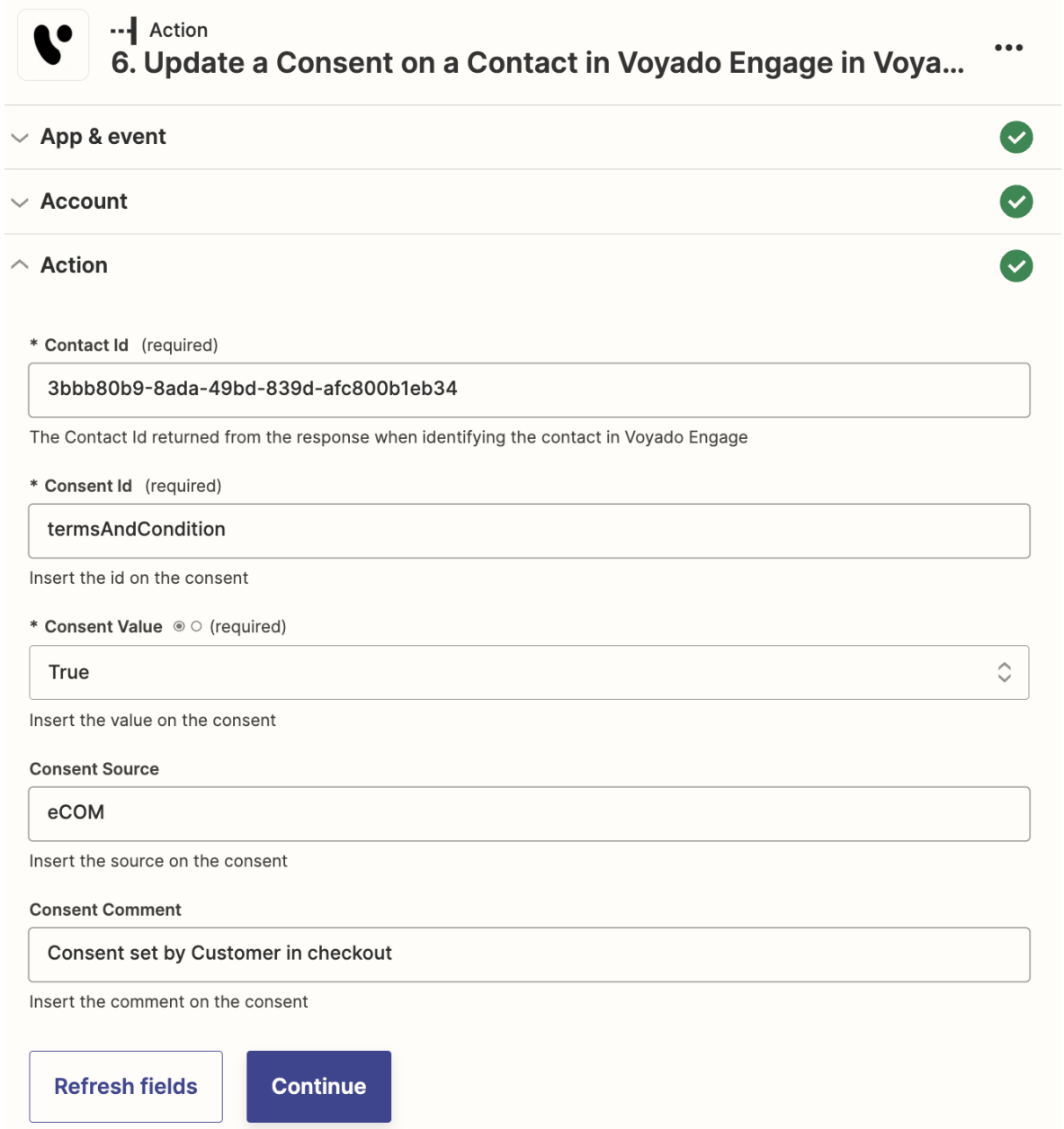


Zapier accelerator

Voyado Engage

Update a consent on a contact in Engage

- If the customer is found in Engage, update the customer with a consent set up in Engage
- Include the contact id (from the response on the previous API-call)
- Include the consent Id (alias in Engage)
- Include the consent value on the alias
- Include the consent source
- Include the consent comment

