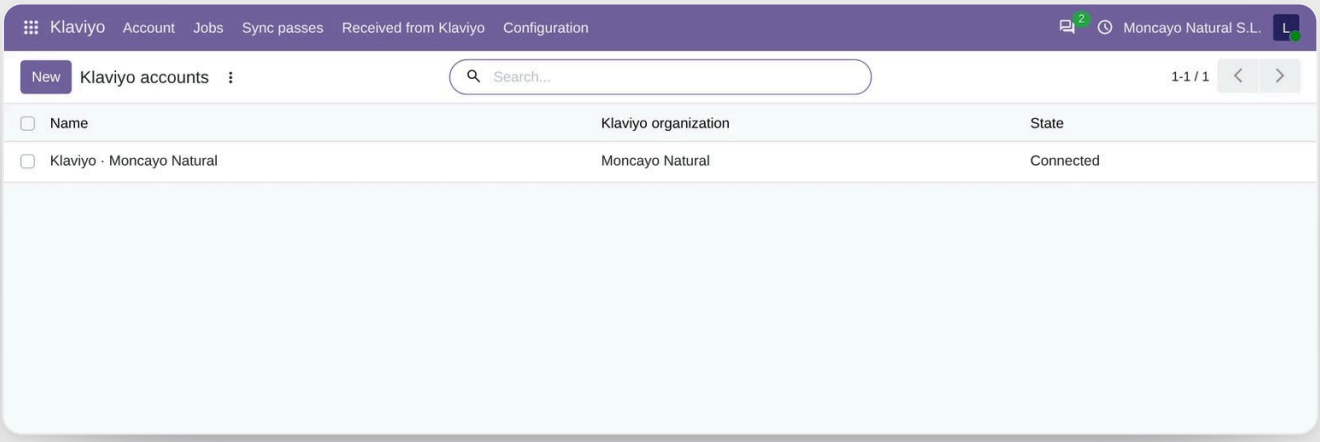
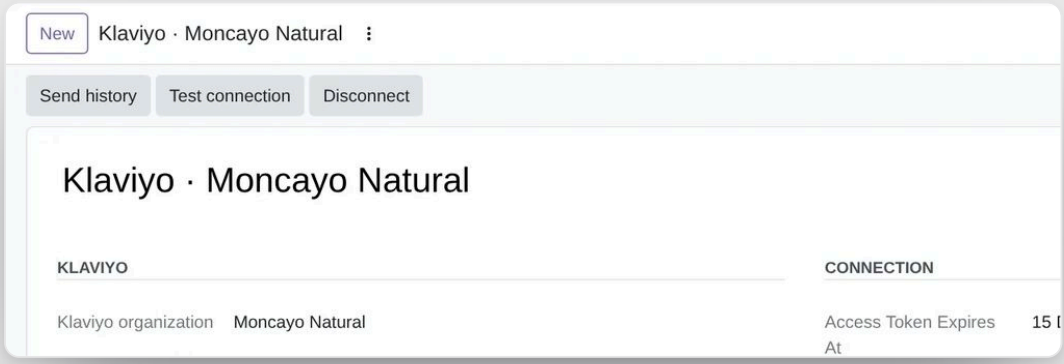
CONNECTOR GUIDE · MARKETING

Klaviyo connector for Odoo

Sync Odoo with Klaviyo: your contacts with their consent, the catalogue with stock and prices, and the orders and events of your apps.

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





Real Odoo 20 screenshot. The list of Klaviyo accounts and, beside it, the detail of a connected account.

Contents

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

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This guide describes version 20.0.2.0.1 of the module (Odoo branch 20.0, commit fc2ddf79f). Everything in it comes from its published code, the platform's official documentation or real screenshots.

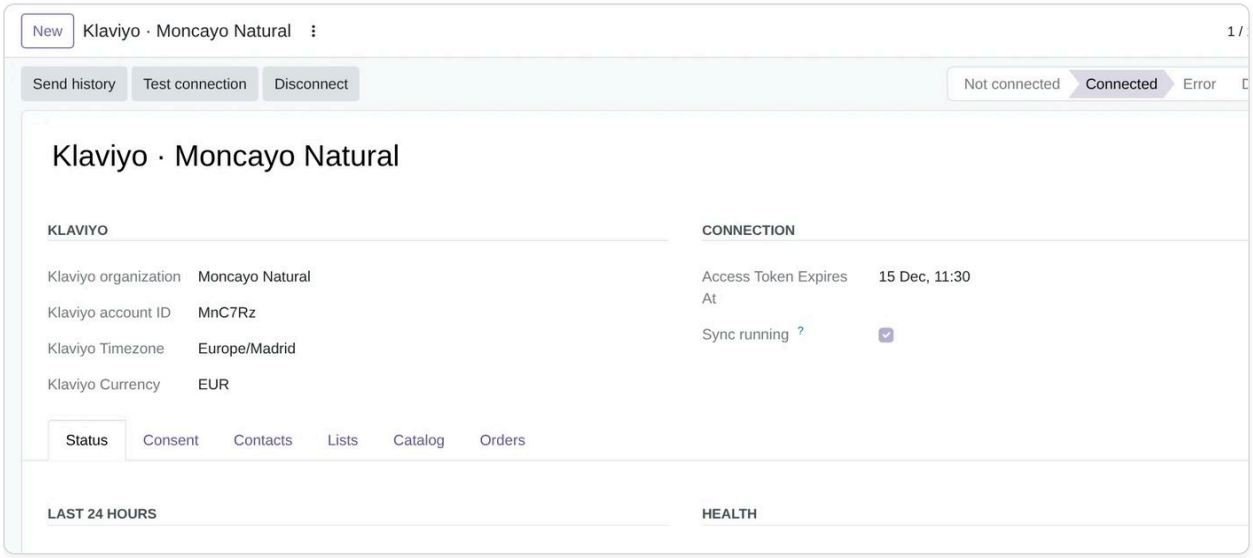
The screenshots come from a test Odoo 20 database, with a made-up company and data and no real connection to Klaviyo. The module also has a version for Odoo 17, 18 and 19.

1 Who it is for and what it solves

> The connector needs a FlexigoTech Cloud subscription, with a 14-day trial and no card required.

