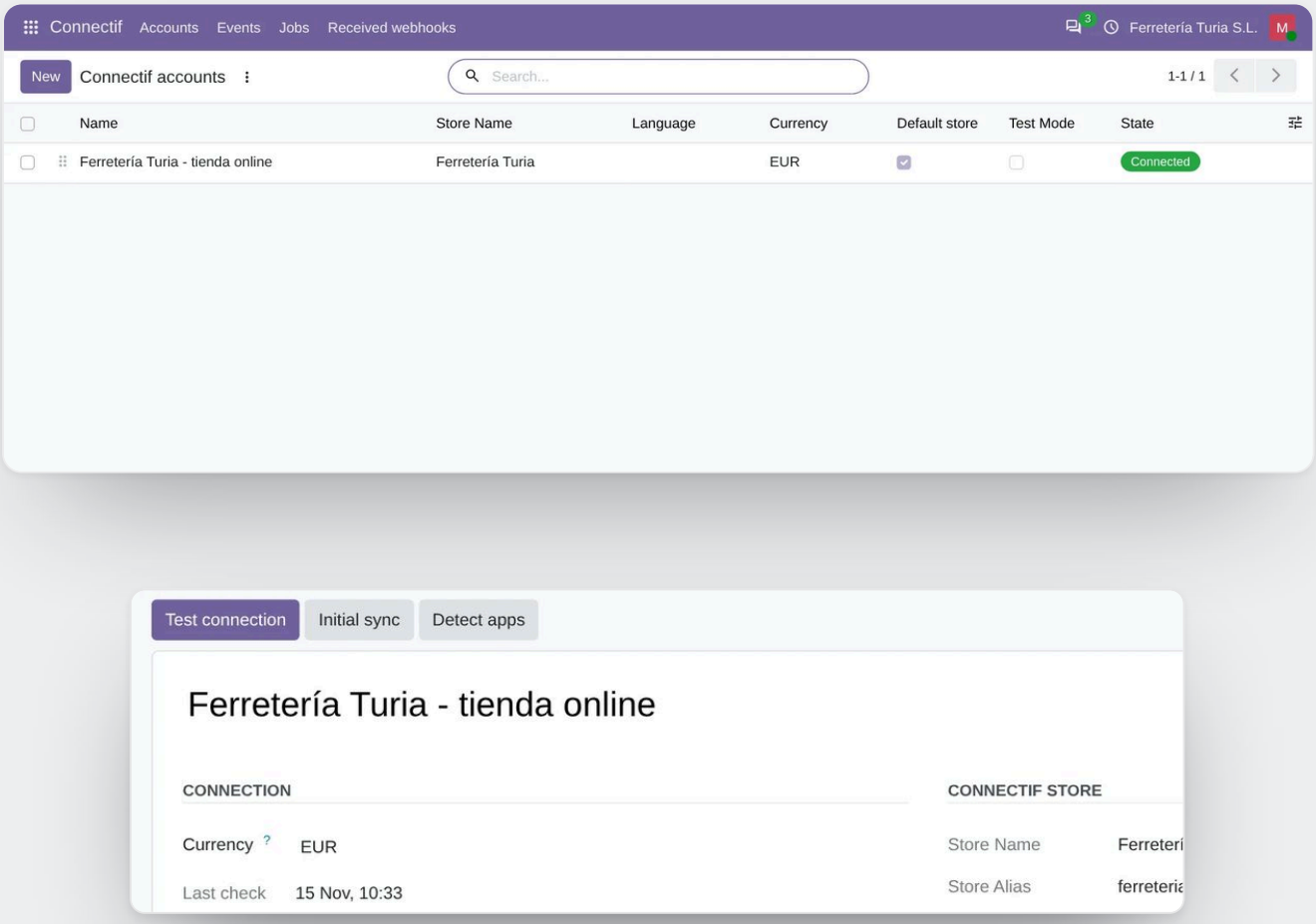
CONNECTOR GUIDE · MARKETING

Connectif connector for Odoo

Connectif with your Odoo data: contacts, catalog and purchases arrive on their own, and Connectif workflows act in Odoo.

Odoo 17 · 18 · 19 · 20 | 14-day trial, no card | Edition of 18-11-2026



Real Odoo 20 screenshot. The list of Connectif accounts and the detail of a connected account with its tabs.

Contents

On the right, the page where each chapter starts. Menu and button names are those of Odoo in English.

1	Who it is for and what it solves	3
2	The connector in figures	4
3	Where you see it in your Odoo	4
4	What you need before you start	5
5	The FlexigoTech Cloud trial	5
6	Connecting your shop step by step	7
7	Odoo contacts in Connectif, with their consent	9
8	The Odoo product catalogue in Connectif	12
9	From the Odoo sale to the Connectif purchase	14
10	Connectif events and flows that act on Odoo	16
11	Leads and opportunities arriving from Connectif	19
12	Coupons, newsletter and mailing lists	22
13	Website tracking, push notifications and abandoned carts	24
14	Initial sync and background jobs	26
15	The data that goes and comes back	29
16	What runs on its own	30
17	Store options and their defaults	30
18	Security and personal data	33
19	Several stores and several companies	33
20	If something fails	34
21	Other ways to do it	35
22	Plans and price	36
23	Frequently asked questions	37
24	Glossary	39
25	Checklist and contact	41

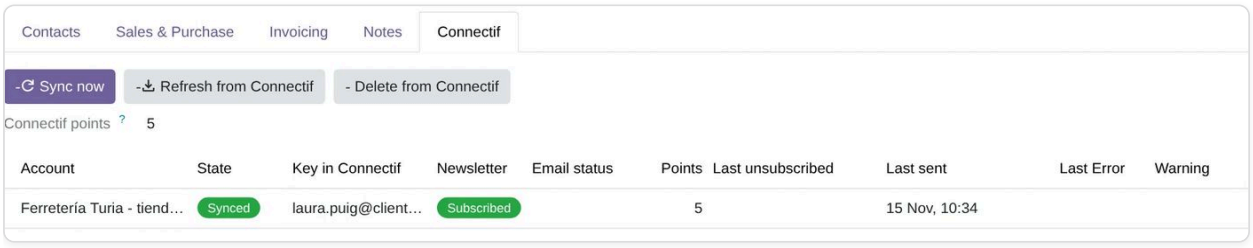
This guide describes version 20.0.2.0.0 of the module (Odoo branch 20.0, commit 73f528dda). Everything in it comes from its published code, the platform's official documentation or real screenshots.

The screenshots come from a test Odoo 20 database, with a made-up company and data and no real connection to Connectif. The module also has a version for Odoo 17, 18 and 19.

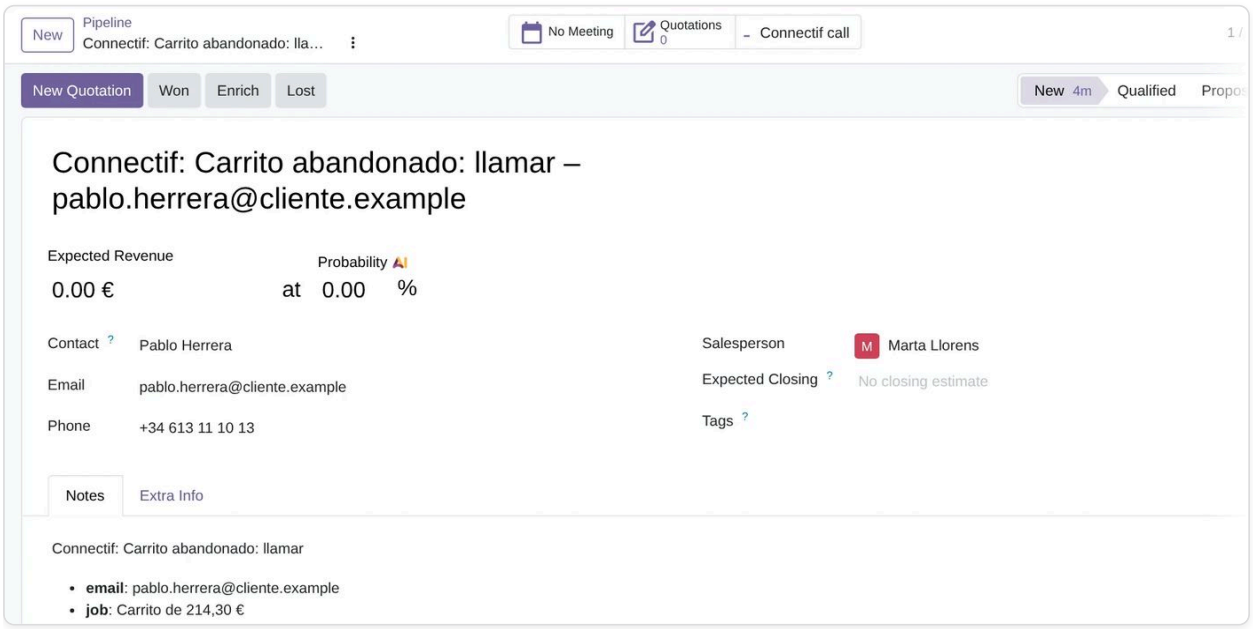
1 Who it is for and what it solves

Connectif is a marketing automation platform for online shops. Without the connector, someone exports contacts from Odoo, uploads the catalogue and records purchases in Connectif, then moves by hand into Odoo what comes out of a workflow: an abandoned cart that needs a call or the result of a survey.

The connector syncs contacts with their consent, generates the product feed from your catalogue and sends purchases from each sales channel. Every call from Connectif to Odoo is logged and can create an initiative or opportunity or record a note. Contacts, products and orders show their sync status and last error.



- **Real Odoo 20 screenshot.** The **Connectif** tab of a contact, with its sync and newsletter status.



- **Real Odoo 20 screenshot.** An opportunity created by a Connectif call, with the contact's email.

As well as contacts, catalogue and purchases, the connector reads newsletter unsubscribes, works with the codes of your coupon sets and sends to Connectif what each visitor does on your website, with their cart. It works with the Odoo apps you already use, each through its own adapter.

What changes day to day

- New or changed contacts are sent to Connectif from a queue that is emptied every minute, with no manual export.
- Consent and unsubscribes are read from Connectif every 6 hours by default and are visible on the contact record.
- The product feed is regenerated every hour and the catalogue reconciliation runs once a day.
- Purchases are sent from each sales document, and you can start or withdraw their sending with **Sync now** and **Remove from Connectif**.

- A call from a Connectif workflow can create an opportunity in CRM or leave a note, and it is recorded under **Received webhooks**.

What it does not do

- It does not work without the FlexigoTech Cloud subscription or its trial: the Connectif API key is stored encrypted there and every call to your shop goes through that service.
- It does not include custom configuration of the module or migrating your installation (your data and your customizations) to another version of Odoo.
- It does not cover third-party costs: your Connectif account, Odoo and your hosting are contracted and paid for by you.
- Support does not cover modules that are not from FlexigoTech.

CONNECTOR GUIDE · CONNECTIF

2 The connector in figures

4
Odoo versions (17, 18, 19 and 20)

4
scheduled tasks, active on installation

3 and 10
accounts per connector, with Standard and with Pro

14
days of trial without a card

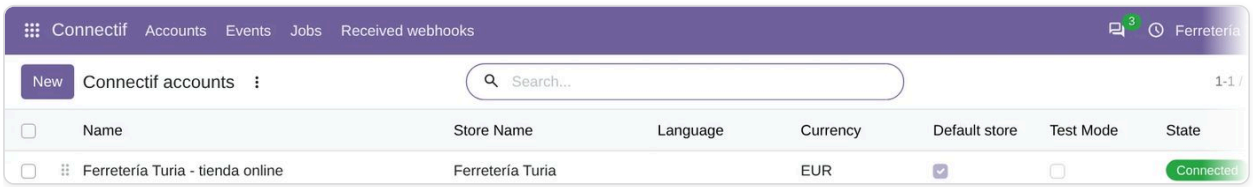
11,314
lines of code

704
automated tests

The module depends on the Odoo apps Contacts, Mail, Product, Automation Rules and phone number validation, plus the connection to FlexigoTech Cloud. All of them are part of the Odoo core, so nothing else is needed to install it. The connection was tested against the real shop that Connectif gave us.

CONNECTOR GUIDE · CONNECTIF

3 Where you see it in your Odoo



- **Real Odoo 20 screenshot.** The **Connectif accounts** list, with the name, currency and status of each store.

Connectif › Accounts	Open the **Connectif accounts** list. Each row is a shop: its name, language, currency and **State**. When you open one, you see its connection, its failed jobs and its event types.

Events	Open the **Connectif events** list, with the name, category, alias and account of each event type. It includes those Connectif sends to Odoo and those Odoo sends to Connectif.
Received webhooks	Open the list of calls that Connectif has made to your Odoo, with the date, account, event type, email, **State** and the error if there was one.
Jobs	Open the **Connectif jobs** list: what the connector has pending to send or has already sent, with its **State**, attempts, next attempt and last error.

Outside its own app, the connector adds a **Connectif** block to contact, sales order and product forms. On the contact there are the buttons **Sync now**, **Refresh from Connectif** and **Delete from Connectif**, and on the order and the product, **Sync now** and **Remove from Connectif**, together with the sync status, the last send and the last error. Calls from Connectif can create initiatives or opportunities in CRM, and the connection to FlexigoTech Cloud is activated from the Odoo settings.

