



MIVA KLAVIYO CONNECTOR

YOUR E AIL MARKETING

POWERED BY

Knowledge Base



Index

- lnstallation & Configuration
- Web Tracking Metrics
- Catalog Integration & Product Feeds





Installation & Configuration

Requirements

- Miva Merchant (9.07 or higher)
- <u>Klaviyo Paid Account</u>

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 $ \rangle $ Modules $ \rangle $ Add Module $ \rangle $ Files
Add Module
Files
Module: ali_klaviyo.mvc

- 5. Next, press the + Add icon.
- 6. Navigate back to Home > Order Fulfillment.

E Menu O 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 accoun For support please contact support@arcticleaf.io or visit https://help.arcticleaf.i			
	+ 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.

Manine

Klaviyo API Key

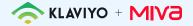
If you don't know your Klaviyo public API key, click **Get API Key** and Klaviyo will open in a new tab. Input your Klaviyo login credentials and navigate to **Account > Settings > API Keys**. Copy the public API key and paste it into the Klaviyo API Key field in Miva.

Get API Key

KLAVIYO Searc		(Upgrade Support Blog	g 🛛 🐺 Arctic Leaf - Miva Sandbox 👻			
😤 Dashboard	Account Overview	Contact Information ▼ Billing ▼	Settings Downloads			
Campaigns Flows Email Templates Ess & Segments	API Keys Email Settings Users UTM Tracking Push Setup SMS Set Public API Key / Site ID When tracking people and events via JavaScript, use your public API key / Site ID Private API Keys Private API Keys The following are your Private API keys. Private API keys are used for reading data	It's safe to expose your public API key.	API Keys Email Settings Users UTM Tracking Push Setup			
Profiles	be be treated like your password, kept in a safe place and never exposed to the put Label Private API Key	Account Maintenance				
 Integrations Data Feeds 	You haven't created any API keys yet.					
Signup Forms Preference Pages						
Tags						

Δ





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	Sale Price
Image type	Abstract Accessories Adwords Labels
Actions	Adwords Labels Adwords Crouping 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 ᅌ





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 pay ment be returned.

		Placed Order
		Ordered Product
	Actions 🗸	Fulfilled Order
		Cancelled Order
		Refunded Order
L		

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

6





Syncing Historical Data

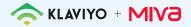
This feature allows you to sync historical order data with Klaviyo. It leverages **Placed Order** and **Ordered Product** server-side metrics. In most cases this will only need to be done once, after the module has been installed.

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.

E Menu O Histo	ory 📕 Bookmarks			Arctic Leaf Demo Store 🔻	Q Search	Miva Merchant 깆
Home > Edit Store: Ar	rctic Leaf Demo Store > Scheduled Tasks					
Edit Store	Arctic Leaf Demo Store					
Store Details		mer Fields Sched	uled Tasks	Digital Download Settings Digital Download CDNs Encryptic	n Keys 🛛 🚥	• Reset CO More
						(Tasks Q 💿
4			Add Sch	neduled Task	× + v	lew Log C5 45 111
Enabled	Description	Schedule		C Enabled		
	Notify of Payment Card Expiration	Every 1 day(s)	Description: Trigger:	Klaviyo Historical Sync		
	Send Abandoned Basket Emails		Trigger Delay	0 second(s) Klaviyo: Historical Data Sync: Full Synchronization		
	Send Pending Subscription Emails	Every 1 disp(n)	Schedule:	Run Onco, Then Disable Every: 1		
	Process Order Workflow Walt Queue	Every 1 minute(s)		Place Store in Maintenance Mode While Task is Running Give Customers 30 minute(s) Warning		
	Perform Module Cleanup Tasks	Every 1 day(s)	Next Run: Last Run:	2020-03-20, 12:02:38 p.m. N/A		
	Dutets Expired Bropping Bastata	Every 1 day(a)				
	Process Subscriptors	$\mathrm{flyany} \perp \mathrm{day}(a)$				
	Delete Cached Product List Entries	Every 4 hour(s)			_	
	Pre-Calculate Discourt Prices	$Every \perp disy(s)$		Cancel Ad		
	Update Navigation Bet New URLs	Run Once, Then		0.00.56 a.m. 2020-03-03, 10:00:56 a.m. ReadyTherma: Update Navigation Bet Item		
	Update Category Facet Herarchy	Run Once, Then		151.25 p.m. 2020-02-03, 8.51.25 p.m. Blandard Facels: Update Category Facel H	ur	
	allay	Every 1 minute(s)	2020-03-20.	2.02.04 p.m. 2020-03-20, 12:03.24 p.m. Marketplaces: allay fiper investory		





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 infor mation ("Customer information") on the first page of the Miva checkout process and clicks continue.

8





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 <u>View Product Feed</u> link to view the XML feed.

Add the Miva Product Feed to Klaviyo

- 1. Login to your <u>Klaviyo Dashboard</u>.
- 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 <u>Klaviyo support team</u> 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**.







POWERED BY 🐺 ARCTIC LEAF