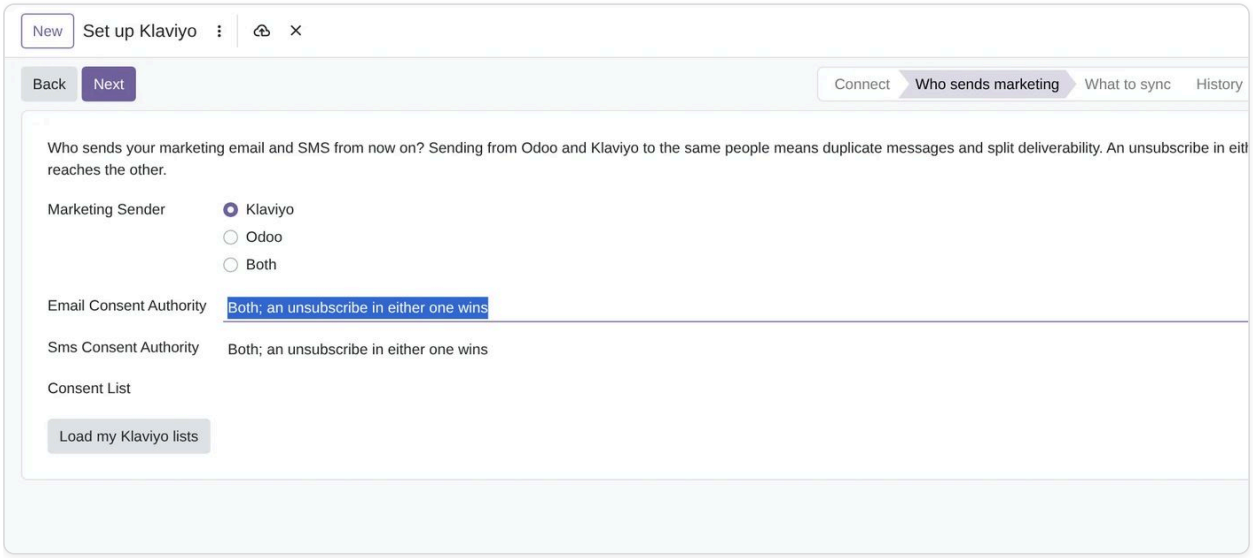
Without the connector, contacts with marketing consent, the catalogue and orders have to be moved to Klaviyo by hand or with exports. And when someone unsubscribes in Klaviyo, whoever runs Odoo has to find out and record it.

With the connector, Odoo sends Klaviyo the contacts with consent, the product catalogue, the events from your Odoo apps and the customer scores. Klaviyo sends the campaigns and flows with what Odoo syncs.



- **Real Odoo 20 screenshot.** The record of a Klaviyo account with its connection and the activity of the last 24 hours.

The **Set up Klaviyo** wizard guides you through **Connect**, **Who sends marketing**, **What to sync**, **History** and **Summary**. There you choose whether marketing is sent by Klaviyo, by Odoo or by both.



- **Real Odoo 20 screenshot.** The **Who sends marketing** step of the **Set up Klaviyo** wizard.

What changes day to day

- Contacts with marketing consent reach Klaviyo from Odoo, under the rules you choose for each account.

- Orders, invoices, deliveries and other events from your Odoo apps travel to Klaviyo as events.
- Consent is kept up to date in both directions: an unsubscribe in Klaviyo is applied in Odoo.
- You can send your Odoo mailing lists as Klaviyo lists, and Klaviyo lists are loaded into Odoo.
- On the account record you see what has been sent, what has been skipped and what has a warning, and under **Sync passes** each pass.

What it does not do

- It does not send campaigns or flows: Klaviyo sends those with what Odoo syncs.
- Each Klaviyo account is connected separately, and the number of accounts is capped by plan.
- It does not migrate your database to another version of Odoo, nor does it configure the module for you.

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2 The connector in figures

4
Odoo versions: 17, 18, 19 and 20

11
scheduled jobs, all active when installed

3 and 10
Klaviyo accounts on the Standard and on the Pro plan

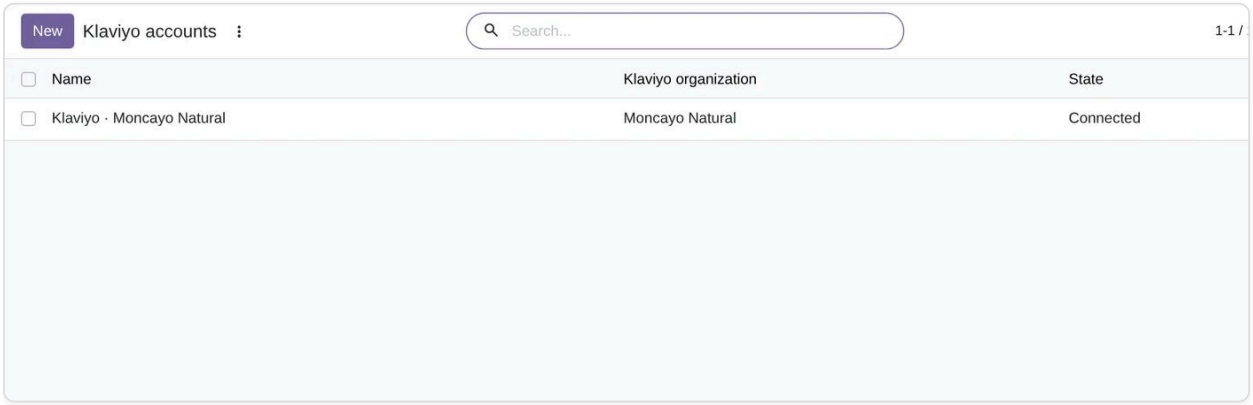
14
days of trial, no card required

13,587
lines of code

1,357
automated tests

It works on Community and on Enterprise: all its dependencies (base, mail, contacts, product, phone_validation and the FlexigoTech Cloud module) are Community. The parts for Helpdesk, Appointments and Subscriptions, which are Enterprise apps, only switch on if you have them. Its 1,357 automated tests run against a double of the Klaviyo API, and the connection, profiles, events and webhooks were also tested against the real API.