4 What you need before you start

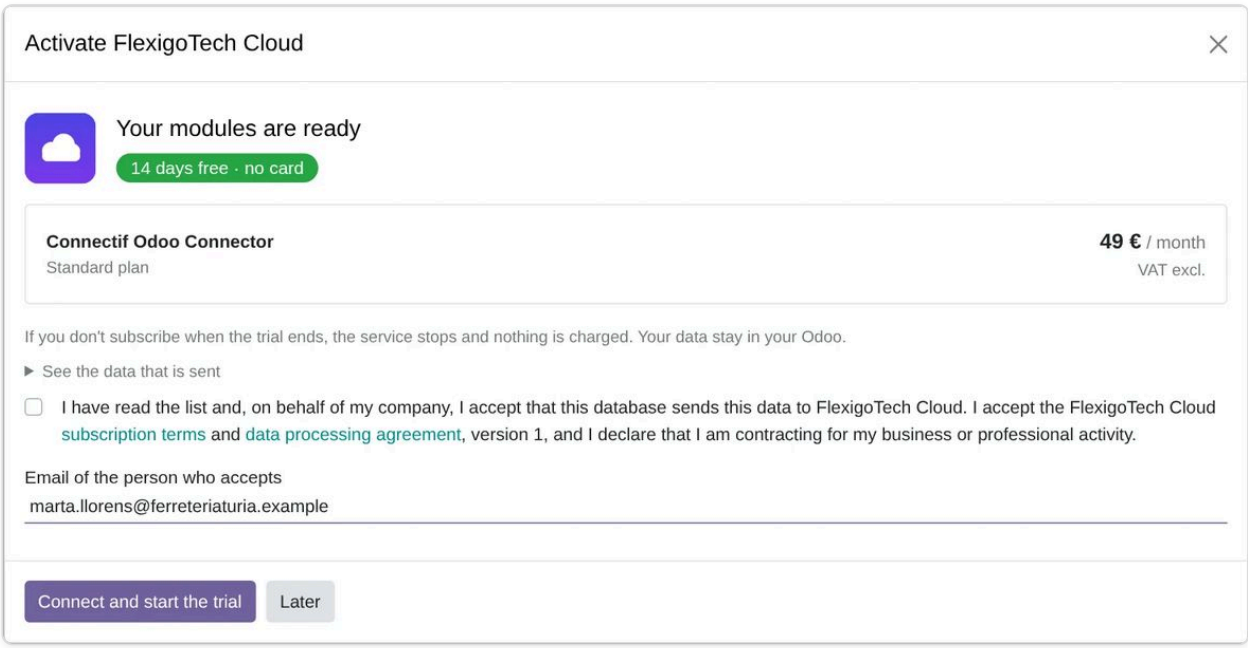
- A Connectif account with a shop created and access to its settings, to generate an API key.
- A Connectif API key with the permissions the connector requires: Contacts, Contact fields, Products, Purchases, Exports, Imports and Custom integrations (Webhooks) with Read, Write and Delete; Coupons and Store with Read; Custom events with Write. It is created in Connectif, under Store settings > API and IP access > API Keys > Create new API key. A key cannot be edited once created.
- The currency of your Connectif shop, which you check in Connectif under Store settings > Store details > Currency. Connectif does not provide it through its API, so the connector asks you for it.
- Odoo 17, 18, 19 or 20 on Odoo.sh or on your own server. Odoo Online does not work, because it does not allow installing third-party modules.
- The FlexigoTech Cloud subscription, with 14 days of trial without a card. Without the trial or the subscription, the connector does not talk to Connectif. The API key is stored encrypted in FlexigoTech Cloud and not in your Odoo.
- An Odoo administrator user, who is the one who can accept the consent and enter the API key.

> The connector does not create any of the above in Connectif for you: neither the account, nor the shop, nor the API key with its permissions. Nor does it set up your Connectif workflows.

It is installed like any third-party Odoo module, on Odoo.sh or on your server. Odoo installs at the same time `flexigotech_cloud`, the connection to FlexigoTech Cloud, and the apps it depends on: Contacts.

5 The FlexigoTech Cloud trial

1. **Press Activate in the top bar**
   It appears as soon as you install the module. It opens the **Activate FlexigoTech Cloud** window, with the Standard plan and its 14 days free, no card required.



- **Real Odoo 20 screenshot.** The activation window: read the list of data, tick the box and enter your email.

2 **Accept and enter your email**

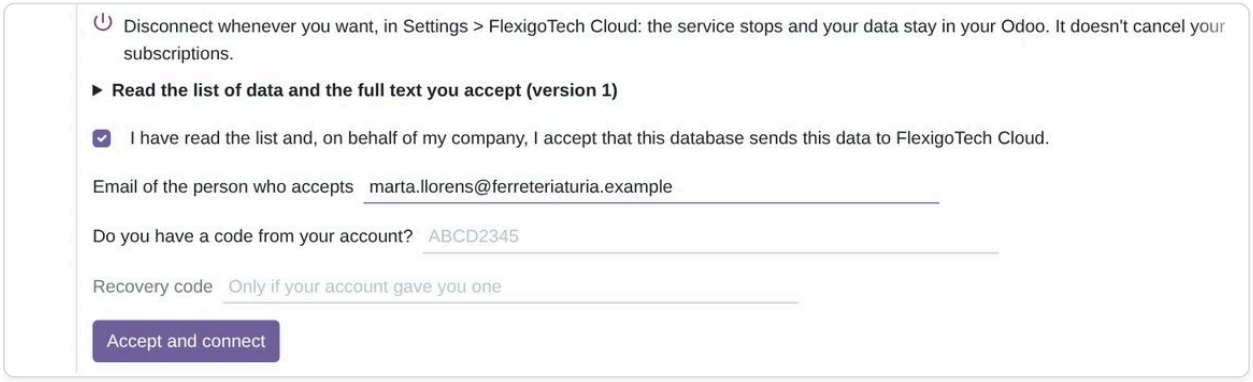
Tick «I have read the list and, on behalf of my company…» (it includes the subscription terms and the data processing agreement) and enter the **Email of the person who accepts**.

3 **Press Connect and start the trial**

Odoo registers the database with FlexigoTech Cloud and starts the module trial. If you leave it for later, **Later** closes the window.

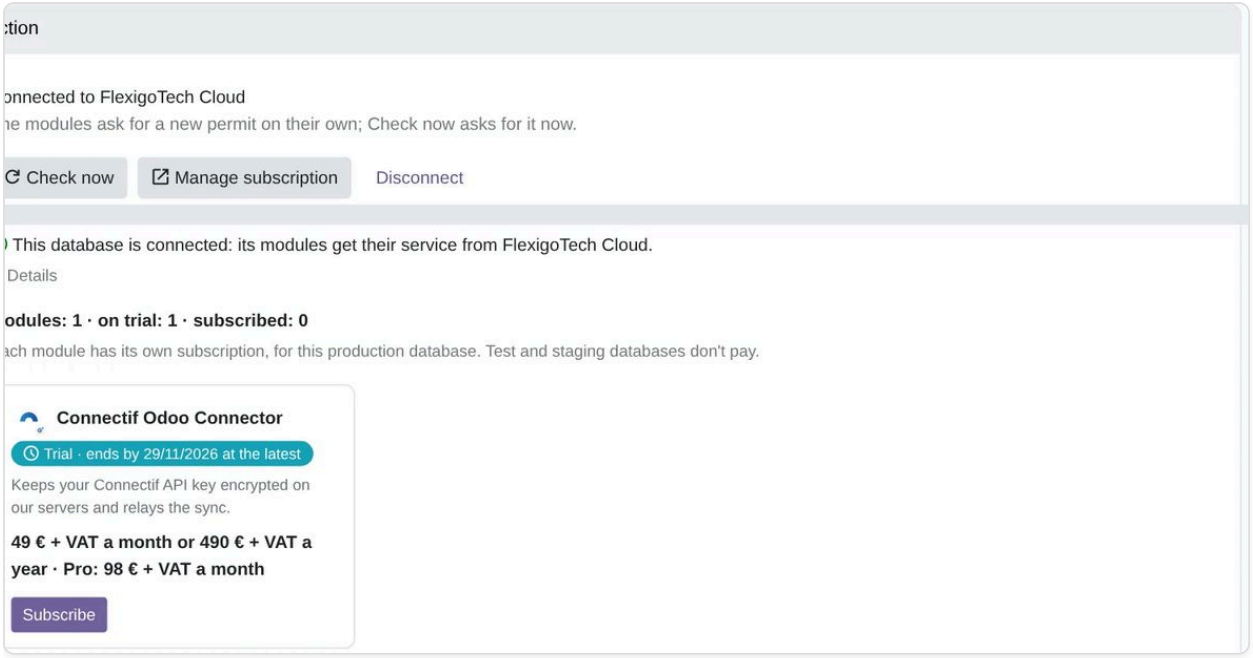
The same, from Settings

In **Settings › FlexigoTech Cloud** there is the full list of what the database sends. Tick the box, enter the email and press **Accept and connect**. If you already have an account at app.flexigotech.com, the field **Do you have a code from your account?** links the database to it (the code is valid for 10 minutes).



- **Real Odoo 20 screenshot.** Settings › FlexigoTech Cloud, before connecting: the ticked box, the email and **Accept and connect**.

With the database connected, the **Modules** block shows each module with its status: **On trial** and the date it ends, **Subscribed**, etc. From there you choose the plan (Standard or Pro, monthly or yearly) and press **Subscribe**: payment is made on the Stripe page, outside Odoo.



- **Real Odoo 20 screenshot.** Settings › FlexigoTech Cloud with the database connected and the connector on trial.

Prices exclude VAT. If you do not subscribe when the trial ends, the service stops and nothing is charged; your data stays in your Odoo. **Check now** requests permission immediately (otherwise the module renews it by itself every 6 hours).

> On a neutralised copy (staging) or on a database with demo data you cannot start a trial: Settings says so with «This database is a neutralised copy or has demo data, so trials can't be started here.»

CONNECTOR GUIDE · CONNECTIF

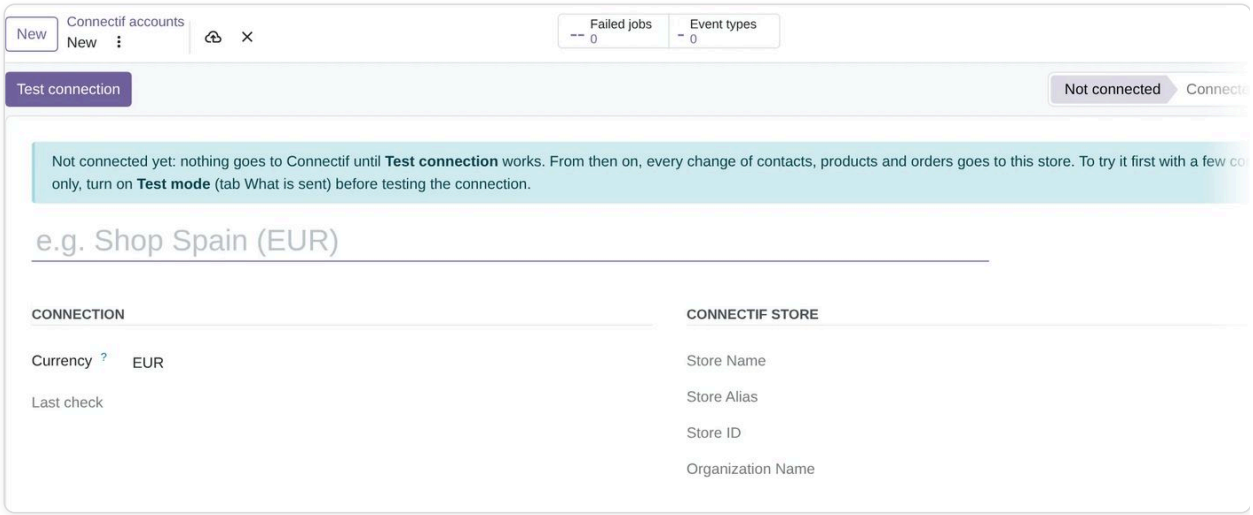
6 Connecting your shop step by step

1 Open the shops menu

Go to **Connectif › Accounts**. The **Connectif accounts** list opens.

2 Press New

The form for a new shop opens. Enter the **Name** by which you will recognise it in Odoo.



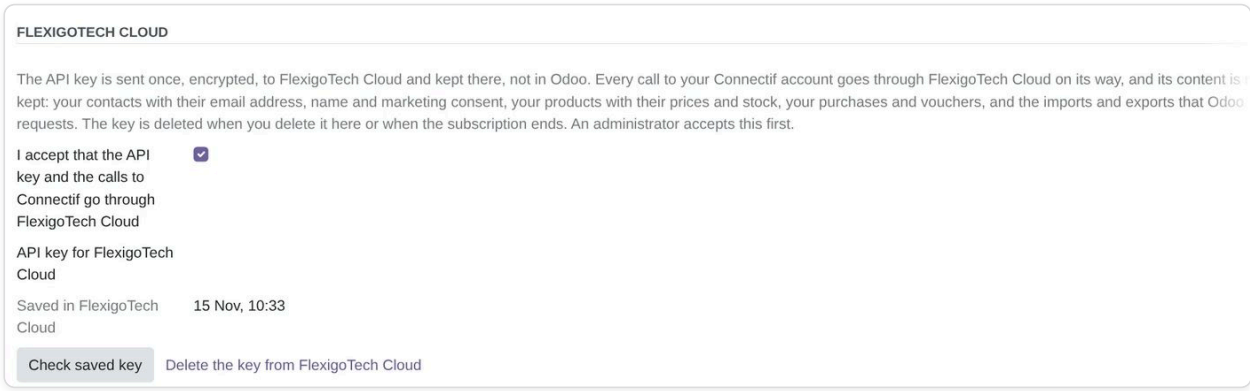
- **Real Odoo 20 screenshot.** The form for a new shop, not yet connected.

3 Choose the Currency and, if needed, the Language

The **Currency** must be that of your Connectif shop, because all the amounts Odoo sends are in it. With the **Language** filled in, only records in that language go to this shop; if empty, records in any language go.

