KLAVIYO + MIVA

MIVA KLAVIYO CONNECTOR

YOUR EMAIL MARKETING
ON AUTOPILOT

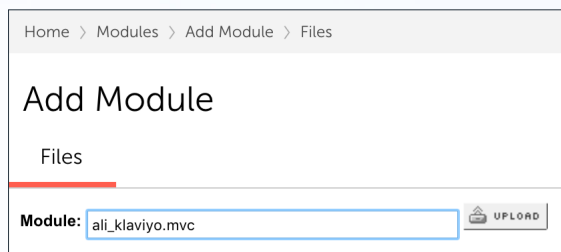# Knowledge Base

MIVA KLAVIYO CONNECTOR

Index

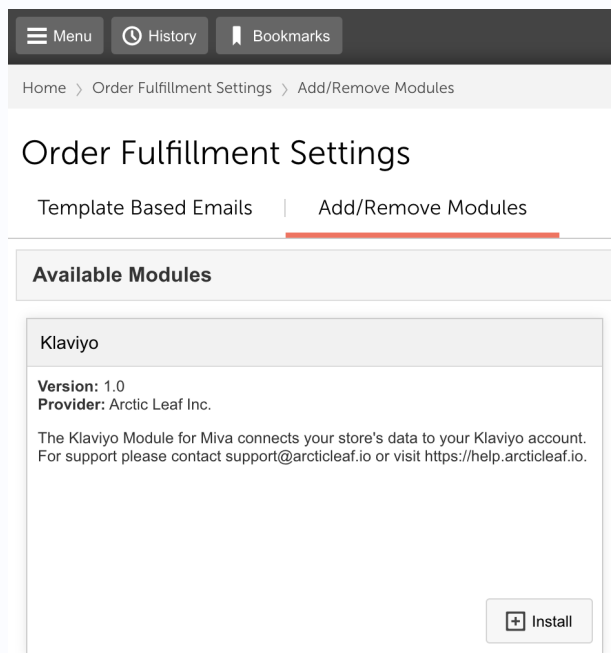# Installation & Configuration

► Requirements

- Miva Merchant (9.07 or higher)
- [Klaviyo Paid Account](#)

► Installation

1. Log in to your Miva Merchant Admin.

2. From the Quicklinks dashboard, navigate to **Modules**.

3. Click the **+** icon to add a Module.

4. Click **Upload** and choose the **ali_klaviyo.mvc** file, then click **Upload**.

Home ⟩ Modules ⟩ Add Module ⟩ Files

Add Module

Files

Module: ali_klaviyo.mvc   ⬆ UPLOAD

5. Next, press the **+ Add** icon.

6. Navigate back to **Home > Order Fulfillment**.

☰ Menu   🕐 History   🔖 Bookmarks

Home ⟩ Order Fulfillment Settings ⟩ Add/Remove Modules

Order Fulfillment Settings

Template Based Emails | Add/Remove Modules

Available Modules

Klaviyo

Version: 1.0
Provider: Arctic Leaf Inc.

The Klaviyo Module for Miva connects your store's data to your Klaviyo account.
For support please contact support@arcticleaf.io or visit https://help.arcticleaf.io.

⊞ Install

7. Click on the **Add/Remove** Modules tab.

8. Find **Klaviyo** and click **Install**.

The Klaviyo Module is now installed!