3 Where you see it in your Odoo



- **Real Odoo 20 screenshot.** List **Klaviyo accounts** with an account in the Connected state.

Klaviyo › Account	Opens the Klaviyo account of the company you are in. The first time, it creates it, using the company name.
Klaviyo › Jobs	Opens the **Klaviyo jobs** list: the pending work and the work already done that is sent to Klaviyo.
Klaviyo › Sync passes	Opens the **Klaviyo sync passes** list: each pass with its start, its end and its counts.
Klaviyo › Received from Klaviyo	Opens the **Received from Klaviyo** list: the notices that arrive from Klaviyo.
Klaviyo › Configuration › Accounts	Opens the **Klaviyo accounts** list, where accounts are created and opened.
Klaviyo › Configuration › Lists	Opens the **Klaviyo lists** list.
Klaviyo › Configuration › Set up	Opens the **Set up Klaviyo** wizard.

Outside its own app it changes only one Odoo screen, the contact form: it adds the **Klaviyo** tab and the **Erase from Klaviyo (GDPR)** action. Products, mailing lists and the blacklist look the same as always, and their changes reach Klaviyo through the queue.

4 What you need before you start

- A Klaviyo account and access with a user who can authorise applications. The connector does not ask you to paste credentials: access is granted on the Klaviyo authorisation screen.
- Odoo 17, 18, 19 or 20, on Odoo.sh or on your own server. It does not work on Odoo Online, which does not allow installing third-party modules.
- Your Odoo must be reachable at a public https address. If it is not, connecting fails with the error "Connecting with Klaviyo needs this Odoo on a public https address (it is ...)."
- An administrator user, who is the one who accepts what goes through FlexigoTech Cloud when connecting Klaviyo.
- A user in the Klaviyo Manager group to connect, disconnect or configure. Without that group the error "Only a Klaviyo Manager can connect, disconnect or configure Klaviyo." appears.
- The FlexigoTech Cloud subscription or its 14-day free trial, no card required, which is activated on the **Activate FlexigoTech Cloud** screen.

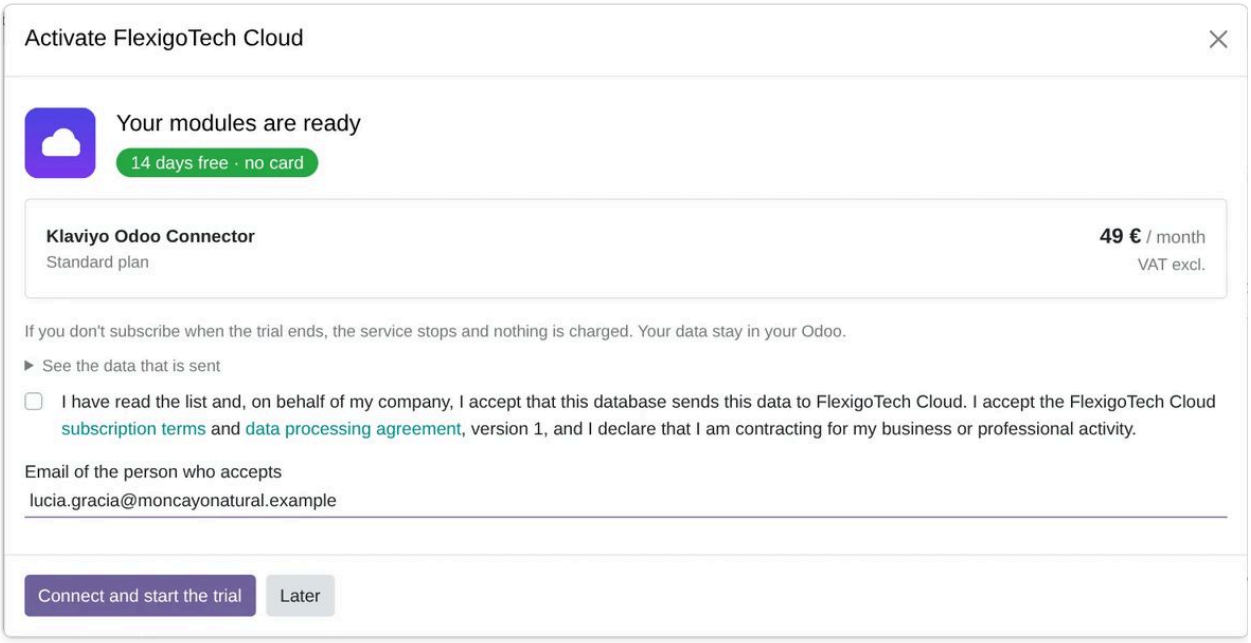
> Campaigns, flows and segments are built in Klaviyo: the connector sends it the data. If in Klaviyo you already use other names for the order metrics, change them on the **Orders** tab of the account, under **Metric names**.

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 bar at the top**

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**

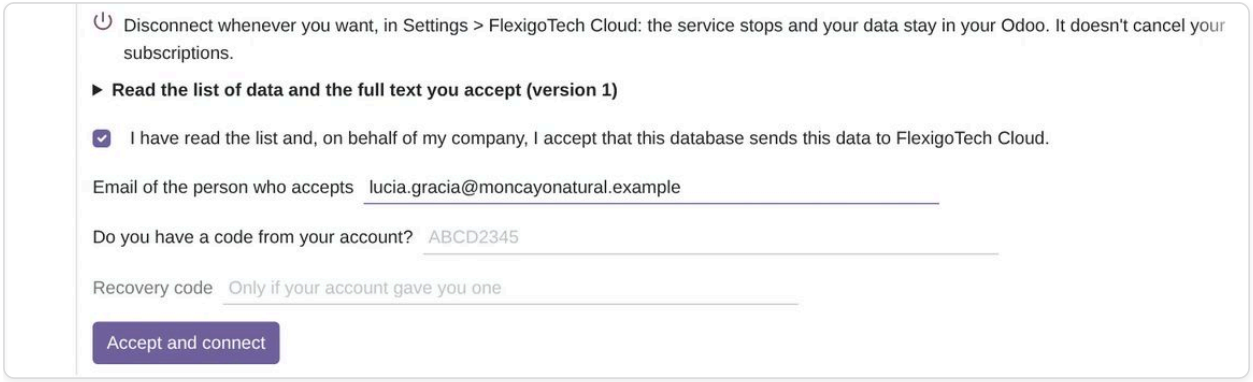
Tick "I have read the list and, on behalf of my company..." (it includes the subscription terms and the data processing agreement) and enter the **Email of the person who accepts**.