4 Paste the API key

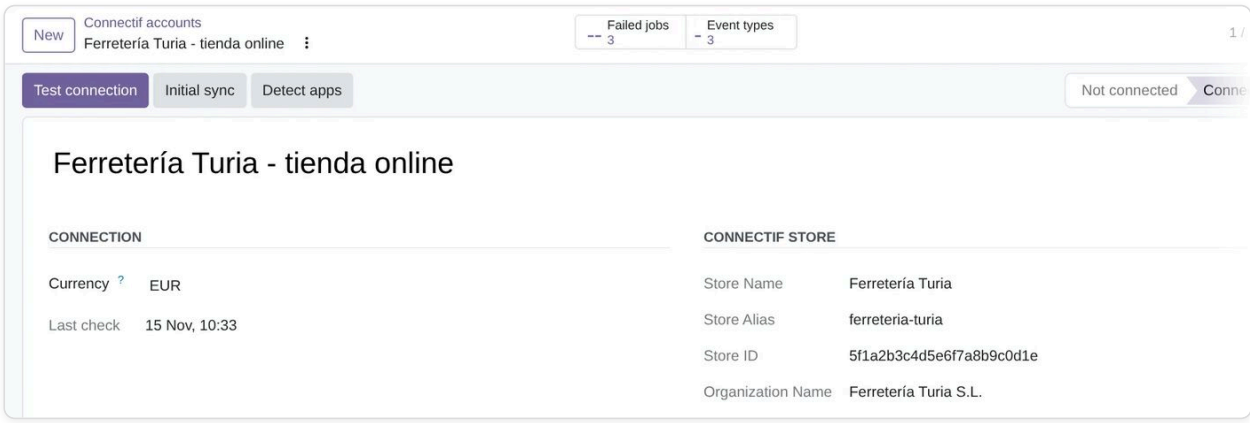
In the **FlexigoTech Cloud** section, accept that the API key and the calls to Connectif pass through FlexigoTech Cloud, and paste the key. It is sent only once, encrypted, and stored there.



- **Real Odoo 20 screenshot.** The **FlexigoTech Cloud** section of the shop, with the consent checkbox.

5 Save and press Test connection

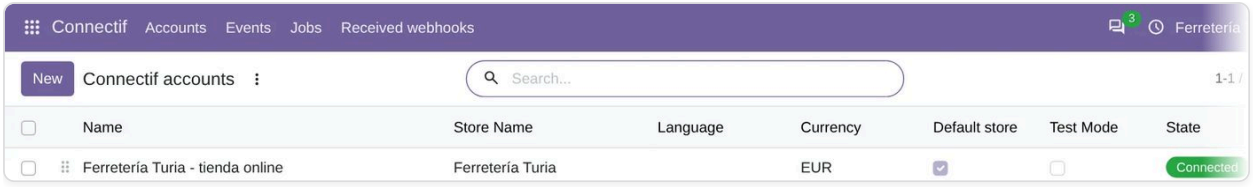
Odoo asks Connectif about your shop. If it responds, the **State** changes to **Connected** and the **Store Name**, **Store Alias**, **Store ID** and **Organization Name** are filled in.



- **Real Odoo 20 screenshot.** The connected shop, with the data of the Connectif shop.

> Only an Odoo administrator can accept the consent and set the API key. Without the consent accepted, Odoo does not save the key and warns you with «Before the API key is saved, an administrator has to accept that the key and the calls to Connectif go through FlexigoTech Cloud. Nothing was sent.». If you change the key, the store goes back to **Not connected** until you click **Test connection** again.

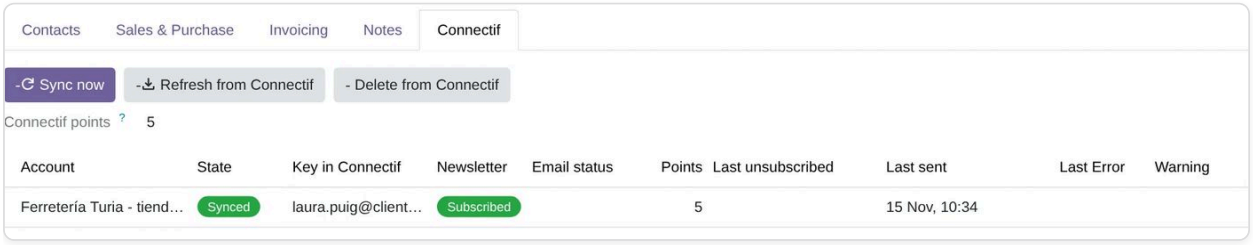
After connecting, data reaches Connectif through a queue processed every minute by the scheduled task **Connectif: process queue**. What Odoo already had before is sent with the **Initial sync** button, which only appears once the shop is saved. The **Test connection** button repeats the check whenever you want.



- **Real Odoo 20 screenshot.** The **Connectif accounts** list with the connected shop.

CONNECTOR GUIDE · CONNECTIF

7 Odoo contacts in Connectif, with their consent



- **Real Odoo 20 screenshot.** The **Connectif** tab of a contact, with the status, the newsletter and the dates of the last unsubscribe and the last send.

Each time you create a contact or change one of the data fields that are sent, Odoo puts it in the job queue of the shop it goes to. The **Connectif: process queue** task sends it, and runs every minute. If you do not want to wait, use **Sync now** on the contact. Unsubscribes and consent changes are read by the **Connectif: read consent** task: it runs every 15 minutes and reads each shop when its turn comes, every 6 hours by default (**Read every (hours)** in the **Consent** tab).

Sync now	Sends the contact to all the shops it belongs to, even if nothing has changed.
Refresh from Connectif	Read the contact now in each shop it is in and apply what Connectif says, for example an unsubscribe.
Delete from Connectif	Deletes the contact from all the Connectif shops that have it. Odoo stops sending it until you press **Sync now**.

In the **Connectif** tab you see, for each shop, the sending **State** (for example **Synced**), the email status and the last unsubscribe. The **Connectif points**, the last send and the last error also appear.

Who decides on consent

The most recent change wins. If the contact unsubscribed in Connectif after the last subscription in Odoo, Odoo puts it on the blacklist. If Odoo subscribed it later, nothing is done. If Odoo is going to subscribe an email that has already unsubscribed in Connectif, it checks first and does not subscribe it.

> A contact without a valid email is not sent and gives the error «The contact … has no valid email.». Only Connectif users can use these buttons: everyone else sees «Only Connectif users can do this.». A company's contact goes only to that company's stores.

What is sent and what is left out

Every value that is sent has to be valid for Connectif. If a single field is not, Connectif rejects the whole contact, so the connector leaves out the doubtful field and records it as a warning. Phone numbers are only sent if they

can be written with a country prefix and without spaces.

Which contact speaks for an email

If two Odoo contacts share the same email, only one speaks for it in each shop: the oldest. This way Connectif does not see one contact jumping between two records. If that contact is deleted or changes its email, another contact with that email takes over.

When it is sent and when it is deleted

When a contact is created, its sending to Connectif is queued. When saved, only if one of the data fields that are sent changes. When deleted, its deletion is queued where the shop requires it and the other links are forgotten.

The **Sync now** and **Refresh from Connectif** buttons run the job immediately. If all goes well, the form reloads. If something fails, a notification saying why appears before the reload.

States of what Odoo knows about the newsletter

- Unsubscribed: an email on the Odoo blacklist always counts as unsubscribed.
- Subscribed: Odoo has a subscription for that email.
- No data: Odoo knows nothing about the consent.

What Odoo does with each reading from Connectif

- Unsubscribed in Connectif after the last subscription in Odoo: the email goes to the blacklist with the reason Connectif. A later subscription in Odoo takes precedence and nothing is changed.
- Bounce or unsubscribe: the email goes to the blacklist, unless Odoo removed it after the last bounce.
- Subscription in Connectif after the date on which Connectif blacklisted it: Odoo treats it as a new subscription.

If you blacklist an email again from Odoo, Odoo keeps its own date and stops using the Connectif date. That date does not appear on any screen.

> If a contact unsubscribed in Connectif and you subscribe them in Odoo, Odoo reads the contact first and does not subscribe them. You cannot force a resubscription from Odoo.

Contact fields and their mapping

Each store keeps the list of Connectif contact fields: their ID, name, type, whether they are read-only, whether they are custom, their maximum length and their options. Each mapping links an Odoo field to a Connectif field. The Odoo field can be one on the contact or one on a related record, such as the company name or a tag. These fields do not appear in the module's views.

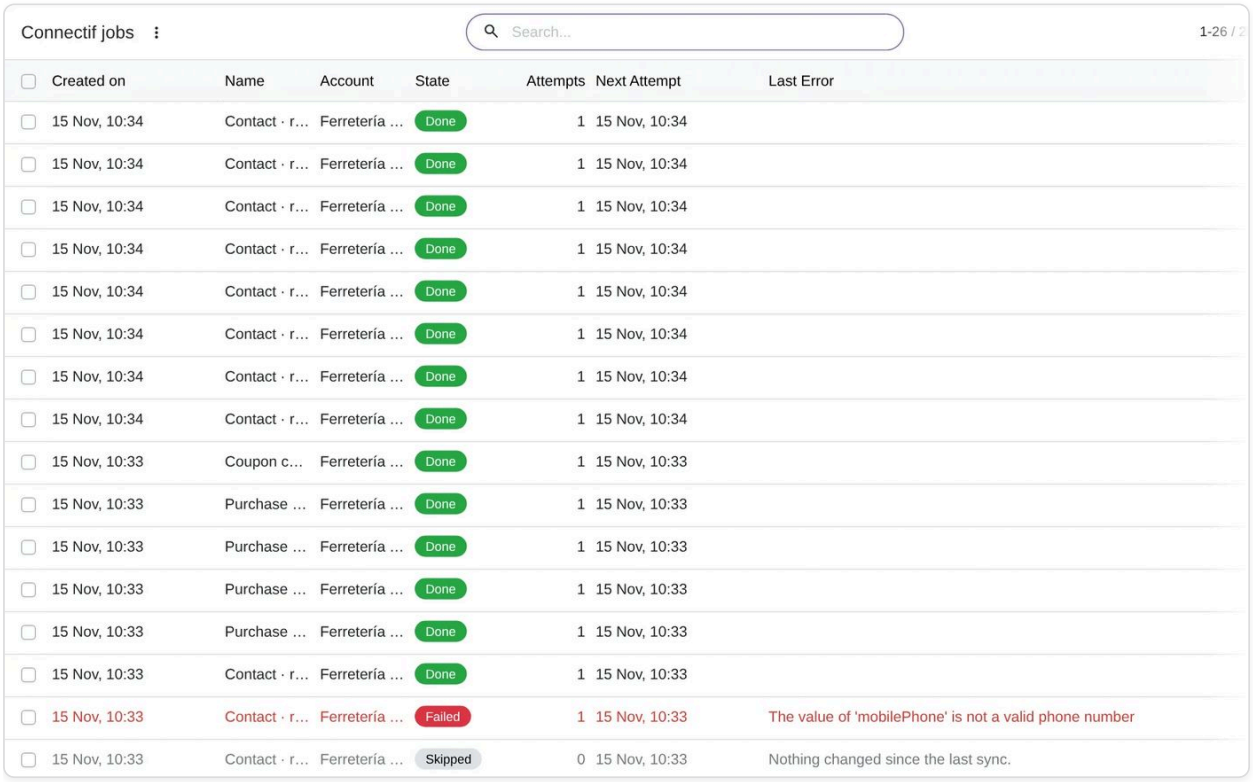
As it is	The Odoo value is sent as it is.
Date	It is sent as a date.
Yes / no	It is sent as yes or no.
Label of the choice	The label of the chosen option is sent.
Names (checkbox)	The list of names of the related records is sent.

A mapping can create its field in Connectif with the type that the Odoo field suggests. If it already fills a field, it gives the error «This mapping already fills "…".». If Connectif does not list the newly requested field, it gives «Connectif did not list the field "…" it was asked to create.».

Changing a mapping or a store field does not allow moving it to a store of another company: the change is checked again against that company's permissions.

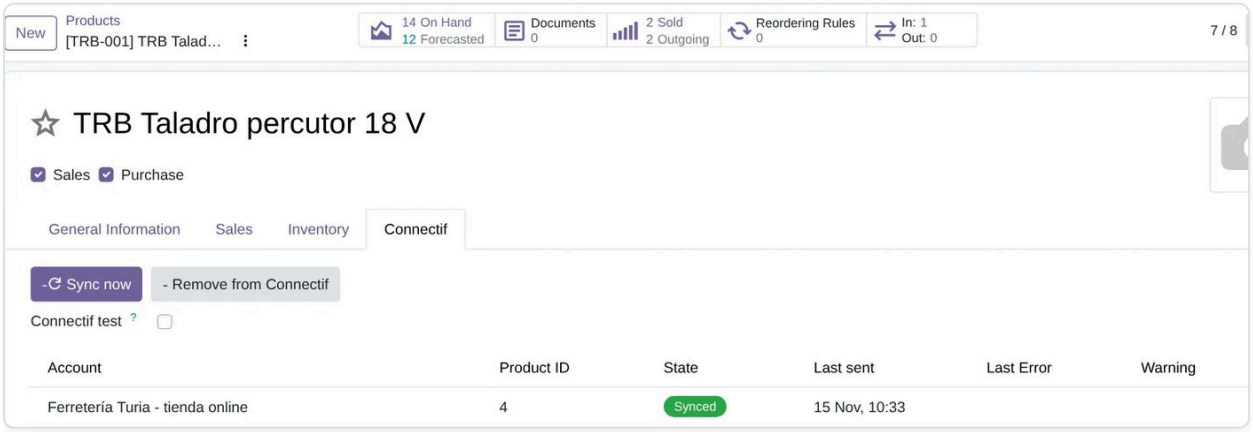
End-to-end example

Laura Puig has the **Connectif** tab with the Ferretería Turia - tienda online account, status **Synced** and newsletter **Subscribed**, with 5 points. If someone unsubscribes her in Connectif, at the next consent reading Odoo puts her email on the blacklist. If you then subscribe her again in Odoo, Odoo reads the contact first and does not subscribe her. Use **Refresh from Connectif** to see this straight away.



- **Real Odoo 20 screenshot.** The contact jobs of the store, with their status and attempts.

8 The Odoo product catalogue in Connectif



- **Real Odoo 20 screenshot.** **Connectif** tab of a product form, with the account, the product ID and the **Synced** status.

Where each piece of data comes from

- When you create, modify or delete a product, or a variant, the connector queues it and sends it to the store. The sending is done by **Connectif: process queue**, which runs every minute.
- **Connectif: reconcile products** reviews the catalogue once a day.
- **Connectif: build product feeds** builds the feeds every hour.
- Changes to the lines of a pricelist also trigger a new reconciliation.

On the product form

Connectif test	Checkbox. With the store in test mode, only the products ticked here and those in test purchases are sent.
Sync now	Sends the product at that moment to all stores of your companies that accept it.
Remove from Connectif	Deletes the product and its variants from every store that has it, along with their history. Odoo stops sending it until you press **Sync now**.