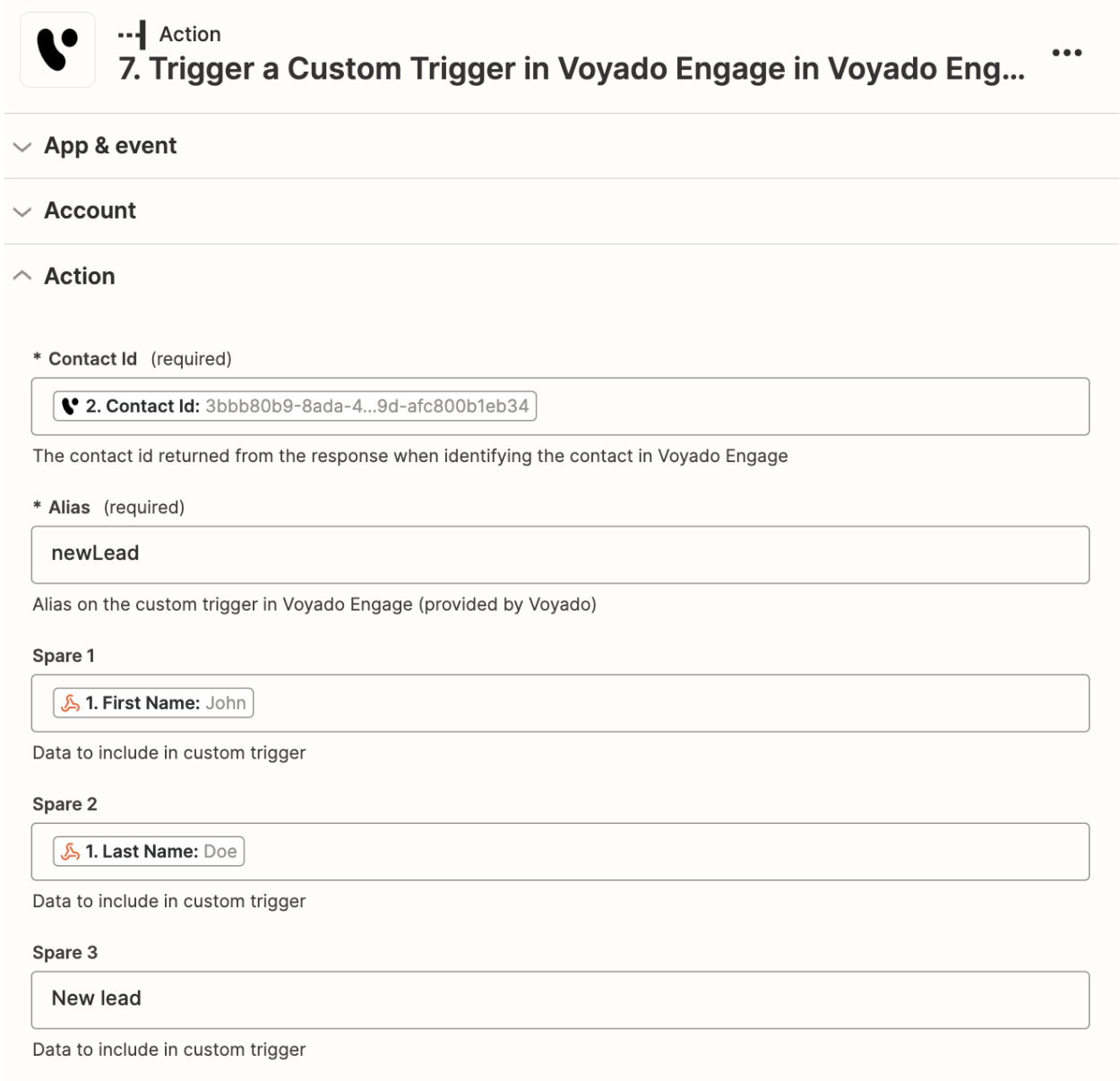


Zapier accelerator

Voyado Engage

Trigger a custom trigger in Engage

- Once the customer is identified, trigger an automation flow in Engage
- Include the contact id from the response from “identify a contact in Engage”
- Include alias on the custom trigger
- Include spare-fields with data you wish to include in the email to the customer