3 **Press Connect and start the trial**

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

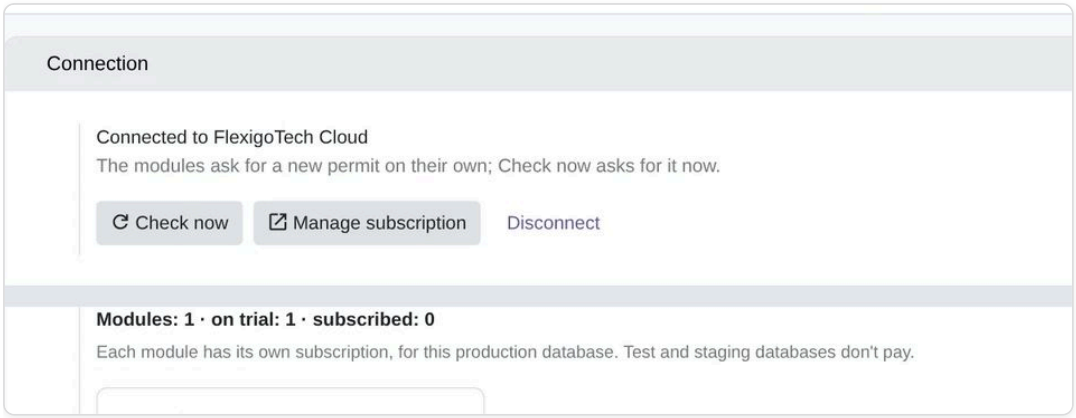
The same, from Settings

In **Settings › FlexigoTech Cloud** 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 box ticked, the email and **Accept and connect**.

With the database connected, the **Modules** block shows each module with its status: **Trial** and the date it ends, **Subscribed**, and so on. 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, nothing is charged; your data stays in your Odoo. **Check now** requests the permission straight away (otherwise the module renews it on its own every 6 hours).

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

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6 Connecting your account step by step

1. **Open the account**

   Go to **Klaviyo › Account**. It opens the account of the company you are in; the first time, it is created, using the company name.

2. **Press Set up Klaviyo**

   The wizard opens at the **Connect** step. The button is on the account while the sync is not running.

3. **An administrator accepts what goes through FlexigoTech Cloud**

The step explains what passes through FlexigoTech Cloud when you connect Klaviyo. An administrator reads it and clicks **Accept**. Without that acceptance, connecting fails with "An administrator first reads and accepts, on this page, what passes through FlexigoTech Cloud when Klaviyo is connected."

4 **Activate FlexigoTech Cloud if asked**

If the database is not yet connected to FlexigoTech Cloud, the connector takes you to **Settings** › **FlexigoTech Cloud**. There you start the free trial or subscribe, and return to the account.

5 **Press Connect with Klaviyo**

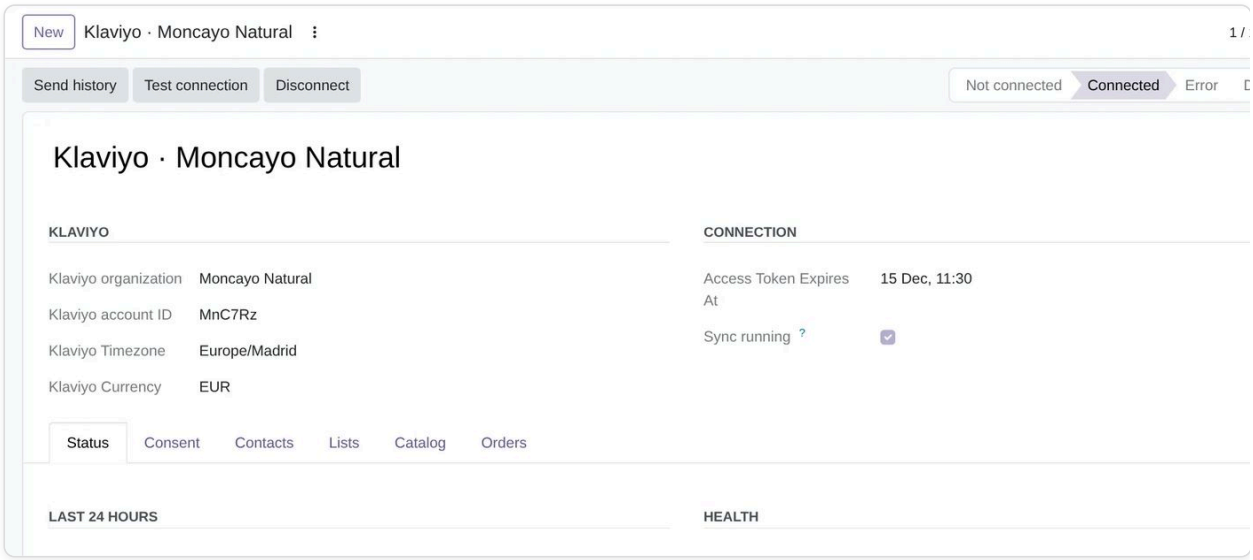
The Klaviyo permission screen opens. You grant permission and return to Odoo with the account connected. If you authorise a Klaviyo account different from the one already linked, an error appears and you must authorise the same one.

6 **Follow the wizard**

With **Next** you go through **Who sends marketing**, **What to sync**, **History** and **Summary**. **Start** starts the sync.