States

Synced	The last sending went well.
Error	The last sending failed. The reason is in **Last Error**.
Deleted	The product is no longer in Connectif.

> If you delete a product in Odoo, it is not deleted in Connectif: it is hidden, out of stock and blacklisted. To delete it there, use **Remove from Connectif**. Only Connectif users can do this; otherwise you get "Only Connectif users can do this."

What goes into the catalogue

Each store receives the whole catalogue of its company, in its language and its currency. A shared product goes to the stores of all companies. Depending on the store, the Connectif unit is the template or each variant. A

template takes the lowest price of its variants.

If the store does not show a product, it is hidden in Connectif. With eCommerce, only products published on the store's website enter, or on any website if the store does not limit one.

What is sent for each product

- Price, original price, price without taxes and the discount from the store's pricelist. Amounts are in the store's currency. Without Invoicing there are no taxes: the pricelist price is sent as it is.
- Categories, with the path of the internal category. With eCommerce, the public categories.
- Address from the product form: the store's template or the web store page.
- Brand, three custom fields and priority, from the Odoo fields you choose in the store.

Availability and stock

With Inventory installed and configured, a storable product appears in stock above the store's threshold and out of stock below it. Consumables and services always appear in stock. A stock movement only resends the product if its availability changes. Loose units go out in the next sending or in the daily reconciliation.

Link statuses

Synced	The last sending went well.
Error	The last sending failed. See **Last Error**.
Deleted	The product was removed from Connectif.

Fields of the Connectif tab

Account	The store the link belongs to.
Key in Connectif	The product ID in Connectif.
Last sent	When it was last sent.
Last Error	Why the last sending failed.
Warning	What the last sending left out and why.

Rules and limits

- In a purchase, the products on its lines are sent before the purchase, even if the store is in test mode or the product is outside the catalogue.
- With the feed, Connectif reads the catalogue on its own: if it does not know a product from a purchase, it fails and is retried later.
- When you archive or delete a product, the connector hides it in Connectif, it never deletes it.
- A product is hidden only if no other record uses its same ID in the store.

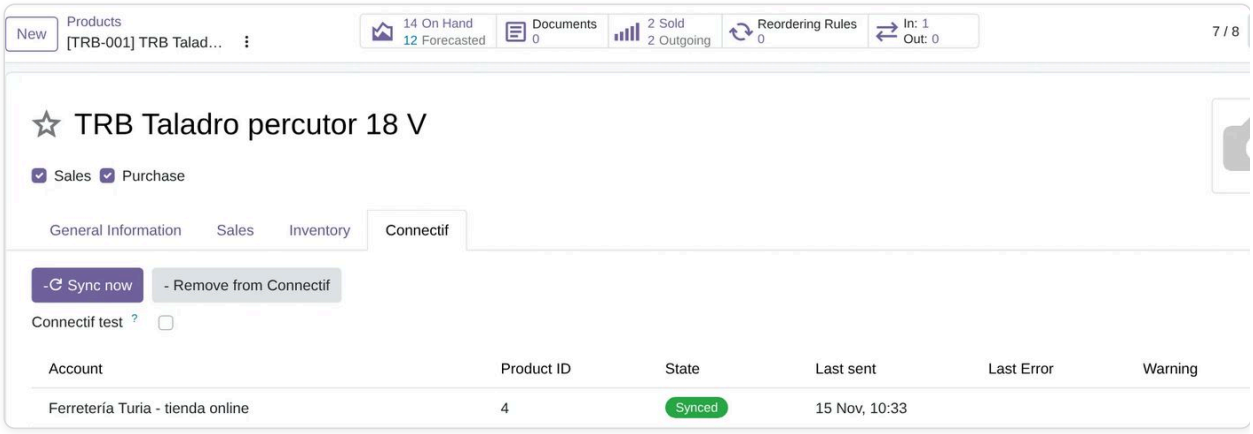
End-to-end example

1 **Create the product**

You create [TRB-001] TRB Hammer drill 18 V. The connector queues it and sends it to the store.

2 **Open the Connectif tab**

It shows the Ferretería Turia - tienda online account, product ID 4 and the **Synced** status.



- **Real Odoo 20 screenshot.** Form of [TRB-001] with the **Synced** status in the **Connectif** tab.

3 **Change the price**

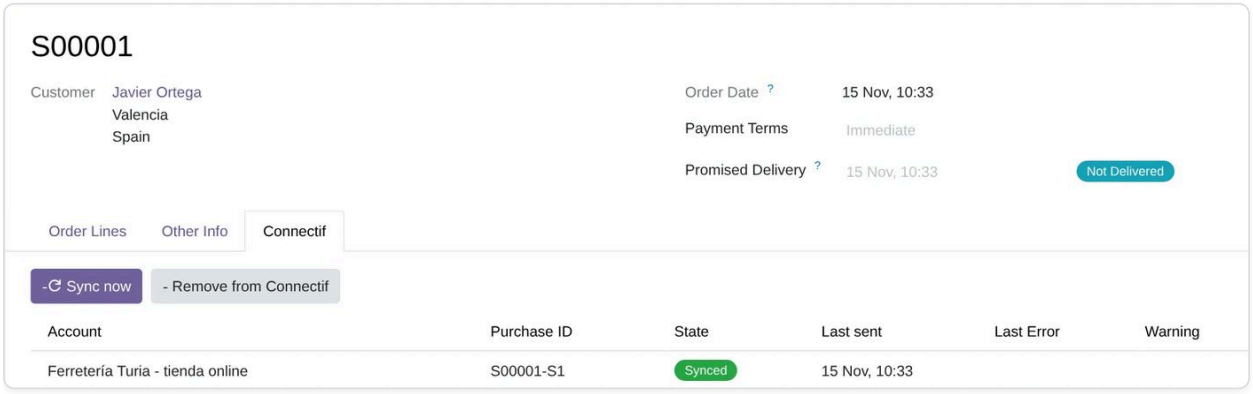
On saving, the product returns to the queue and is resent with the new price.

4 **Remove it if needed**

Remove from Connectif deletes it from the store. It is not sent again until you press **Sync now**.

CONNECTOR GUIDE · CONNECTIF

9 From the Odoo sale to the Connectif purchase



- **Real Odoo 20 screenshot.** **Connectif** tab of a sales order, with **Sync now** and **Remove from Connectif**.

Where each purchase comes from

- Sales orders: a confirmed order is a purchase in Connectif, with its changes and its cancellation. Requires Sales.
- Online store: a web order carries the cart of its visit, so that Connectif marks that cart as purchased and not abandoned. Requires eCommerce.
- Point of sale: a paid order with a customer is a purchase, and its returns modify it. Each point of sale has the option **Send orders to Connectif**, in the Point of Sale settings, which is on by default. Requires Point of Sale.

- Invoices: published customer invoices that do not come from a sales order or from the point of sale. It is optional and off by default. Requires Invoicing.

The scheduled action **Connectif: process queue** sends what is pending every minute. If you want to send a purchase now, use the button on its record.

Buttons of the Connectif tab

Sync now	Sends the purchase now to the stores of your companies. It also serves to resend it after removing it.
Remove from Connectif	Deletes the purchase and its activity from every Connectif store that has it. Odoo stops sending it until someone presses **Sync now**.

What is sent and what is not

If you change the order, the purchase is deleted in Connectif and recreated with the new data. If the document stops being a purchase, it is deleted. If you delete the document in Odoo, its purchase also disappears from Connectif.

> A document that is unconfirmed, cancelled or fully refunded is not sent as a purchase. Nor is one without the customer's email, or anything in test mode. An anonymous sale from the point of sale or from an excluded point of sale generates no work; **Sync now** explains why. A credit note is not a purchase: it modifies the one of the invoice it reverses.

What counts as a purchase in each source

Sales order	Counts when confirmed. It is resent if the order or any of its lines change, and withdrawn if it is cancelled.
Online store order	It is the same sales order, but with the cart of the visit. This way Connectif moves that cart to purchased instead of leaving it as abandoned.
Point of sale order	Counts when paid and with a customer. Closing the session does not change it. A return is never a purchase: it reduces the units and the total of the orders from which it takes lines, as long as it is paid. A return in draft removes nothing.
Customer invoice	It is counted when it is posted and does not come from a sales order or from the point of sale, because those apps send their own documents. Only shops that have the **Invoices** option enabled send them.

How each purchase is identified

Each purchase carries the document name, a hyphen, a letter for the source and the internal number of the record. The sales order S00001 shown on screen becomes S00001-S1. It is done this way because names repeat: two points of sale can number their receipts the same way, the name of an order can be edited, and the invoice number is unique only per journal. If they all shared an identifier, Connectif would answer with a conflict and the purchase of one document would replace that of another.

How it is sent

- Before the purchase, the connector sends the customer and the products to the shop if they have changed.

- If Connectif does not know the contact or the products, it sends them again and retries. If it still fails, it is left for later.
- If Connectif already has the purchase and it is identical, it accepts it as valid. If it is different, it replaces it, because Connectif does not allow a purchase to be modified: it deletes it and creates it again.
- If the shop's domain is not authorised in Connectif, the purchase fails and the error indicates which domains must be authorised.
- A document in another currency is converted to the shop's currency at the exchange rate of its date.

What each purchase includes

- Invoices: one line per product, deducting the posted credit notes. Lines without a product, negative lines and sections only count towards the total. The payment method of the last reconciled payment is reported; if there is no payment, the customer's preferred payment method.
- Point of sale: each product line with what remains after the paid returns. The total is what was paid, with the cash rounding, minus what was returned.

Fields of the Connectif tab

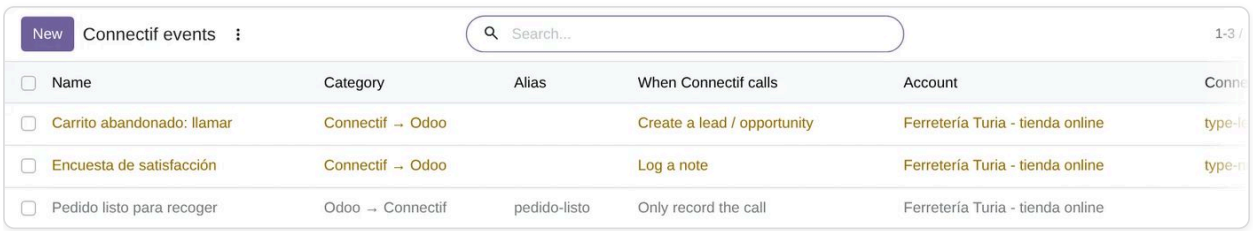
Account	The Connectif shop that has, or should have, the purchase.
Purchase ID	The identifier by which Connectif knows the purchase.
State	Shows whether the purchase is synced. In the example screen it reads **Synced**.
Last sent	When it was last sent.
Last Error and **Warning**	The reason for the failure or the warning from the last synchronisation.

An end-to-end example

In the shop Ferretería Turia - tienda online there is a sales order S00001 for the customer Javier Ortega. The order is confirmed: on confirmation the connector queued it and the scheduled task **Connectif: process queue** sent it. In the **Connectif** tab of the order appear the shop, the purchase ID S00001-S1, the state **Synced** and the time of the last send. Had there been a failure, it would appear in **Connectif › Jobs**.

CONNECTOR GUIDE · CONNECTIF

10 Connectif events and flows that act on Odoo



- **Real Odoo 20 screenshot.** The **Connectif events** list with a type that creates an opportunity, another that logs a note and another that sends to Connectif.

Connectif-to-Odoo event types receive calls from Connectif workflows. Each call is logged under **Received webhooks**, and the queue applies it according to what you choose under **When Connectif calls**. Odoo-to-Connectif event types are fired by an Odoo server action or automation rule.

The job queue is processed by the scheduled task **Connectif: process queue**, which runs every minute.

Buttons of the event type

Create in Connectif	Creates the type in Connectif. It is hidden if the type is already in Connectif.
Recreate in Connectif	Deletes the type in Connectif and creates it again. Use it to give it a new address or a new webhook token. Afterwards you must choose the new type in the Connectif flows that used it.

Button of the received call

Reprocess	Applies the call again. A note, an activity or a server action that was already done is not repeated.

States of a call

- **Received**: the call is registered and waits in the queue.
- **Done**: Odoo applied what the event type requested.
- **Ignored**: the call had no effect.
- **Failed**: something went wrong. The reason is kept in the call's **Error** field.

> A type already created in Connectif cannot be modified: its name, category, alias, icon and account do not change. It must be deleted and a new one created. With the option **Run a server action**, only system administrators can choose the action.

The two categories

Odoo to Connectif: sent by an Odoo server action or automation rule, and it needs a **Alias** that is unique within the store. Connectif to Odoo: a Connectif flow calls the Odoo webhook with this type. The Connectif call does not carry the type in the body, so the type goes in the address Odoo shows under **Webhook URL**.

What Odoo does when Connectif calls

OPTION	WHAT IT DOES
Only record the call	Saves the call in **Received webhooks** and nothing more.
Unsubscribe (blacklist the email)	Puts the email on the blacklist.
Subscribe again (only if Connectif unsubscribed it)	Removes the unsubscription only if it was Connectif that made it.
Update the contact	Writes the call's data to the contact.
Add tags	Adds the chosen **Tags** to the contact.
Log a note	Leaves a note on the contact.
Schedule an activity	Creates an activity with **Activity type** and **Activity summary**. If **Assigned to** is empty, it goes to the contact's salesperson or, failing that, to whoever created the type.

OPTION	WHAT IT DOES
Run a server action	Runs the chosen **Server action** on the contact.

Create the contact if missing creates a contact when none has the call's email. The option to create a lead or opportunity is offered only with CRM installed. With it you can set the **Salesperson** and the **Lead name**. The name comes from a template that by default includes the event type ({event}) and the contact's email ({email}); it also accepts their name ({name}) and any field of the call by its Connectif ID, such as {job}. A placeholder the call does not carry is left empty.