▶ Configure Klaviyo Settings

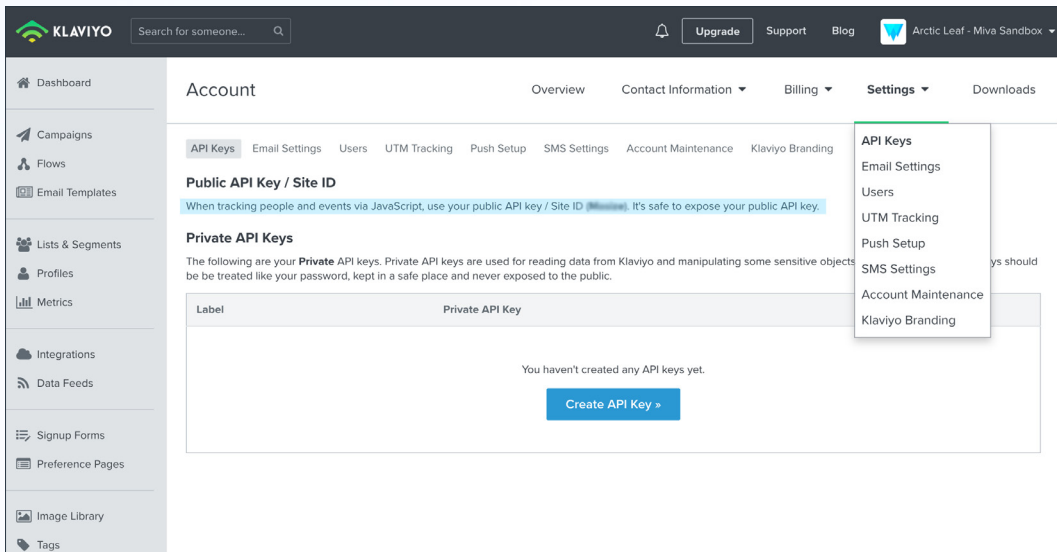Configure Klaviyo Settings by navigating to **Order Fulfillment > Klaviyo** in Miva.

Klaviyo API Key

Input your 6-digit public API key from your Klaviyo account.

Klaviyo API Key	Mexico	Get API Key

If you don't know your Klaviyo public API key, click **Get API Key** and Klaviyo will open in a new tab. Input your Klaviyo login credentials and navigate to **Account > Settings > API Keys**. Copy the public API key and paste it into the Klaviyo API Key field in Miva.

Product Identifier

The **Product Identifier** section allows you to choose whether you'd like Product Codes or SKUs sent to Klaviyo.

Product Identifier	● Send Product SKU ○ Send Product Code

Brand Identifier

The **Brand Identifier** section allows you to select which custom product field you'd like sent to Klaviyo.

Klaviyo Settings

Klaviyo API Key	Masize	Get API Key
Product Identifier	● Send Product SKU ○ Send Product Code	
Brand Identifier		
Image type		
Actions		

Dropdown list:
- ✓ Brand
- Sale Price
- Abstract
- Accessories
- Adwords Labels
- Adwords Grouping
- Manufacturer Part Number
- Manufacturer
- Bundle
- Condition
- Product Dimensions
- Product FAQ
- Featured Item
- Product Features
- Free Shipping Method
- Free Shipping
- Free Shipping Button
- Gift Certificate
- Global Free Shipping Exclusion
- Login Required

Image Type

Image Type allows you to select which type of image you'd like sent to Klaviyo.

Image type	main

Actions

In the **Actions** section, select which server-side metrics you would like tracked. The module allows you to track the following events:

- **Placed Order**: Tracked when a customer places an order in your Miva store.
- **Ordered Product**: Also tracked when a customer places an order, but a separate event is recorded for each item purchased.
- **Fulfilled Order**: Tracked when an order is shipped.
- **Cancelled Order**: Tracked when a customer cancels an order they placed prior to fulfillment.
- **Refunded Order**: Tracked when a customer pays for an order, but requests the payment be returned.

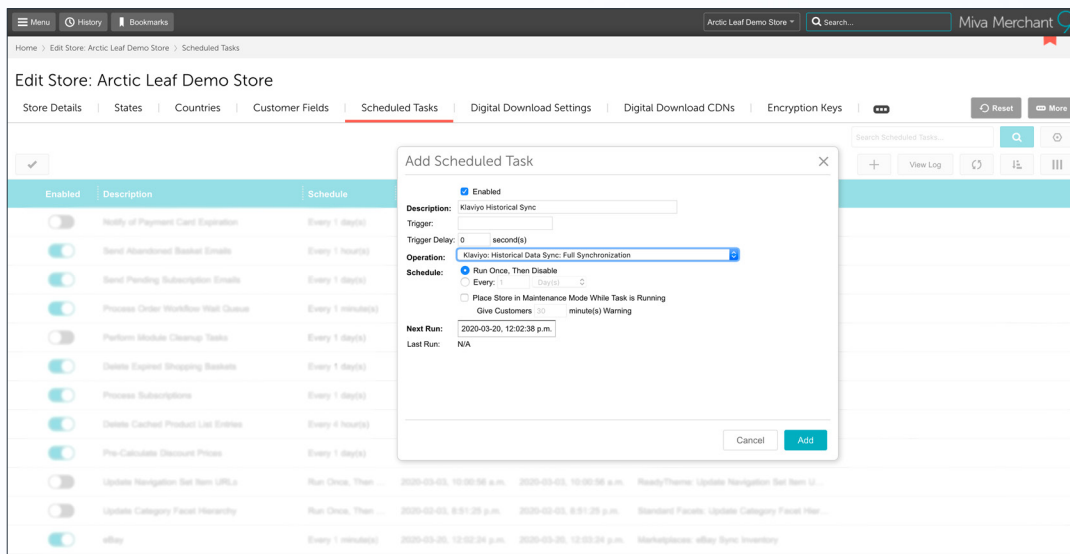| Actions	☑ Placed Order ☑ Ordered Product ☑ Fulfilled Order ☑ Cancelled Order ☑ Refunded Order