7 **Test the connection**

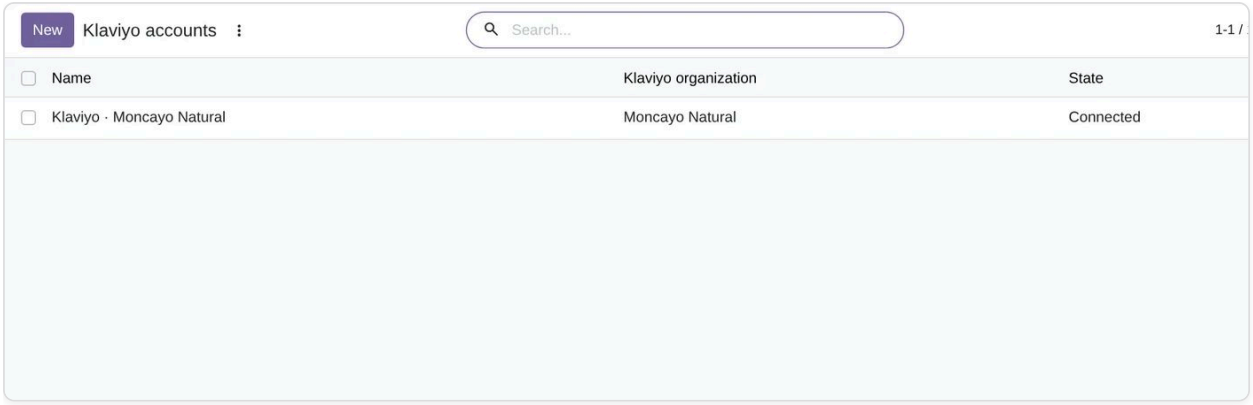
On the account, **Test connection** asks Klaviyo and shows its reply, "Klaviyo answered: ...". The connected account shows **Klaviyo organization**, **Klaviyo account ID**, **Klaviyo Timezone** and **Klaviyo Currency**.



- **Real Odoo 20 screenshot.** Connected account, with the **Connected** status and the organisation details.

> Connecting, disconnecting or configuring is done by a Klaviyo Manager, but accepting what goes through FlexigoTech Cloud is done only by an administrator. If Klaviyo has not yet confirmed the revocation of an earlier access, the new connection is refused until it does.

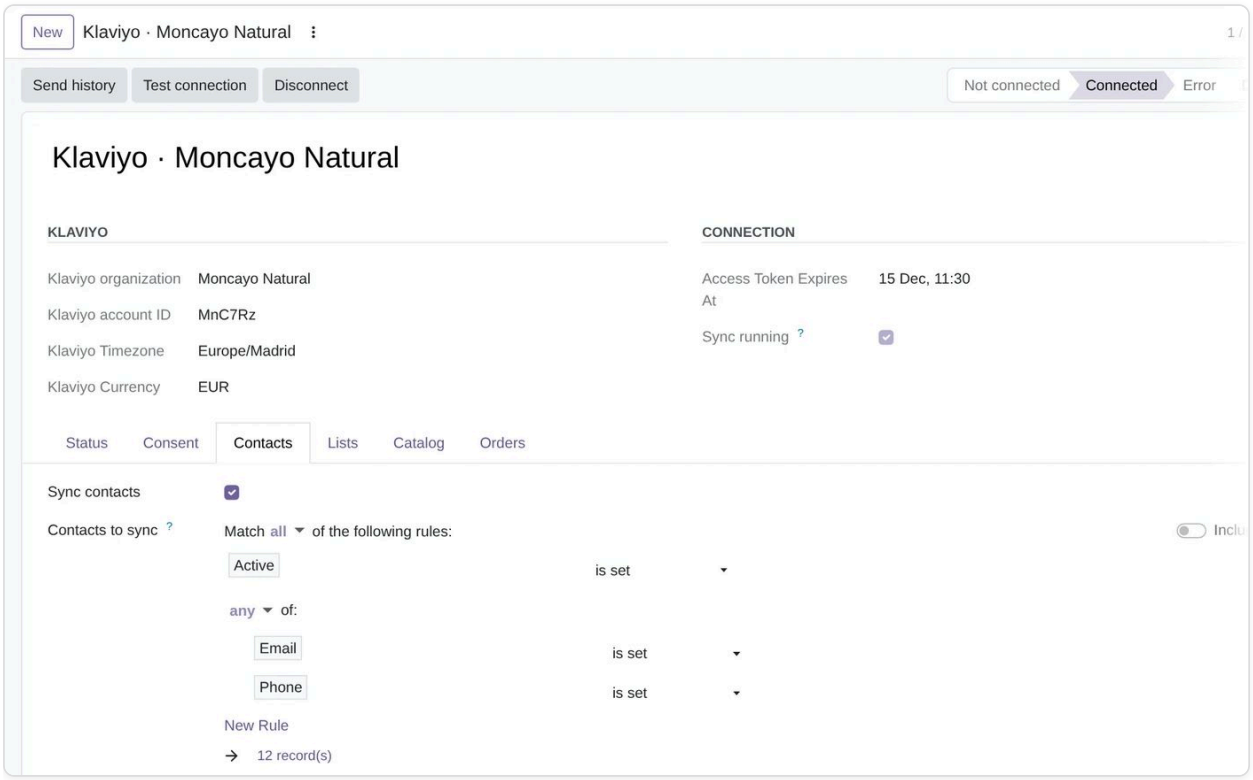
After connecting, the data arrives through scheduled jobs and buttons. Everything goes through a queue that is processed every minute by **Klaviyo: process the queue**, and every hour **Klaviyo: hourly checks** runs. With **Send history** you send the history from before the connection. With **See the jobs** you see the status of each send and with **Retry failed jobs** you repeat those that failed. Without a webhook, consent comes back from Klaviyo to Odoo through **Klaviyo: poll consent without webhook**, every 15 minutes; with a webhook, it arrives straight away.



- **Real Odoo 20 screenshot.** List **Klaviyo accounts** with the connected account in the **Connected** state.