When it will not let you

- With CRM not installed, creating opportunities gives the error «"…" creates leads, and CRM is not installed: install it or choose another action.».
- With **Run a server action**, the action must be on contacts and you must choose one. The errors are «"…": choose a server action on contacts.» and «"…": choose the server action to run.».
- Only a system administrator can enable that action. Anyone with the shop's webhook token can trigger it, so it is advisable to regenerate the token if it leaks.
- After creating a type in Connectif, changing the name, category, alias, icon or account gives the error «Connectif cannot change an event type once created: delete it and create a new one.».
- Deleting a type that a workflow uses gives the error «A Connectif workflow uses the event type "…": take it out of the workflow in Connectif and try again.».
- Creating a type that already exists gives ""…" is already in Connectif.".

Old address and outdated token

Two read-only checkboxes warn that the webhook no longer matches. **Token Outdated**: Connectif calls with an old token and Odoo rejects it. **Old address**: Connectif calls an address that is not the one for this type. Because the call does not say which type it is, with more than one Connectif-to-Odoo type in the store Odoo cannot tell them apart. In both cases, click **Recreate in Connectif** and choose the new type in the flows that use it.

The event type record

The **Fields** tab lists the type's data, and the **When Connectif calls** tab stores the action. In the header you see **Name**, **Account**, **Category**, **Alias**, **Icon** and **Connectif ID**, which is read-only. The filters are the two categories, Odoo to Connectif and Connectif to Odoo, **Not in Connectif** and **Archived**.

Data of each received call

Each call in **Received webhooks** shows **Account**, **Event Type**, **Email**, **Contacts**, **State**, **Error** and **Processed Date**. Connectif administrators also see the **Payload** and the **Body as received**. **Effect Done** marks that the note, activity or server action has already run once, so a reprocessed call does not repeat the effect. You can filter by **Failed**, **Ignored**, **Done** and **Event Type**.

End-to-end example

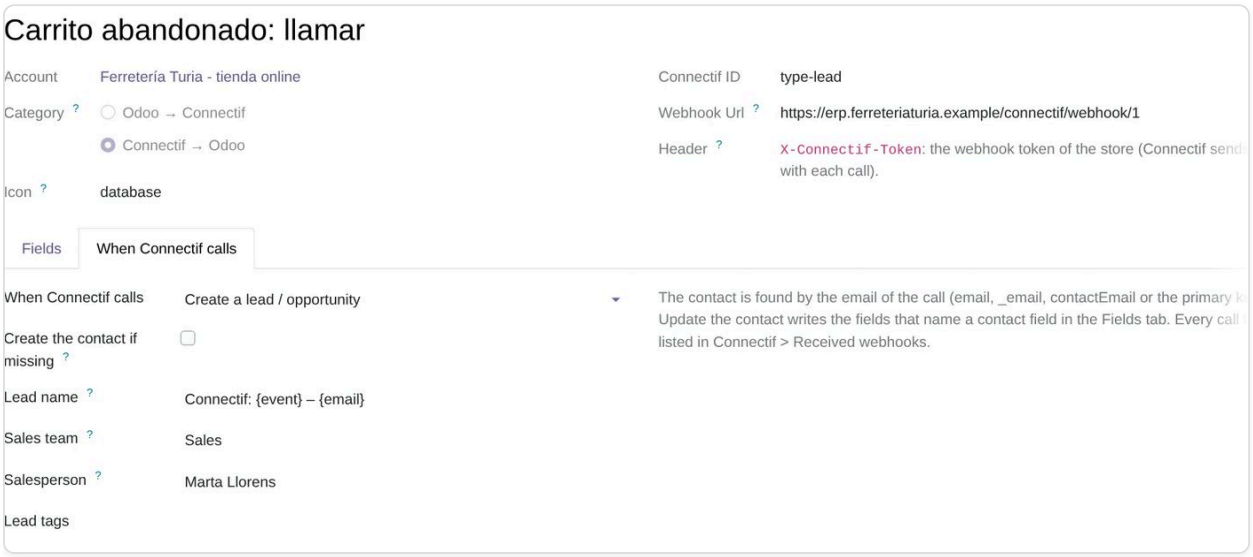
In the shop Ferretería Turia - tienda online there are three event types. The abandoned cart one creates an opportunity. The satisfaction survey one logs a note. The third, «Pedido listo para recoger», with the alias pedido-listo, goes from Odoo to Connectif. A Connectif flow calls with the abandoned cart type and a

customer's contact. In **Received webhooks** the call appears as **Done**, and in the CRM the opportunity appears with the name the type gives. The two survey calls are also **Done**.

CONNECTOR GUIDE · CONNECTIF

11 Leads and opportunities arriving from Connectif

Each call arrives at an event type in the Connectif-to-Odoo category. The types are listed under **Connectif › Events**, and each received call is logged under **Connectif › Received webhooks**. What Odoo does with the call is decided by **When Connectif calls** on that event type.



- **Real Odoo 20 screenshot.** The event type «Carrito abandonado: llamar» with the action to create a lead / opportunity.

There is no scheduled task or button on this path: the call is triggered by the Connectif flow when it wants. To create a lead, **When Connectif calls** must be set to **Create a lead / opportunity**. That option only appears if the CRM is installed.

Buttons of the event type

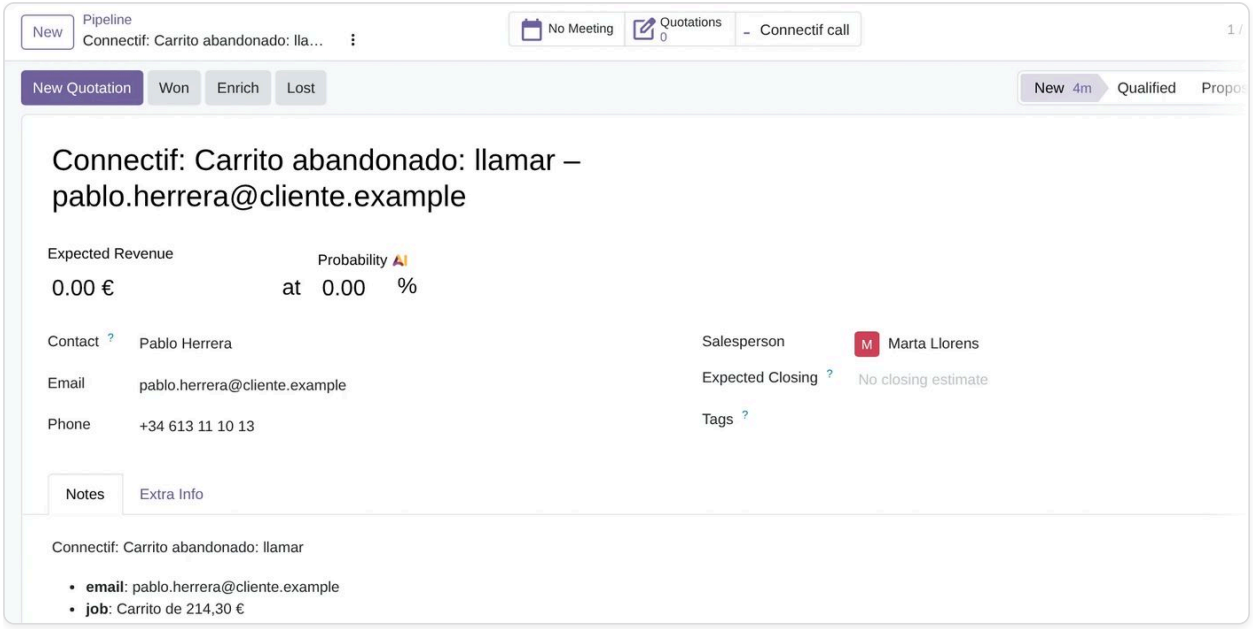
Create in Connectif	Registers the event type in Connectif. It is hidden if the type is already in Connectif. Only Connectif managers see it.
Recreate in Connectif	Deletes the type in Connectif and creates it again, with a new webhook address and token. It is hidden while the type is not in Connectif. Afterwards you must choose the new type in the Connectif flows that used it.

States

The event type has no states of its own. If Connectif calls with an old token or to an old address, Odoo rejects the call and flags the type; **Recreate in Connectif** fixes it.

What Odoo creates

The lead name comes by default from a template with the event type and the contact's email. You can change it in **Lead name**. In the example opportunity, the Connectif call is linked by hand with the **Connectif call** button.



- **Real Odoo 20 screenshot.** The opportunity created by the call, with the **Connectif call** button.

> Only Connectif users can link a lead to a Connectif call, and only system administrators can make a call run a server action. An event type already created in Connectif cannot be modified: it is deleted and a new one is created.

Lead or opportunity

If leads are enabled in the CRM settings, Odoo creates a lead. Otherwise it creates an opportunity. The CRM setting decides, not the permissions of whoever has the screen open at that moment.

Rules and conditions

- Creating initiatives from Connectif requires CRM to be installed. If it is not, when you save the event type Odoo warns you with «"…" creates leads, and CRM is not installed: install it or choose another action.»
- Only Connectif users can link an initiative to a Connectif call. Otherwise you get «Only Connectif users can link a lead to a Connectif call.».
- Making a call run a server action is a job for system administrators, because anyone who has the store's webhook token can trigger that action. If another user tries, you get «Only system administrators can make a Connectif call run a server action.».
- The server action has to be on contacts and you must choose one. If not, Odoo says so with «"…": choose a server action on contacts.» or with «"…": choose the server action to run.».
- An event type already created in Connectif cannot be changed. If you touch the name, category, alias, icon or account, you get «Connectif cannot change an event type once created: delete it and create a new one.».
- When you delete an event type, Odoo also deletes it in Connectif. If a Connectif flow uses it, you get «A Connectif workflow uses the event type "…": take it out of the workflow in Connectif and try again.».
- A type already in Connectif cannot be created again: you get "'…" is already in Connectif."

Event type fields

Name, **Category**, **Account**	The name, the direction of the call, and the store it belongs to. To receive calls, the category is Connectif to Odoo.

Alias	Used to send events from Odoo. An Odoo-to-Connectif type without an alias gives an error: an alias is required.
When Connectif calls	What Odoo does with each call. The options are **Only record the call**, **Unsubscribe (blacklist the email)**, **Subscribe again (only if Connectif unsubscribed it)**, **Update the contact**, **Add tags**, **Log a note**, **Schedule an activity** and **Run a server action**. The CRM adds **Create a lead / opportunity**.
Salesperson	Who takes ownership of the lead. If empty, it stays unassigned, and the team's assignment rules can assign it.
Lead name	Name template: {event} is the event type, {email} and {name} are the contact's, and any field in the call is referenced by its Connectif ID, for example {job}. A placeholder the call does not carry is left empty.
Create the contact if missing	If no contact has that email, Odoo creates one.
Webhook URL	The address Connectif calls. It cannot be edited.
Fields	Tab with the fields of the event type.

Call log

Every call received is recorded in **Connectif › Received webhooks**, with the date, the store, the event type, the email and the status. In the example screens, the calls for "Abandoned cart: call" and "Satisfaction survey" are in **Done** status.

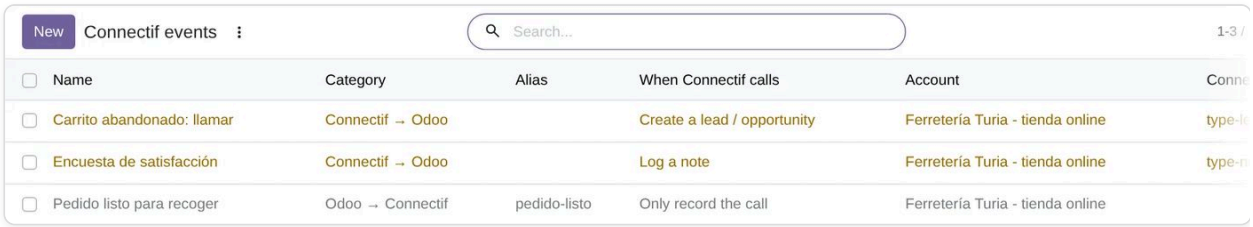


- **Real Odoo 20 screenshot.** The three calls received, all in **Done** status.

An end-to-end example

1 A Connectif flow calls Odoo

It is the "Abandoned cart: call" type, in the Connectif-to-Odoo category, with the action to create a lead / opportunity.



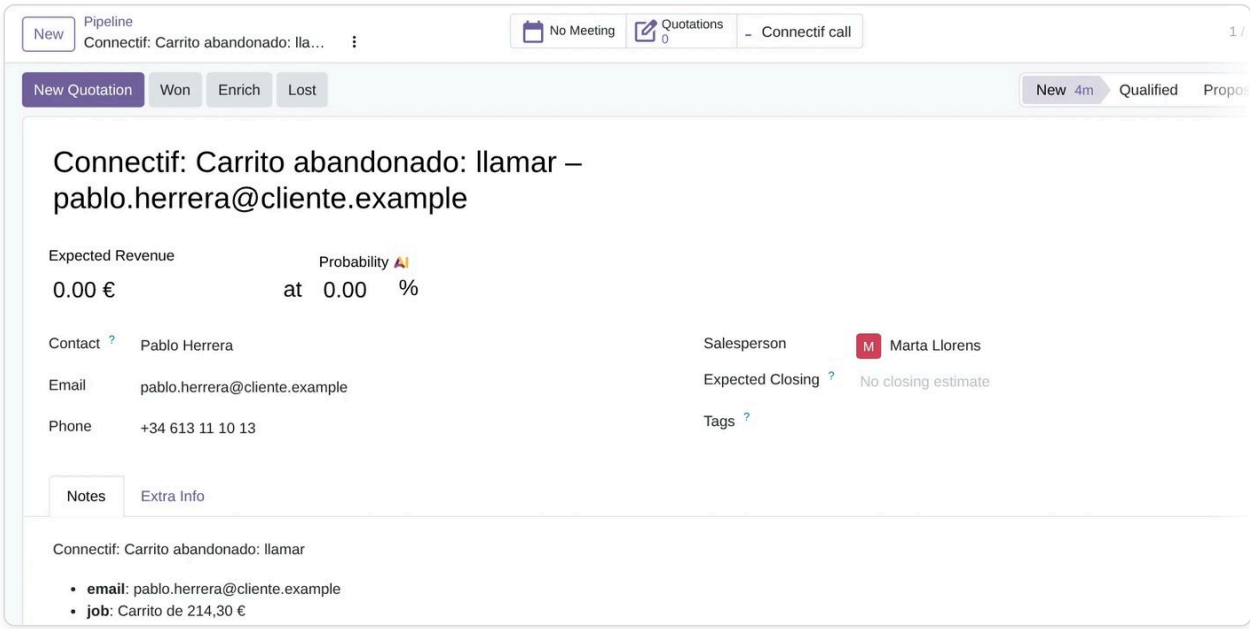
- **Real Odoo 20 screenshot.** The store's list of event types.

