

Zapier accelerator

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

Voyado Engage

Zapier accelerator



—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.



— 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!

Allow Zapier to access your Voyado Engage (1.0.0) Account?

API Key *(required)*

API Key for your Voyado Engage instance

Tenant *(required)*

Enter your tenant id on your Voyado Engage license

Environment *(required)*

Staging or production

Yes, Continue to Voyado Engage (1.0.0)

Cancel

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

The screenshot shows the Zapier configuration interface for the action '2. Identify a Contact in Voyado Engage'. The interface is organized into sections: 'App & event', 'Account', and 'Action'. Each section has a dropdown arrow and a green checkmark icon on the right. The 'Action' section is expanded, showing the following configuration:


- Contact type:** A text input field containing the value 'Member'.
- Email:** A text input field with the placeholder text 'Enter text or insert data...'. Below this field is a modal window titled 'Insert Data ...' with a search bar and a list of available fields: '1. Catch Hook in Webhooks by Zapier', 'Email john.doe@voyado.com', 'First Name John', and 'Last Name Doe'.

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

 Action

6. Create a Contact in Voyado Engage in Voyado Engage (1.0...

App & event 

Account 

^ Action

Source

Zapier


Insert the source for the contact (eCOM / POS)

Store / Market Id

us-market

Insert the market / store the customer was created in

* Email (required)

 1. Email: john.doe@voyado.com


Insert the email address on the contact

Mobile phone

Enter text or insert data...


Insert the mobile phone on the contact

First name

 1. First Name: John

Insert the first name on the contact

Last name


 1. Last Name: Doe

Insert the last name on the contact

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


 Action
4. Update a Contact in Voyado Engage in Voyado Engage (1...

App & event ✓

Account ✓


^ Action

* Contact Id (required)

 2. Contact Id: 3bbb80b9-8ada-4...9d-afc800b1eb34


The Contact Id returned from the response when identifying the contact in Voyado Engage

First Name

 1. First Name: John

Insert the first name on the contact

Last Name

 1. Last Name: Doe

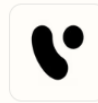
Insert the last name on the contact

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



---| Action

7. Update a Custom Attribute on a Contact in Voyado Engage... ⋮

∨ App & event ✓

∨ Account ✓

∧ Action ✓

* Contact Id (required)

3bbb80b9-8ada-49bd-839d-afc800b1eb34

The Contact Id returned from the response when identifying the contact in Voyado Engage

* Attribute key (required)

Interests

Insert the alias on the field in Engage

* Attribute Value (required)

Running

Insert the value on the field in Engage

Refresh fields


Continue

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

 Action
6. Update a Consent on a Contact in Voyado Engage in Voya... ⋮

App & event ✓

Account ✓

^ Action ✓

* **Contact Id** (required)

The Contact Id returned from the response when identifying the contact in Voyado Engage

* **Consent Id** (required)

Insert the id on the consent

* **Consent Value** (required)

Insert the value on the consent

Consent Source

Insert the source on the consent


Consent Comment

Insert the comment on the consent

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

 Action
7. Trigger a Custom Trigger in Voyado Engage in Voyado Eng... ⋮

∨ App & event

∨ Account

∧ Action

* Contact Id (required)

The contact id returned from the response when identifying the contact in Voyado Engage

* Alias (required)

Alias on the custom trigger in Voyado Engage (provided by Voyado)

Spare 1

Data to include in custom trigger

Spare 2

Data to include in custom trigger

Spare 3


Data to include in custom trigger


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


 **Action**
8. Update Accepts Email on the Contact in Voyado Engage in...

App & event 

Account 


^ **Action**

* **Accepts Email** (required)

True 

True / False: If the contact should accept email or not

* **Contact id** (required)


 **2. Contact Id:** 3bbb80b9-8ada-4...9d-afc800b1eb34

The contact id returned from the response when identifying the contact in Voyado Engage

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

 **Action**
9. Update Accepts SMS on the Contact in Voyado Engage in ...

App & event ✓

Account ✓

^ Action

* **Contact Id** (required)

The contact id returned from the response when identifying the contact in Voyado Engage

* **Accepts Sms** (required)

True / False: If the contact should accept sms or not

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

1. Catch Hook in Webhooks by Zapier

App & event ✓

Trigger ✓

Test ✓

Your webhook URL

You'll need to configure your application with this Zap's webhook URL.

<https://hooks.zapier.com/hooks/catch/>

We've generated a custom webhook URL for you to

✓ **We found a request!**
This request was found in your Webhooks b

request D

Search

id: 3bbb80b9-8ada-49bd-839d-afc800b1eb3
querystring:

New contact registered

Contact type
Medlem

Zapier

Send email message "Welcome email"

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 | <ul style="list-style-type: none">• Active Zapier license• Active Voyado Engage and/or Omni/Loyalty license |
| Documentation | https://developer.voyado.com/ |