Once you are done configuring the Klaviyo Settings, click the **Update** button to save your settings.

▶ Syncing Historical Data

This feature allows you to sync historical order data with Klaviyo. It leverages **Placed Order** and **Ordered Product** server-side metrics. In most cases this will only need to be done once, after the module has been installed.

Setting Up the Scheduled Task

1. Navigate to **Store Settings** in Miva.

2. Click on the **Scheduled Tasks** tab.

3. Click the **+** button to add a new scheduled task.

4. Enter a **Description**.

5. Select **Klaviyo**: **Historical Data Sync: Full Sync** from the *Operation* dropdown menu.

6. For the *Schedule*, select **Run Once, Then Disable**.

7. Finally, click the **Add** button.

Web Tracking Metrics

► Javascript Resources

When the module is installed, two Javascript resources are created in Miva. Both resources are global and active by default, and are included in the 'head_tag' resource group.

Klaviyo Global

The Klaviyo Global script enables Klaviyo's Javascript Track API. This script is output on every page on your site.

Klaviyo Behavior

The Klaviyo Behavior script tracks the Active on Site, Viewed Product, Added to Cart, and Started Checkout metrics as outlined below.

NOTE: It is important **not** to alter or edit either of these scripts.

► Tracked Metrics

The module supports multiple types of web tracking. The following metrics are tracked:

- **Active on Site**: Tracked whenever an identifiable user visits your website.
- **Viewed Product**: Tracked whenever an identifiable user views a product page on your website.
- **Added to Cart**: Tracked when an identifiable user adds a product to their cart.
- **Started Checkout**: Tracked when a user enters their contact and shipping information ("Customer information") on the first page of the Miva checkout process and clicks continue.

Catalog Integration & Product Feeds

Product feeds are used to create product recommendations in an email template. This feature can be used in Klaviyo's flow or campaign emails via the drag-and-drop product block.

This module allows you to set up an XML product feed in Klaviyo. The feed passes all products in your Miva catalog to Klaviyo.
NOTE: Only master products are required by Klaviyo, so product variants are ignored.

▶ Create a Product Feed in Miva

1. Navigate to **Marketing** in Miva.

2. Click on the **Feeds** tab.

3. Click the **+** button to add a feed.

4. Add a code and name for the feed.

5. Select **Klaviyo** from the **Feed Module** dropdown.

6. Click the **Add** button.

7. Choose the View Product Feed link to view the XML feed.

▶ Add the Miva Product Feed to Klaviyo

1. Login to your Klaviyo Dashboard.

2. Open to the Catalog Source page.

3. Name your feed source and add the URL.

4. Click **Define Source**.

5. Your field mapping should already be populated in the feed. If not, toggle on the required feed item fields *id, title, link, image_link,* and *description*.

6. Then choose **Complete Feed Setup**.

7. Reach out to the Klaviyo support team to activate your catalog feed to be useable in Klaviyo Product Feeds and Product Blocks.

▶ Updating the Product Feed in Miva

The product feed can be updated in Miva at any time. If you have made any adjustments to your catalog and wish to update your Klaviyo feed, navigate to **Marketing > Feeds** in Miva. Click on the desired product feed and choose **Process Now**.

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