2 Odoo records the call

The call appears in **Received webhooks** with the customer's email and the **Done** status.

3 Odoo creates the opportunity

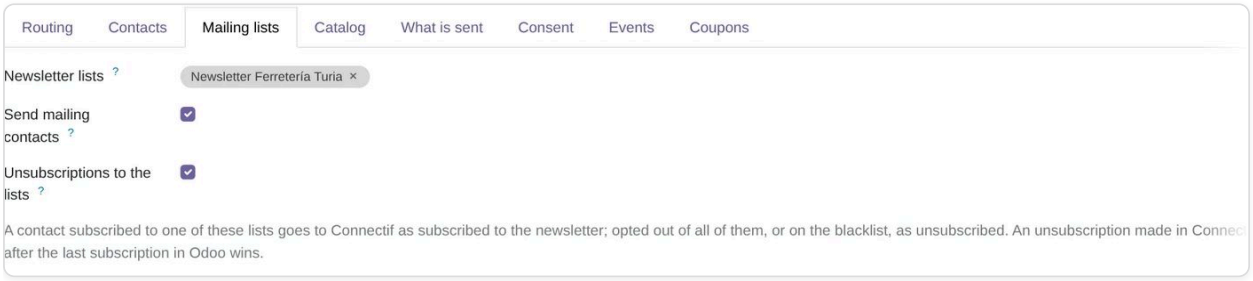
Its name follows the default template: "Connectif: Abandoned cart: call" followed by the contact's email. Under **Extra info** are the data the flow sent: the email and a cart of €214.30.



- **Real Odoo 20 screenshot.** The opportunity with the **Connectif call** button.

CONNECTOR GUIDE · CONNECTIF

12 Coupons, newsletter and mailing lists



- **Real Odoo 20 screenshot.** The **Mailing lists** tab of the store.

Where each piece of data comes from

- Coupon codes come from the Odoo Coupons and Loyalty programmes. You send them yourself with the **Export codes to Connectif** button on the programme's Connectif tab, or they are sent automatically if the programme has **Export new codes automatically** switched on. With the store in test mode, automatic exports wait.
- Consent and unsubscribes from Connectif are read by the **Connectif: read consent** task, every 6 hours by default on each store.
- Changes to the Email Marketing lists (subscriptions, unsubscribes, members) are sent to Connectif when saved, through the queue. The queue is processed by the **Connectif: process queue** task, every minute.

Programme button

Export codes to Connectif	Queues the programme's codes that are not yet in the coupon set, and also those Connectif rejected earlier. The queue completes the sending.

Direction of unsubscribes

An unsubscribe read from Connectif that is later than the last subscription in Odoo unsubscribes that email from the store's lists. If the contact subscribed in Odoo after that, the subscription counts for more than the unsubscribe.

> Codes can only be imported into a multiple-coupon set, and the set's store must belong to the same company as the programme. A programme's Connectif tab can only be changed by Connectif users. Otherwise Odoo shows "Only Connectif users can change the Connectif tab of a program."

The coupon set rules

The coupon programme is linked to a Connectif set. Odoo checks this when you save the programme and rejects two cases.

- If the set is not a multi-coupon set, it warns you with «Codes can be imported only into a Connectif set of multiple coupons.»
- If the set's store belongs to a different company from the programme, it warns you with «The Connectif store of the coupon set belongs to another company than the program.»

To export, you first have to choose the programme's set. If you have not chosen it, Odoo says «Choose the Connectif coupon set of this program first.»

Which codes are sent

Only the programme's cards that a contact can still use are sent: active, not expired, not reserved for a customer, with points and unused. Those not already in the set are sent. Those Connectif rejected are only resent when you ask for it when exporting.

If many cards are created at once in a programme with automatic export, a single job is queued per programme. If an export is already running, it is reused and nothing is lost.

Permissions

Exporting codes and changing a programme's Connectif tab is for Connectif users. For everyone else, Odoo shows "Only Connectif users can do this."

Newsletter status

A contact's status is read from the store's lists, by email.

- Subscribed: the email is on some list in the store and has not unsubscribed.
- Unsubscribed: it has unsubscribed from all the lists it was on.
- No status: it is on no list.

When it is sent to Connectif

Each change to subscriptions, the blacklist or a list's members queues the Odoo contact with that email. If there is no Odoo contact in that store, the Email Marketing contact is sent. The queue creates one job per member, so a very large list is best loaded with the initial sync. A sign-up in the website newsletter block is sent straight away or, if it fails, with the next page.

An end-to-end example

Laura Puig appears in Odoo as a contact with newsletter status Subscribed and status Synced in the store "Ferretería Turia - tienda online". If she unsubscribes in Connectif, the **Connectif: read consent** task reads it at the next read of the store (every 6 hours by default). If that unsubscribe is later than her last subscription in Odoo, Odoo removes her from the store's lists. If she later subscribes again from Odoo, that later subscription counts for more in Odoo, but Odoo does not resubscribe in Connectif someone who unsubscribed there.

13 Website tracking, push notifications and abandoned carts

The data does not arrive through a scheduled task or a button. It comes from the pages themselves, while the visitor browses. Each store is linked to a website, and the script goes on every page of that website.

What is sent

Website	The Connectif script and its tags go at the start of the body of each page. If the store is in test mode, only a logged-in visitor whose contact has the test tag sees it.
New account sign-up	If a visitor who is not logged in obtains an account (sign-up, invitation or OAuth login), Connectif is notified on the next page. A user created by someone who is logged in, from Settings or when granting portal access, does not count as a sign-up.
Logged-in visitor	Their customer data is sent. From the newsletter only the unsubscribe is sent, because subscriptions go through the API first.
eCommerce	Products viewed, products searched and the cart, with one line per product and totals with taxes and shipping.
Blog	A blog or blog article page tells Connectif its blog and its tags.

> These parts are not handled from a record of their own: they have no buttons or statuses. They are activated when the corresponding app is installed and are set in the store's **Website** tab, in **Connectif › Accounts**. If something fails while preparing a page's data, the page is still shown, without the Connectif data.

When the script appears on a page

Each page uses the store linked to its website, never another website's. If the store has no connection or no script, the page is served without Connectif. A store in test mode is only shown to a logged-in visitor whose contact carries the test tag.

What each type of page counts

Blog or blog article page	Reports its blog and its tags.
Store category	Reports the category and the parent categories.
Product page	Reports the product visit, and the search if the visitor came from a search engine.

Any other page	Goes without a category or page tag.

The cart

The cart is sent on every page for a visitor who has one, including when it is empty after being emptied: otherwise Connectif would treat it as abandoned. Amounts are in the store's currency, at the day's rate. The web order receives its access code when it is created, not when a page is rendered.

When that cart becomes a purchase, the purchase carries the cart's identifier. That way Connectif marks it as bought and not as abandoned. An order that does not come from the web keeps the identifier of its own purchase.

What is sent about the visitor

Only logged-in visitors send customer data. Only the unsubscribe travels from the newsletter, and only when Odoo knows the status. Subscriptions go through the API, which first asks Connectif, so the page does not undo an unsubscribe made there.

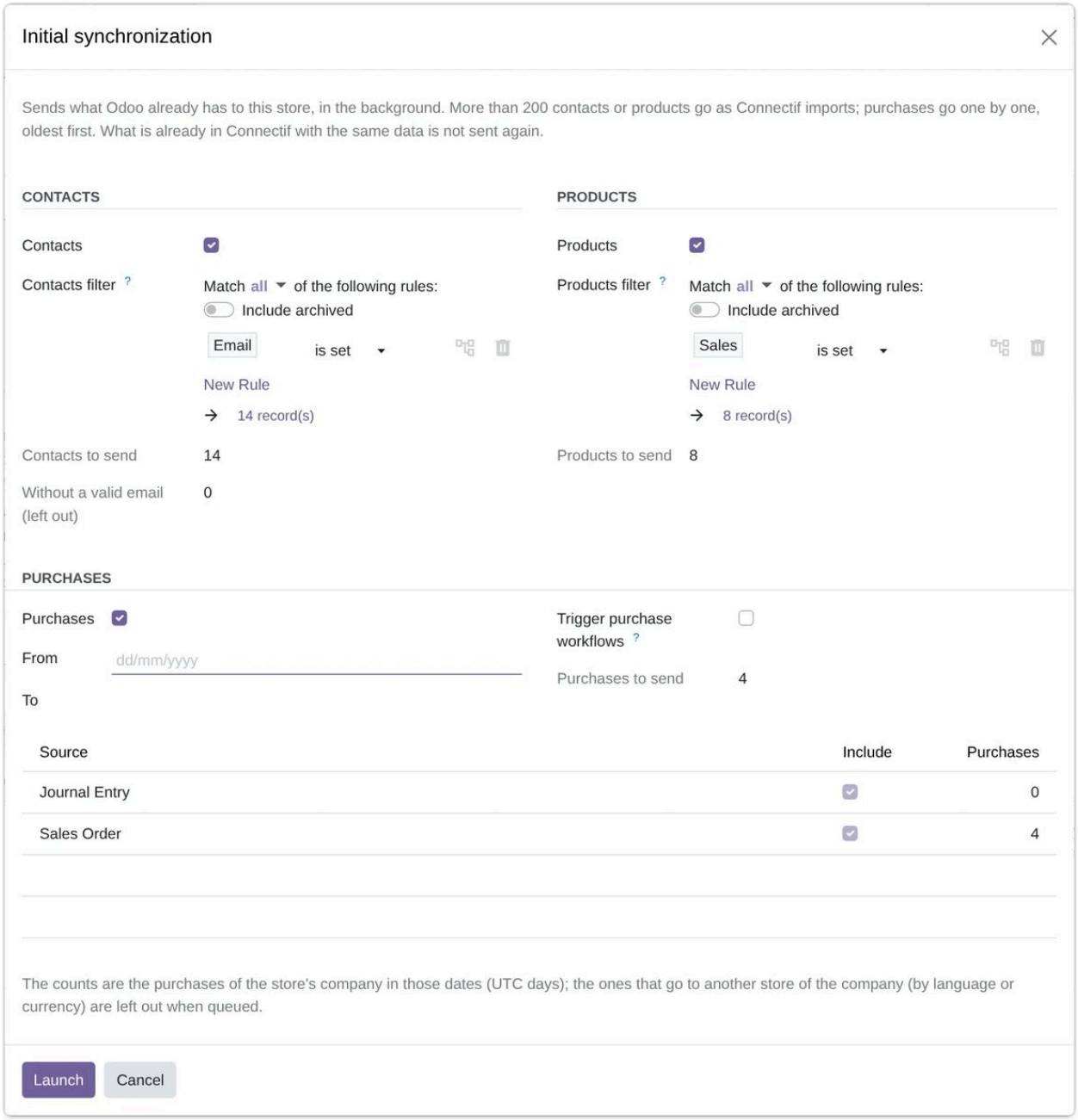
Cached pages

Odoo stores the HTML of pages for anonymous visitors. A visitor identified by Connectif, by email or by session, or with a cart receives tags that are theirs alone. That is why their page is requested with a parameter that keeps it out of that cache, so it is neither stored nor served to another visitor.

Example

A visitor who is not logged in signs up on your website. The next page notifies Connectif of the sign-up. They then add a hammer drill to the cart and the pages start carrying its products and totals with taxes. If they pay, the purchase arrives with that cart's identifier and Connectif marks it as bought.

14 Initial sync and background jobs



- **Real Odoo 20 screenshot.** The **Initial sync** wizard with the contacts, products and purchases groups.

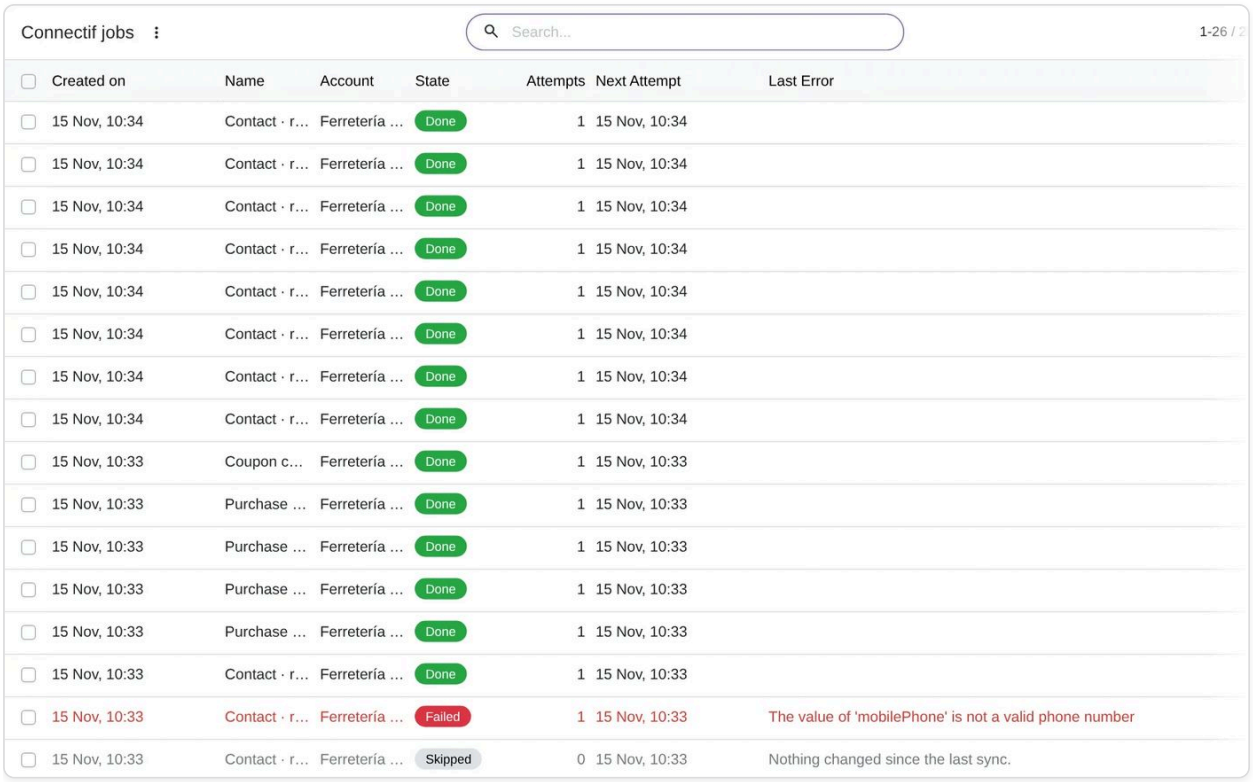
Open the store in **Connectif › Accounts** and press **Initial sync**. The wizard shows how many contacts and products it will send. When you press **Launch**, it queues one job for each type of data, and the queue does the rest.