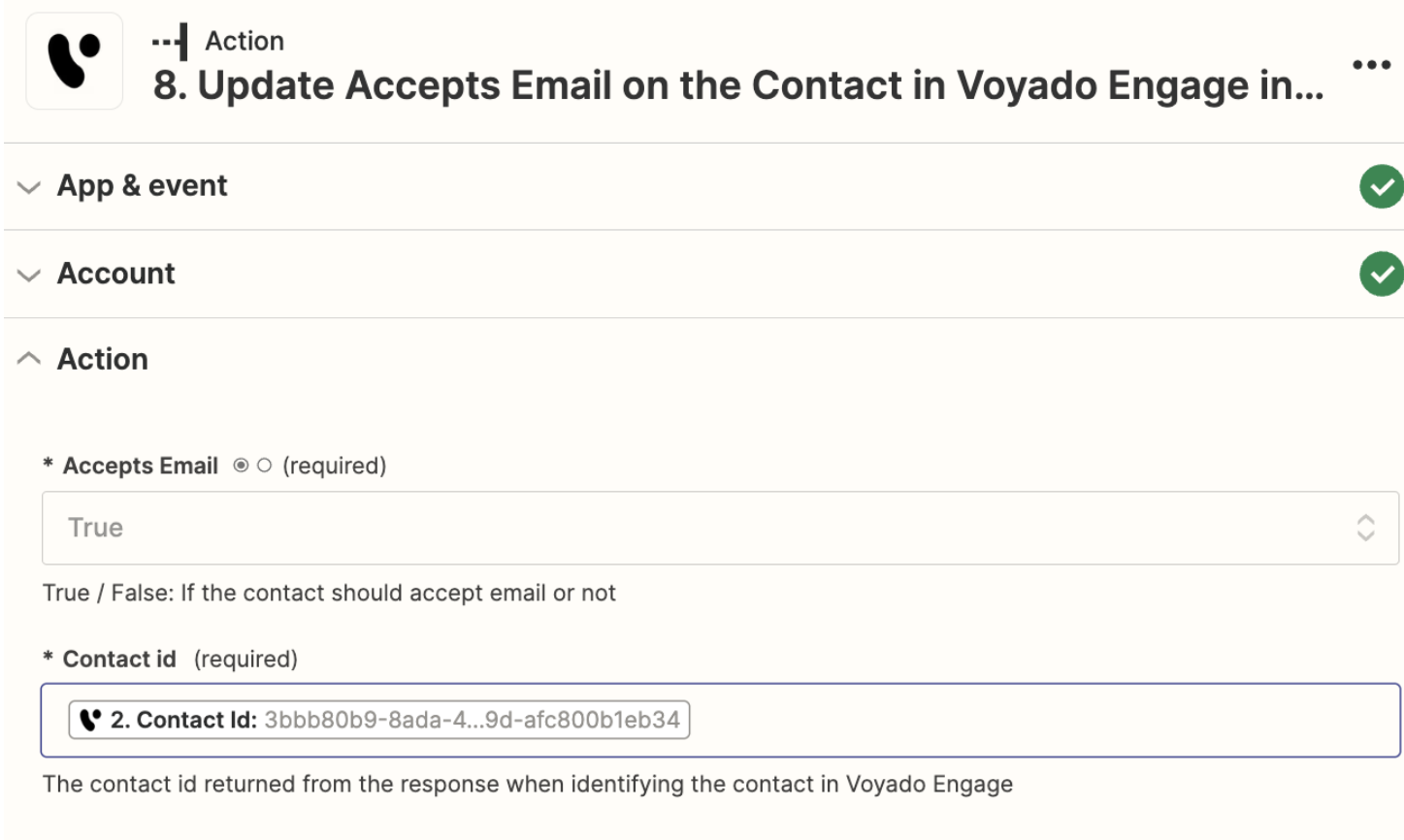


Zapier accelerator

Voyado Engage

Update accepts email on a contact in Engage

- Once the customer is identified, update the accepts email-flag in Engage
- Include the contact id from the response from “identify a contact in Engage”
- Include true or false on accepts email