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7 Your Odoo contacts as Klaviyo profiles

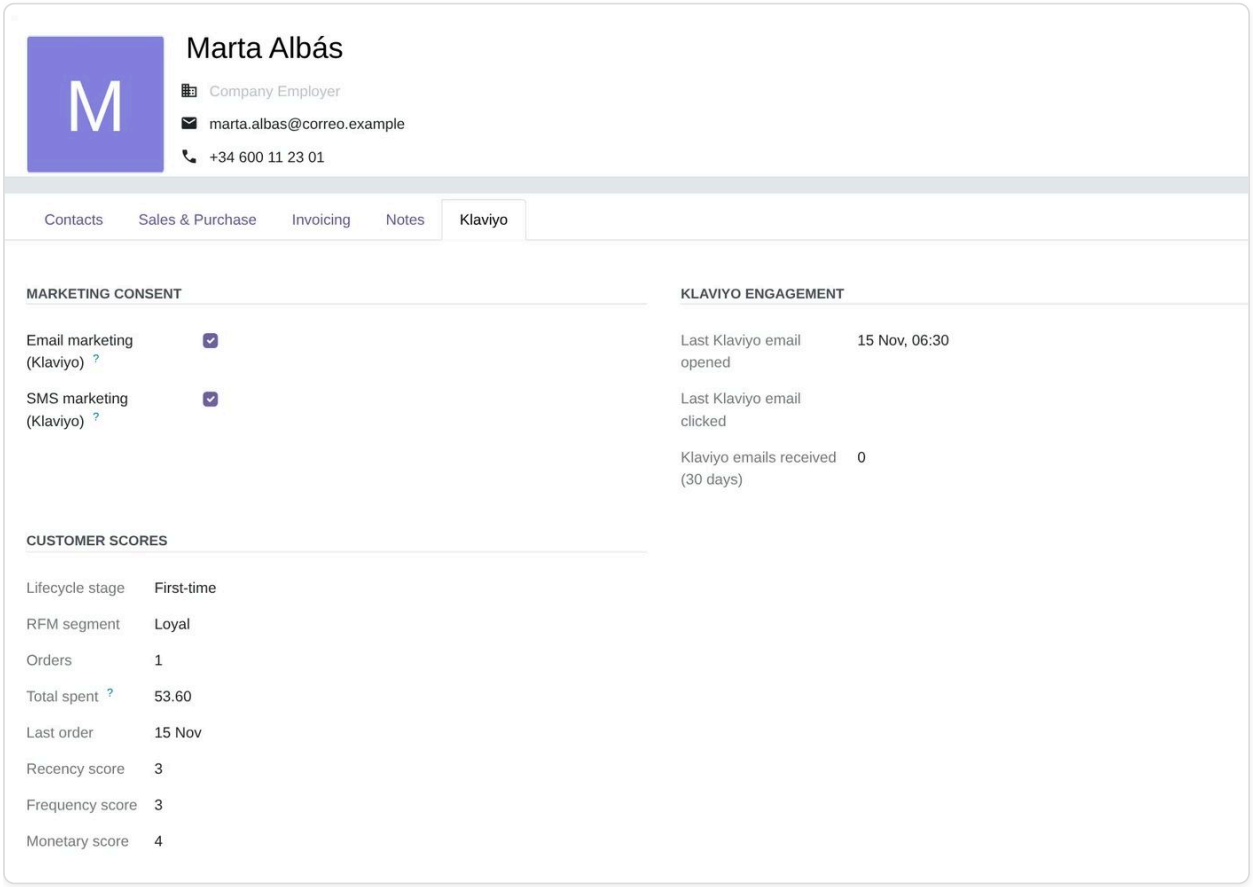


- **Real Odoo 20 screenshot.** The **Contacts** tab of the account, with the **Sync contacts** option.

Where each piece of data comes from

- When you create a contact or save a change in Odoo, the profile enters the queue to be sent to Klaviyo. The scheduled job **Klaviyo: process the queue** empties it every minute.
- Contacts that change all at once, for example when renaming a loyalty programme, are queued in batches by **Klaviyo: loyalty, contacts queued in batches**, every 10 minutes.
- **Klaviyo: customer scores (RFM and lifecycle stage)** and **Klaviyo: subscription properties of the contacts** update their data every day.
- **Klaviyo: send the profiles again after new properties** resends the profiles every day.

What you see on the contact



- **Real Odoo 20 screenshot.** The **Klaviyo** tab of a contact, with **Marketing consent**, **Klaviyo engagement** and **Customer scores**.

Klaviyo	Tab of the contact form with the groups **Marketing consent**, **Klaviyo engagement** and **Customer scores**.
Email marketing (Klaviyo)	Tick it only with the person's explicit consent: Odoo then subscribes them in Klaviyo.
SMS marketing (Klaviyo)	The same, for SMS.
Excluded from Klaviyo	Read only. It is set by a data erasure request: the contact is not sent again.

Statuses

Lifecycle stage: **Prospect**, **First-time**, **Repeat** or **Lapsed**. **RFM segment**: **Champions**, **Loyal**, **Potential**, **New**, **At risk**, **Hibernating** or **Lost**. Both are read only.

> Unticking the consent box does not unsubscribe anyone in Klaviyo. To unsubscribe them, add their email address to Odoo's blacklist.

Which properties reach the profile

Each profile carries the standard contact data and the properties you assign on the **Partners** tab of the account, under **Profile properties**. If Odoo has no value for a standard field, it is left out and never cleared in Klaviyo. Only the phone number that can be written in international format is sent, because Klaviyo silently discards any other. If a till contact has purchases, the profile also says where they last bought, read from their last paid order.