The queue is processed by the scheduled task **Connectif: process queue**, every minute. You can see the jobs in **Connectif › Jobs**.

Launch	Queues the sending of what you have ticked: **Contacts**, **Products** or **Purchases**.
Retry	For a failed or skipped job, returns it to the queue so it runs now.
Mark as resolved	Takes a job you have fixed by hand, or that no longer matters, out of the failed list.

States of a job

- **Pending**: waiting its turn.
- **Running**: being processed.
- **Done**: finished successfully.
- **Failed**: finished with an error, which is shown under **Last Error**.
- **Skipped**: not sent.



- **Real Odoo 20 screenshot.** The **Connectif jobs** list with jobs in **Done**, **Failed** and **Skipped** status.

1. **Open the store**
   Go to **Connectif › Accounts** and open the store.
2. **Press Initial sync**
   The wizard opens.
3. **Mark what to send**
   Choose **Contacts**, **Products** or **Purchases**.
4. **Press Launch**
   The jobs are queued and listed.
5. **Check Connectif › Jobs**
   Look at the **State** of each job and retry the failed ones with **Retry**.

> Only Connectif administrators can launch an initial sync. If you tick nothing, the message "Choose what to send: contacts, products or purchases." appears. If one is already running for that type of data, you cannot start another until it finishes.

What each block sends

The initial sync sends the store what Odoo already holds, before the normal triggers keep it up to date. The wizard only counts and queues one coordinating job per type of data. The sending itself is then spread across the queue, never during your request.

- Contacts and products: if there are 200 or fewer, they go one by one through the normal queue. If there are more, they go as Connectif imports.
- Purchases: there is no import. The jobs are queued from the oldest to the most recent.
- What is already in Connectif with the same data is not sent again.

Wizard fields

Contacts filter	Goes inside the store's own contacts filter.
Contacts to send	How many contacts will be sent.
Without a valid email (left out)	How many contacts are left out for not having a valid email address.
Products filter	Goes inside the store's own products filter.
Products to send	How many products will be sent.
From and **To**	The dates between which purchases are taken.
Sources	The documents that count as purchases in this database: sales, point of sale or invoicing, depending on what is installed.
Purchases to send	How many purchases will be sent.
Trigger purchase workflows	Disabled (recommended): past purchases do not start the Connectif workflows of the purchase event, nor thank-you or cross-selling emails for old orders.

States of a job

Pending	Waiting for its turn. Its **Next Attempt** shows when it is due.
Running	Being processed. If the process is interrupted, the job is resumed later and counts as an attempt.
Done	Finished successfully. The **Done Date** and the **Duration (ms)** are kept.
Failed	Finished with an error. You can see the **Last Error**, **HTTP status** and **Error Code**.
Skipped	Not sent. This happens, for example, if the app a purchase came from was uninstalled.

Queue rules

- The queue runs every minute and each job is saved when it finishes, so a failure does not undo what Connectif already has.
- The stores take turns, one job each, so one store's initial sync does not hold up another.
- **Retry** only appears on failed or skipped jobs. If an identical job is already pending, that one takes precedence.
- **Mark as resolved** only appears on failed or pending jobs and records who marked it.

- If an import job fails, **Retry** sends the same batch again.

The job record

Each job shows **Account**, **Company**, **Operation**, **Model**, **Record ID**, **State**, **Attempts**, **Next Attempt**, **Last Error** and **Warning**. Those from the initial sync also show **Initial sync**, the one that queued them. The **Payload** is only visible to Connectif administrators. In the list you can filter by **Failed**, **Waiting**, **Skipped**, **Done** and **With a warning**, or group by **Store**, **State** and **Operation**.

An end-to-end example

You open the store Ferretería Turia - tienda online and press **Initial sync**. The wizard shows 14 contacts to send, with 0 without a valid email. You tick **Contacts** and press **Launch**. In **Connectif › Jobs** Contact jobs appear: some **Done** with 1 attempt and others **Pending** with 0, until the queue processes them.

> If a job fails, you see it under the **Failed** filter with its **Last Error**. Fix the cause and press **Retry**. If you fixed it by hand, use **Mark as resolved**.

CONNECTOR GUIDE · CONNECTIF

15 The data that goes and comes back

DATA	DIRECTION	WHEN
Odoo contacts (with their newsletter subscription status)	From Odoo to Connectif	When the contact is created or changed, via the queue processed by **Connectif: process queue** every minute. Also with **Sync now** on the contact.
Products and variants	From Odoo to Connectif	When the product is created or changed, via the queue, or with **Sync now**. **Connectif: reconcile products** reviews daily those already in Connectif. With the feed, **Connectif: build product feeds** regenerates it hourly.
Purchases (sales orders, point of sale tickets, invoices)	From Odoo to Connectif	When the document changes, via the queue, or with **Sync now** on the document. The history goes out with **Initial sync**.
Custom events	From Odoo to Connectif	When an Odoo rule or action sends the event, via the queue.
Coupon codes	From Odoo to Connectif	With **Export codes to Connectif** in the coupon program.
Unsubscribes, bounces, points and newsletter status	From Connectif to Odoo	Every 6 hours by default, with **Connectif: read consent**, or **Pull now** on the store. With **Refresh from Connectif** a single contact is refreshed.
Event calls from Connectif (for example, abandoned cart)	From Connectif to Odoo	When Connectif calls Odoo; the call is logged in **Received webhooks** and processed through the queue.
Event types and contact fields	From Connectif to Odoo	When you press **Load event types** and **Load contact fields**.

Calls to your Connectif account go through FlexigoTech Cloud. The API key is sent only once to FlexigoTech Cloud, which stores it encrypted and adds it to each call, and Odoo does not keep it. Without the subscription, or with the key not saved there, the connector does not call Connectif and leaves everything pending. It is the cloud that talks to Connectif.

CONNECTOR GUIDE · CONNECTIF

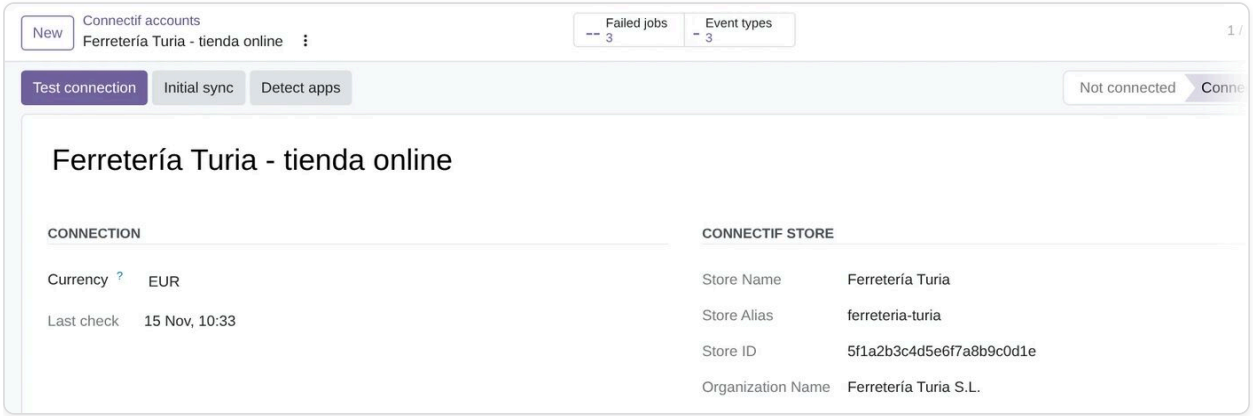
16 What runs on its own

TASK	FREQUENCY	WHAT IT DOES
Connectif: process queue	Every minute	Sends the pending jobs (contacts, products, purchases, events) to Connectif. Shares the turn among the stores so one store's initial sync does not hold back another.
Connectif: read consent	Every 15 minutes	Queues the reading of the contacts of each store whose interval has elapsed, to bring in unsubscribes, bounces, points and newsletter status.
Connectif: build product feeds	Every hour	Generates the XML product feed for the stores that use it.
Connectif: reconcile products	Every day	Recalculates the products the store already has in Connectif and resends those that have changed (prices, exchange rates, catalogue adjustments).

Frequencies are changed in **Settings** › **Technical** › **Automation** › **Scheduled Actions**. To see that menu you need to enable developer mode.

CONNECTOR GUIDE · CONNECTIF

17 Store options and their defaults



- **Real Odoo 20 screenshot.** The store form, with **Test connection** and **Initial sync** at the top.

OPTION	WHEN CREATED	WHAT IT DOES
Language	Empty	Only records in that language go to this store. Empty: any language.
Currency	The company's	The currency of your Connectif store. All amounts Odoo sends are in it.

OPTION	WHEN CREATED	WHAT IT DOES
Default store	On in the company's first store	Receives whatever no other store of the company takes. There is one per company.
Test Mode	Off	On, only contacts with the **Test tag**, and their purchases and events, are sent to Connectif.
Contacts, **Products**, **Purchases** and **Custom events**	On	You choose which kinds of data the store sends.
Read unsubscriptions	Off	Reads the newsletter status and bounces from Connectif. It turns on the first time the connection works.
Contacts to send	Contacts with email	Only the contacts that meet the filter go to this store.
Names	The first word as first name and the rest as last name	The other option sends the full name as first name. Companies always send the full name.
External ID	Odoo ID	Alternatives: **Contact reference** or **None**. With an external ID, a changed email moves the same contact, with its history, to the new address.
Newsletter status	Leave it as Connectif has it	Sent when Odoo knows nothing about consent. An email on the blacklist is always sent as unsubscribed.
Delete in Connectif when deleted in Odoo	Off	When you delete a contact in Odoo, it is also deleted in this store.
Product level	One per product (lowest variant price)	The alternative is one per variant.
Products to send	Products that can be sold	Products outside the filter are hidden in Connectif, never deleted.
Catalog	API: every change is sent	In feed mode, Connectif reads an XML file and Odoo does not call the products API.
Delete cancelled purchases	On	A purchase that is cancelled or fully refunded is deleted from Connectif.
Trigger purchase workflows	On	New purchases start the Connectif workflows for the purchase event.
Invoices	Off	Sends as purchases the customer invoices that do not come from a sales order or from the point of sale.
Invoice source	Other	Choose between **Online store**, **Point of Sale**, **Marketplace**, **Third party** and **Other**.

The other options are explained in their sections. If you change the product ID, products sent earlier with other IDs are hidden in Connectif.

What is done by hand

TAB OR GROUP	BUTTONS
Store header	**Test connection**, **Initial sync** and **Detect apps**. The last two only appear once the store is saved.

TAB OR GROUP	BUTTONS
FlexigoTech Cloud	**Check saved key** and **Delete the key from FlexigoTech Cloud**, for administrators only.
Contacts	**Load contact fields** and **Create in Connectif**.
Catalog	**Regenerate feed** and **Regenerate feed URL**.
What is sent	**Its jobs**, in the group **Initial sync**.
Consent	**Pull now**.
Events	**Create the Odoo integration in Connectif**, **Load event types** and **Regenerate token**.
Coupons	**Load coupon sets**.

Other store tabs

Routing	Decides which store receives each record according to its language and currency. If no store with filters takes it, the default store receives it.
Catalog	Stores the product level and ID, the **Pricelist**, the **Prices** with or without taxes, the **Product URL**, the **Base URL** and the **Image size**. The size comes in **1024 px**.
What is sent	Gathers the **Test Mode**, the **Purchases** and the store's **Initial sync**.
Consent	Stores how often it is read back, which is every 6 hours when created, and what Odoo does with unsubscriptions and bounces: the two blacklist options are on by default, and **Read unsubscriptions** turns on the first time the connection works.
Events	Stores the Odoo integration in Connectif, the **Webhook URL** and the **Webhook calls per minute**, which default to 120. With 0 there is no limit.

18 Security and personal data

- The Connectif API key is sent once, encrypted, to FlexigoTech Cloud and stored there, not in Odoo. Every call to your Connectif account passes through FlexigoTech Cloud on the way, without its content being stored.
- Before saving the key, an administrator must accept that the key and the calls to Connectif go through FlexigoTech Cloud. If they have not accepted, Odoo shows «Before the API key is saved, an administrator has to accept that the key and the calls to Connectif go through FlexigoTech Cloud. Nothing was sent.»
- Whoever activates the subscription accepts, on behalf of their company and with their email, the subscription terms and the data processing agreement. The company name, the email of the person accepting, the date and the version of the accepted text are stored.
- The connector has two user groups: **User** and **Administrator**. Connection tests, initial sync, reading consent, event types and received webhooks are handled only by the **Administrator** group. Anyone in the **User** group can open the **Connectif call** from an opportunity.
- **Check saved key** and **Delete the key from FlexigoTech Cloud** are visible only to the Odoo system administrator. If another user tries to delete the key, Odoo replies «Only an administrator can delete the API key from FlexigoTech Cloud.»
- A product field restricted to some user groups is not sent to Connectif: Odoo warns you with «"…" is restricted to some user groups: it is not sent to Connectif.»
- Your customers, orders, invoices and products stay in your Odoo. The data that travels to Connectif is what you decide to sync: contacts, products and purchases.
- The key is deleted from FlexigoTech Cloud when you delete it in the store or when the subscription ends.