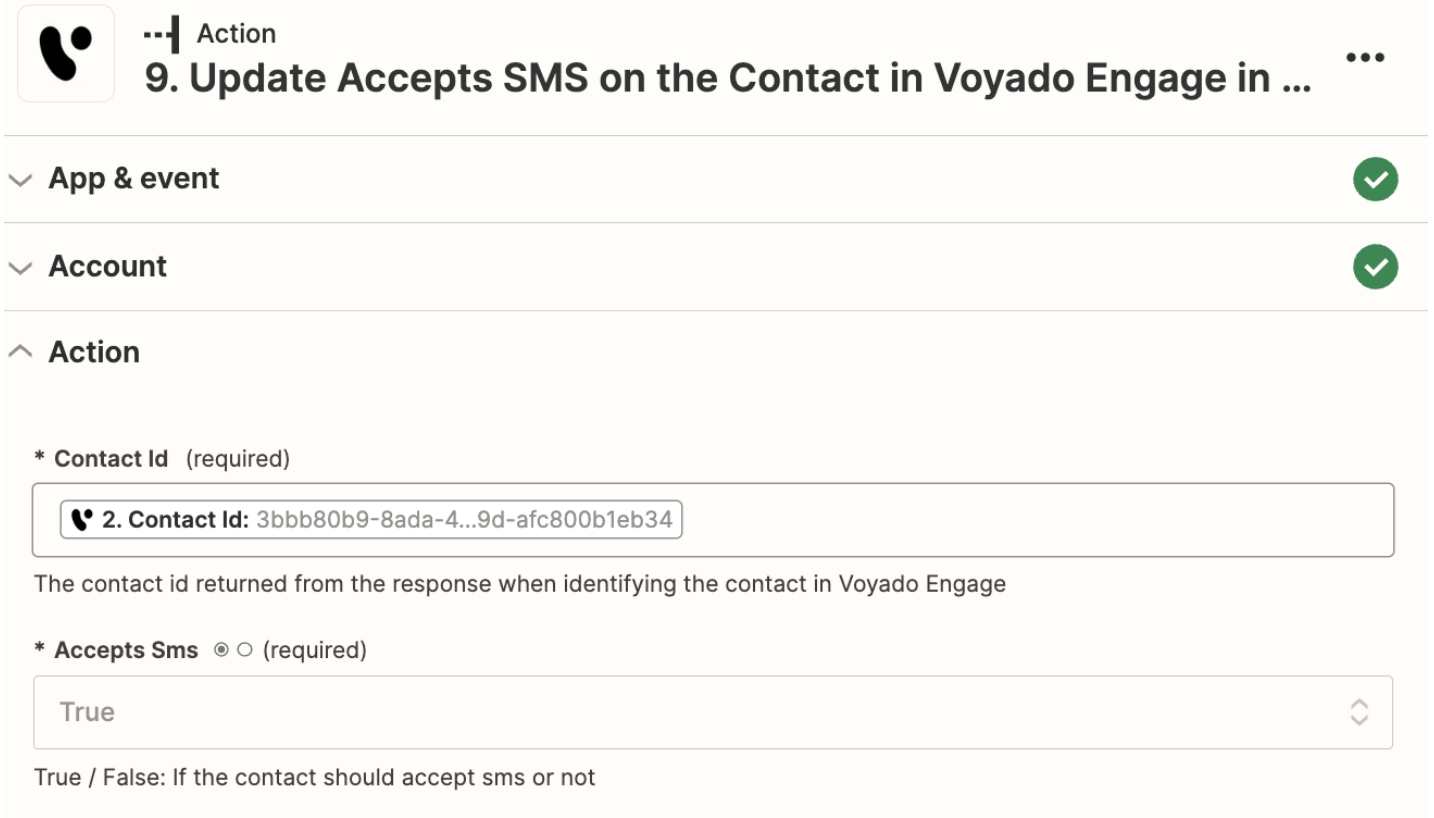


Zapier accelerator

Voyado Engage

Update accepts sms on a contact in Engage

- Once the customer is identified, update the accepts sms-flag in Engage
- Include the contact id from the response from “identify a contact in Engage”
- Include true or false on accepts sms