Record fields

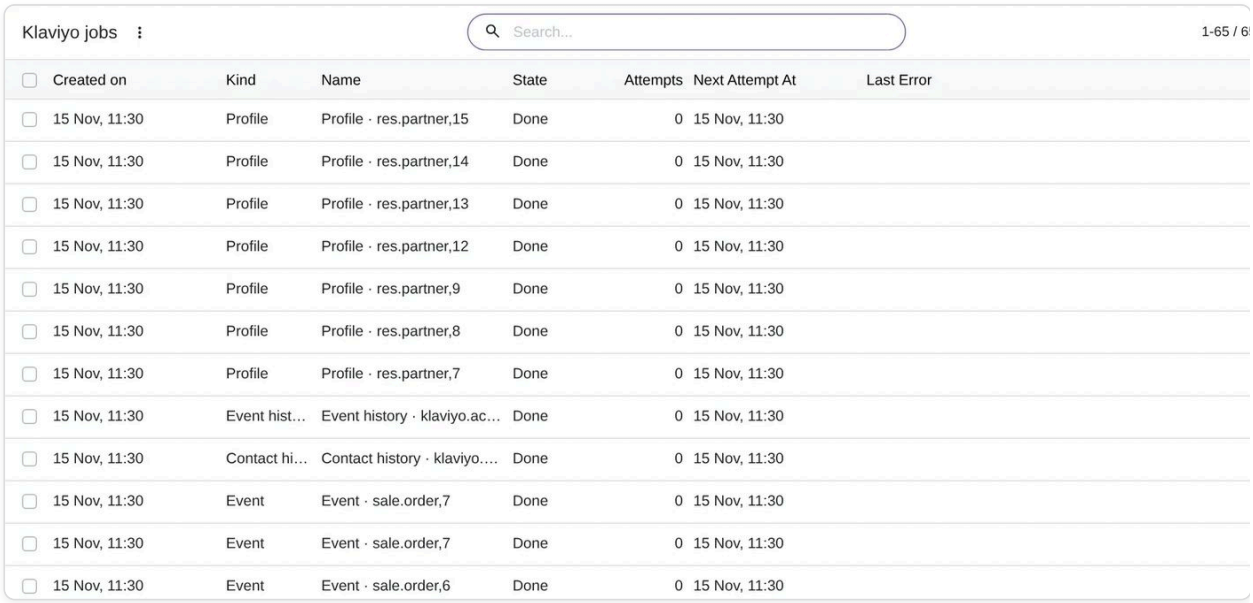
Orders, **Total spent**, **Last order**	Purchase summary. The total is gross, in the company currency: it does not deduct refunds.
Recency score, **Frequency score**, **Monetary score**	The three scores used to calculate the **RFM segment**.
Last Klaviyo email opened, **Last Klaviyo email clicked**	What the salesperson sees from the CRM.
Klaviyo emails received (30 days)	How many emails the contact has received in 30 days.

Rules and conditions

- Two contacts with the same email address share a profile: the send decides which one is the main contact, and if one changes or is deleted, the others are resent with that address.
- If you delete a contact, Odoo also deletes it from Klaviyo only if the account has **Erase the Klaviyo profile when a contact is deleted** switched on, which it is off by default, and it does not do so if another contact that remains keeps its email or phone number. When merging duplicate contacts, the profile is kept.
- An address that has unsubscribed cannot be resubscribed by ticking a box: you must remove it from the blacklist first.
- A consent already sent is not repeated unless the box or the address changes.
- Erasure on a data request asks for confirmation in a preliminary dialogue. If the contacts belong to an account of another company that you cannot manage, the warning "These contacts are also in the Klaviyo account of ..., which you cannot manage." appears.

End-to-end example

1. **Tick the consent**
   On the **Klaviyo** tab of the contact, you tick **Email marketing (Klaviyo)** and save.
2. **The profile is queued**
   The change does not call Klaviyo: it leaves the profile in the job queue.
3. **The send goes out**
   In **Klaviyo › Jobs** a job of type Profile appears with the contact and the status Done.



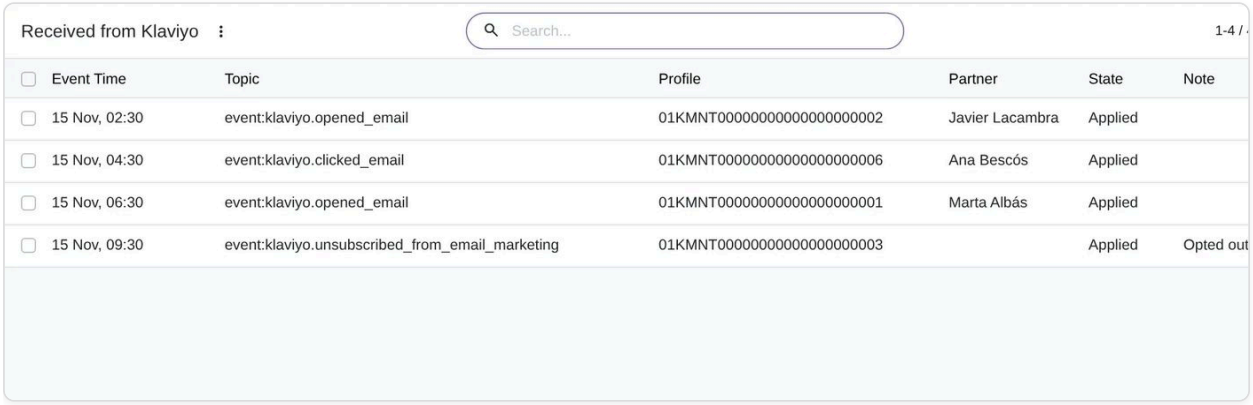
- **Real Odoo 20 screenshot.** The Profile jobs, one per contact, with their status.

4 **Activity comes back**

If the contact opens an email, the date is shown in **Last Klaviyo email opened**.

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8 Consent, unsubscribes and GDPR erasure



- **Real Odoo 20 screenshot.** The **Received from Klaviyo** list with the opens, the clicks and an unsubscribe already applied.

What Klaviyo notifies you of arrives in **Klaviyo › Received from Klaviyo**. Each row is one notification, with its **Event Time**, the **Topic**, the **Profile** and the Odoo **Partner** it belongs to. Without a webhook, the scheduled task **Klaviyo: poll consent without webhook** looks for notifications every 15 minutes. Changes from Odoo to Klaviyo come from the email blacklist and the phone blacklist: when you add a contact to either of them or remove one, the contact is sent to Klaviyo again.

Status of each notification

Pending	The notification is stored and not yet applied.
Applied	It has been applied in Odoo. **Note** records what happened, for example "Opted out in Odoo.".

Skipped	It was not applied, and **Note** records the reason, for example "Profile deleted in Klaviyo.".
Failed	It could not be applied. **Retry** applies it again.

Erase contacts from Klaviyo (GDPR)

1. **Choose the contacts**

   In Odoo, select the contacts you want to erase and open the action **Erase from Klaviyo (GDPR)**. They appear in **Contacts to erase**, with their **Number of contacts**.

2. **Check the ones that share data**

   The section **Other contacts with the same email or number** shows other contacts with the same email or number as those chosen.

3. **Press Erase from Klaviyo**

   They are erased in Klaviyo. **Cancel** closes the wizard without erasing anything.