Consent

Newsletter consent is read from Connectif with the scheduled task **Connectif: read consent**, every 6 hours by default in each store. In the store's **Consent** tab, **Pull now** starts the read in the background. An unsubscription read in Connectif after the last subscription in Odoo moves the email to the blacklist. A later subscription made in Odoo prevails and is not touched.

19 Several stores and several companies

Each store has its own company and its own options. They are created in **Connectif › Accounts**, and that list shows each store's name, language, currency and status. You can mark one as **Default store**: a new store marked as default replaces the one that was already default in its company.



- **Real Odoo 20 screenshot.** The store list in **Connectif › Accounts** with the Ferretería Turia store connected.

Each contact, product or purchase goes to the stores of its company. If there are several, each store receives what matches its language and currency filters. What fits none goes to the default store and, if there is no default, to the stores without filters. A contact shared between companies goes to the stores of all of them.

The number of stores depends on the plan: up to 3 with the Standard plan and up to 10 with the Pro plan. Stores in all companies of the database count. If you try to connect one more than the plan covers, Odoo warns you and nothing is sent to Connectif. A store already saved can still change its key.

Each store uses its own key: it never calls with another store's key, not even one from another company in the same database. If a price list or a website belongs to another company, the connector does not take it: the website gives the error «The website "..." belongs to another company than the Connectif store "...".»

20 If something fails

The store buttons do nothing or warn that there is no connection	Without the free trial or the FlexigoTech Cloud subscription, the connector does not talk to Connectif. Activate it from **Settings**, in the **FlexigoTech Cloud** block.
The store appears in Error	Connectif has replied 401 or 403: the API key no longer works. Until you press **Test connection** again, the queue does not touch that store. Paste the key again and test once more.
"Only Connectif users can do this."	Your user does not have the Connectif user permission. Ask an administrator. If the message mentions Connectif administrators, the administrator permission is needed.
«Before the API key is saved, an administrator has to accept that the key and the calls to Connectif go through FlexigoTech Cloud. Nothing was sent.»	An administrator has to accept that step before the key is saved.
A contact, product or purchase does not reach Connectif	Open **Connectif › Jobs** and check the **State**, the **Attempts** and the **Last Error**. On the record itself, the **Connectif** tab shows **State**, **Last sent**, **Last Error** and **Warning**.
A job appears as Failed	Fix the cause and press **Retry**. If you already fixed it by hand or it does not matter, press **Mark as resolved**.
A Connectif call does not create what is expected in Odoo	See **Received webhooks**: each call stores its **State** and, if it failed, the **Error**.

FlexigoTech Cloud can pause the flow of calls to Connectif. A pause does not count as a Connectif failure: the job is not marked as failed or deleted, and the queue retries it later.

Other notices you may see

«Paste the API key of the Connectif store "..." first.»	The API key for that store has not been saved yet. Paste it into the store and save.
«The API key of the Connectif store "..." is not saved in FlexigoTech Cloud: paste it again.»	The platform does not have the key. Paste it again.

«Your FlexigoTech Cloud plan covers up to ... Connectif stores on this database and they are all in use, so nothing was sent. Delete the key of a store you no longer use, or move to a plan with more stores (Pro) in Settings > FlexigoTech Cloud.»	Delete the key of a store you do not use, or change your plan.
«The contact ... has no valid email.»	Correct the contact's email and sync it again.
«Connectif cannot change an event type once created: delete it and create a new one.»	Delete the event type and create a new one.
«A Connectif workflow uses the event type "...": take it out of the workflow in Connectif and try again.»	Remove the event type from the workflow in Connectif and repeat the deletion.
"Choose what to send: contacts, products or purchases."	Tick at least one of the three options in **Initial sync**.
«The initial synchronization of ... is still under way (job ...): wait until it ends, or see it in Its jobs.»	Wait for the running job to finish.
«Only system administrators can make a Connectif call run a server action.»	Ask a system administrator to set it up.

CONNECTOR GUIDE · CONNECTIF

21 Other ways to do it

APPROACH	WHAT IT INVOLVES
By hand from the Connectif dashboard	Someone loads or imports the data into the Connectif dashboard and repeats this every time it changes in Odoo. Nothing to install, but that work is repeated by hand each time.
Odoo alone	The Odoo 20 code, in Community and in Enterprise, does not include any module with "connectif" in its name or any manifest naming it. Odoo does not ship anything on its own that talks to Connectif.
This connector	It is an Odoo module that talks to Connectif through FlexigoTech Cloud. It requires a FlexigoTech Cloud subscription, with a 14-day trial and no card required. It syncs contacts with their consent, the product catalogue and purchases, and lets Connectif workflows trigger actions in Odoo.

If you already use another tool to send data to Connectif, the **Initial sync** sends the store what Odoo already has, and anything already in Connectif with the same data is not sent again.

22 Plans and price

€9

License per Odoo version.

+ FlexigoTech Cloud

STANDARD

€49/month

or €490 a year

- First response within 1 working day
- Up to 3 accounts

PRO

€98/month

or €980 a year

- First response within 4 working hours
- Up to 10 accounts
- Video call if needed

14-day trial, no card

Prices exclude VAT

The module license is per Odoo version. FlexigoTech Cloud is paid monthly or yearly, and the 14-day trial does not ask for a card. With Standard, up to 3 stores; with Pro, up to 10.

23 Frequently asked questions

Does it work without a FlexigoTech Cloud subscription?

No. The Connectif API key is stored encrypted in FlexigoTech Cloud, and every call to your store goes through that service. Without the trial or the subscription, the connector does not talk to Connectif.

Is there a free trial?

Yes, 14 days and no card required.

Does it work on Odoo Online?

No. Odoo Online does not allow installing third-party modules.

Does it need Odoo Enterprise?

No. It works on Community and Enterprise: it depends on Contacts, Mail, Product, phone validation and automation rules, plus the connection to FlexigoTech Cloud.

Which Odoo versions does it work with?

Published branches exist for Odoo 17, 18, 19 and 20.

How much does the module cost?

The module license costs €9 per Odoo version. The FlexigoTech Cloud subscription is separate.

How much does the FlexigoTech Cloud subscription cost?

The Standard plan costs €49 per month or €490 per year, and Pro costs €98 per month or €980 per year. Prices exclude VAT.

How many stores does each plan support?

Up to 3 stores with the Standard plan and up to 10 with Pro. The stores of all companies in the database count.

What happens if I connect more stores than my plan covers?

Odoo warns you and sends nothing to Connectif. You can delete the key of a store you no longer use or move to the Pro plan.

What do I need in Connectif before starting?

An account with a store created and an API key with the permissions the connector asks for. The connector does not create that for you.

Can I connect several Connectif stores?

Yes, each one is its own connection in **Connectif › Accounts**, with its own key and options. You can have several per Odoo company.

How often do contacts reach Connectif?

When you create a contact or change one of the fields that are sent, it is queued. The **Connectif: process queue** task runs every minute and sends it.

Can I send a contact without waiting for the queue?

Yes, with **Sync now** on the **Connectif** tab of the contact.

How often is the Connectif consent read?

Every 6 hours by default, a schedule you change in the **Consent** tab of the store; there, **Pull now** runs it immediately.

Who wins if there is an unsubscribe in Connectif and a subscription in Odoo?

The most recent change wins. If the subscription in Odoo is later than the Connectif unsubscribe, it is left alone. If Odoo is about to subscribe an email that has already unsubscribed in Connectif, it does not subscribe it.

How often is the product catalogue updated?

Changes to a product go out through the queue, which runs every minute. **Connectif: reconcile products** checks the catalogue once a day and **Connectif: build product feeds** builds the feeds every hour.

What happens if I delete a product in Odoo?

In Connectif it is not deleted: it is hidden, out of stock and on the blacklist. To delete it there, use **Remove from Connectif**.

Which sales documents are sent as a purchase?

Confirmed sales orders, online shop orders, paid point-of-sale orders with a customer, and posted customer invoices that do not come from an order.

When is a purchase sent?

The **Connectif: process queue** task sends what is pending every minute. If you want to send it now, use **Sync now** on the order.

Does a sale without a customer email reach Connectif?

No. A purchase without a customer email is not sent, and neither is an unconfirmed or cancelled document.

Can Odoo coupon codes be used in Connectif?

Yes, the codes of a Coupons and Loyalty programme are sent to a multi-use coupon set in Connectif. They can be sent from the programme itself or, if the programme has automatic export, they are sent on their own.

Can Connectif workflows create CRM opportunities?

Yes. A call from a workflow to a Connectif-to-Odoo event type can create a lead or opportunity, provided CRM is installed. It can also log a note or perform other actions.

Can I trigger events from Odoo to Connectif?

Yes. An Odoo-to-Connectif event type is fired by a server action or automation rule, and it needs an alias that is unique within the store.

Does the connector track the website?

Yes. It places the Connectif script on the pages of the website linked to the store. If the store is in test mode, only a logged-in visitor whose contact carries the test tag sees it.

What about what I already had in Odoo before installing the connector?

You send it with **Initial sync**, which gathers existing contacts, products and purchases. What is already in Connectif with the same data is not sent again.

Is the initial sync very slow with a lot of data?

With 200 contacts or products or fewer, they go one by one through the normal queue. With more, they go as Connectif imports. Purchases go one by one, from oldest to newest.

Can I test it without touching my real data?

Yes, with **Test Mode** only contacts with the **Test tag**, and their purchases and events, are sent to Connectif.

What happens if a send fails?

It becomes a failed job, with its reason in **Last Error**, and you see it in **Connectif › Jobs**. **Retry** puts it back in the queue and **Mark as resolved** removes it from the failed ones.

Who can configure the connector?

Only Connectif users can use its buttons, and only an Odoo administrator can accept the consent and set the API key. Without permission, you see "Only Connectif users can do this."

Where is the Connectif API key stored?

It is sent once, encrypted, to FlexigoTech Cloud and stored there, not in Odoo. Before saving it, an administrator has to accept that the key and the calls pass through FlexigoTech Cloud.

What Odoo data is sent to FlexigoTech Cloud?

What goes to Connectif passes through FlexigoTech Cloud on the way, without its content being stored. That connection does not send your customers, orders, invoices or products to FlexigoTech Cloud to keep there.

What does support include?

The first response arrives within 1 business day with the Standard plan and within 4 business hours with Pro, which includes a video call if needed. It does not cover non-FlexigoTech modules or custom configuration.

Has it been tested against Connectif?

Yes. The connection was tested against the real store Connectif gave us, and the module has 704 automated tests against a simulator of their API.

CONNECTOR GUIDE · CONNECTIF

24 Glossary

Connectif	Marketing automation platform for online stores. It receives the data from Odoo and triggers the workflows.
Store	Each connection to Connectif in Odoo. It is created in **Connectif › Accounts** and has its own key, filters and options.
API key	The key created in Connectif and pasted into the store. It is sent once, encrypted, to FlexigoTech Cloud, which stores it; Odoo does not keep it.

FlexigoTech Cloud	FlexigoTech's service through which calls to your Connectif account pass. Its subscription or the 14-day trial without a card is required.
Consent	The subscription status of each contact to the newsletter. It is read from Connectif every 6 hours by default with the **Connectif: read consent** task and is shown in the **Connectif** tab of the contact form.
Blacklist	The list of Odoo emails that receive no messages. An unsubscribe or a bounce read in Connectif is recorded there against the email.
Product feed	The catalogue in XML format that Connectif reads on its own. The **Connectif: build product feeds** task regenerates it every hour.
Catalogue reconciliation	Daily review of the products that are already in Connectif, with the **Connectif: reconcile products** task.
Purchase	A sales order, a point of sale ticket or an invoice that is sent to Connectif. Each one carries its own identifier.
Initial sync	A wizard that sends a store what Odoo already has: contacts, products and purchases. What is already in Connectif with the same data is not sent again.
Job queue	The list of pending sends to Connectif. The **Connectif: process queue** task processes it every minute and it can be seen under **Connectif › Jobs**.
Event type	The definition of a notice between Odoo and Connectif, with its name, category and alias. It is managed under **Connectif › Events**.
From Connectif to Odoo	Event type that Connectif fires towards Odoo from a workflow, for example an abandoned cart or a survey.
From Odoo to Connectif	Event type that Odoo sends to Connectif from a server action or an automation rule. It needs an alias.
Alias	Unique identifier of an Odoo-to-Connectif event type within the store.
Workflow	A Connectif workflow. It can call Odoo and create an opportunity, leave a note or update a contact.
Received webhook	Each call that Connectif makes to your Odoo. It is logged under **Connectif › Received webhooks** with its status.
Default store	The store that receives whatever no other store of the company takes. There is one per company.
Test mode	With it switched on, only the contacts with the test tag, and their purchases and events, are sent to Connectif.
Coupon set	A set of Connectif codes into which the codes of an Odoo coupon programme are imported.

25 Checklist and contact

- [ ] You have a Connectif account with a store created and access to its settings.
- [ ] The Connectif API key has been created with the permissions the connector asks for.
- [ ] You know the currency of your Connectif store.
- [ ] You use Odoo 17, 18, 19 or 20 and the module is installed.
- [ ] You have activated the 14-day FlexigoTech Cloud trial, or the subscription, from **Settings**.
- [ ] You have created the store in **Connectif › Accounts**, with its **Currency** and, if needed, the **Language**.
- [ ] An administrator has accepted the consent and pasted the **API key**.
- [ ] You have pressed **Test connection** and the store shows as **Connected**.
- [ ] You have reviewed the store options and, if you use several, which one is the **Default store**.
- [ ] You have launched the **Initial sync** if you want to send what Odoo already had.
- [ ] A test contact shows the status **Synced** in the **Connectif** tab.
- [ ] **Connectif › Jobs** has no jobs in the **Failed** status.

If you would like us to set it up with you, get in touch. With the Pro plan, if needed, we can go through it by video call.

Email

To install it, set it up or for any question.
comercial@flexigotech.com

On the web

The connector page, with the guide and the prices.
flexigotech.com/en/connectif-connector-odoo.html

On Odoo Apps

The module page on the Odoo store.
apps.odoo.com

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