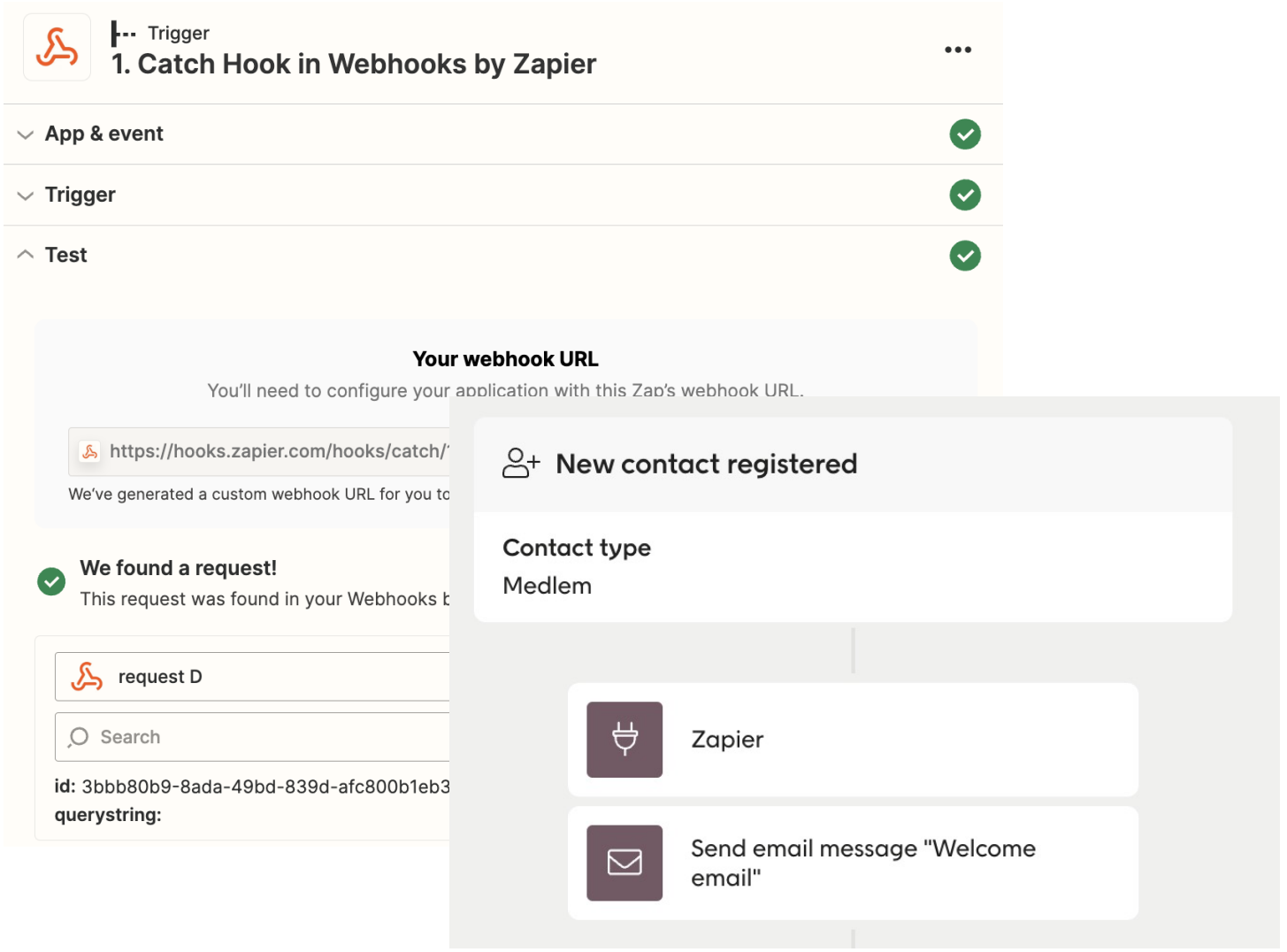


Zapier accelerator

Voyado Engage

Trigger a Zap from Engage

- Create an automation-flow in Engage
- Trigger a Zap based on a Catch Hook-event in Zapier
- Include contact id, email or the parameter of choice from Engage in the data



Voyado

Technical specification

Contact data

- Identify a contact in Engage
- Create a contact in Engage
- Update a contact in Engage
  - Contact data
  - Preferences

Communication

- Trigger a custom trigger to Engage

Engage -> Zapier

- Trigger a Zapier webhook based on an automation-flow in Engage

Integration details

Partner	Zapier
Product	Zapier
Category	Integration platform
Integration type	Connector
Hosted by	Voyado
Implementation	Installed and configured by the customer in Zapier
Prerequisites	• Active Zapier license • Active Voyado Engage and/or Omni/Loyalty license
Documentation	https://developer.voyado.com/

Voyado