> This erasure acts in Klaviyo. The wizard warns you about other contacts with the same email or number before erasing.

The statuses of a received notification

Pending	This is the status each notification is saved with. It waits its turn to be applied.
Applied	The notification has already changed what needed changing in Odoo.
Skipped	The notification was discarded because there was nothing to apply.
Failed	It failed when applied. The reason is recorded in **Note**.

Rules and conditions

- Each Klaviyo notification is stored only once. If Klaviyo resends a batch, nothing is duplicated.
- If the webhook and the periodic poll bring the same notification, the one that arrived first is kept.
- Notifications on topics the connector does not handle are neither processed nor stored.
- The **Retry** button is only visible to users in the Klaviyo managers group, and it applies the failed notifications again from the first attempt.
- If a contact with that email or number already existed, GDPR erasure shows it to you under **Other contacts with the same email or number** before you confirm.

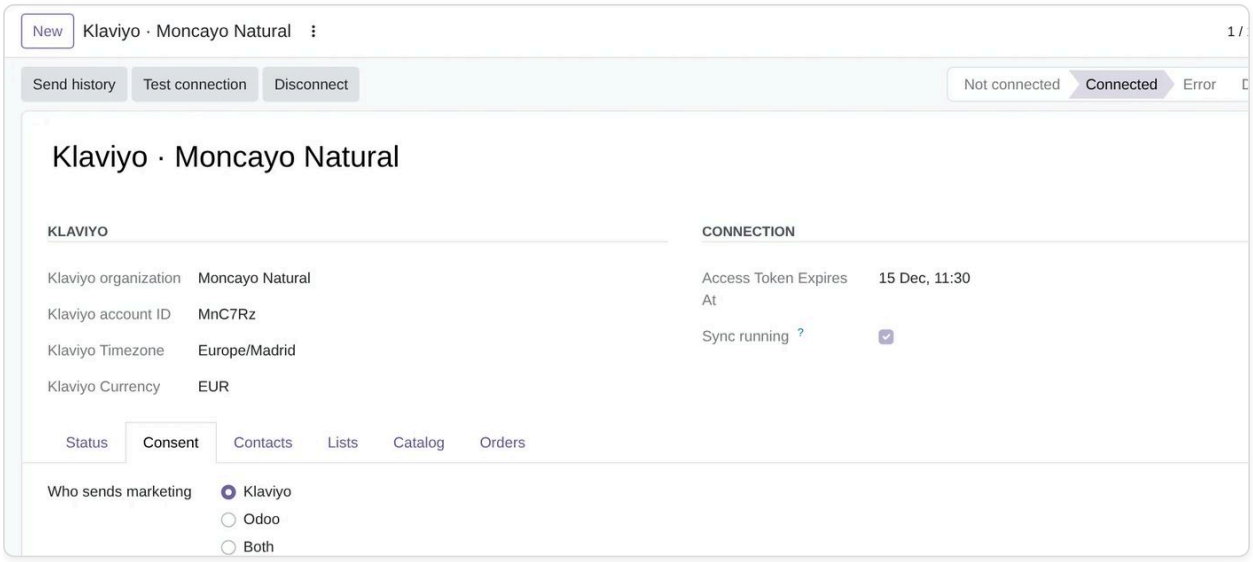
The notification fields

Account	The Klaviyo account that received the notification.
Topic	The type of notification, for example an open, a click or an unsubscribe.
Profile	The Klaviyo profile it refers to.
Partner	The Odoo contact it has been matched with.

Event Time	When it happened, according to Klaviyo.
Note	What happened when it was applied.

An example end to end

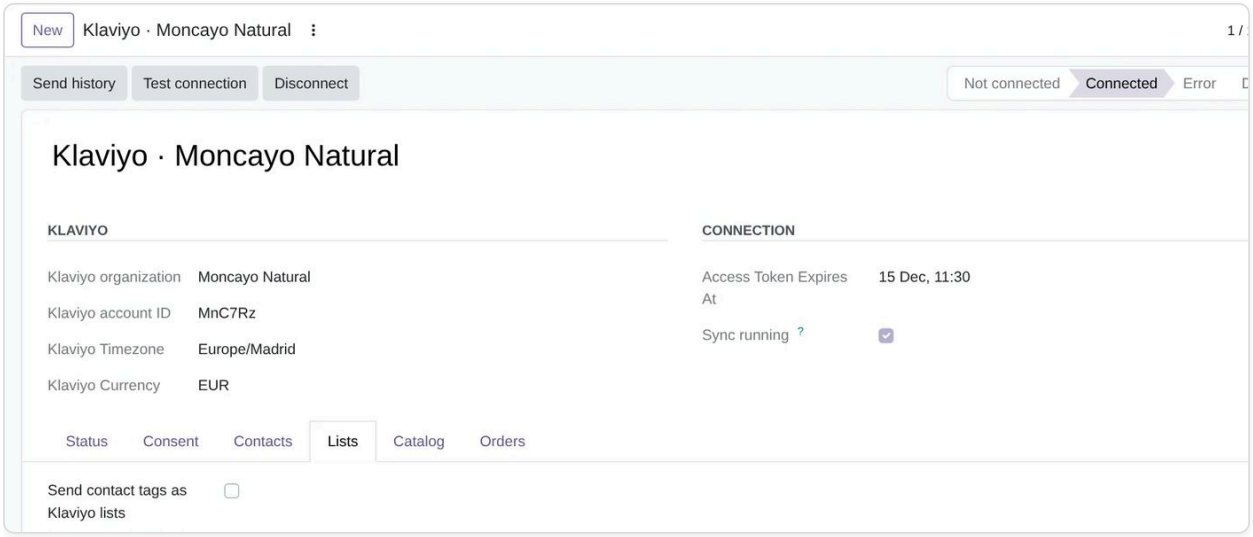
A customer opts out of marketing email from Klaviyo. Her notification arrives in **Klaviyo › Received from Klaviyo** with the email opt-out **Topic**. It moves to **Applied** and the **Note** says "Opted out in Odoo.". In the opposite direction, if someone on your team adds an email address to the Odoo blacklist, the opt-out goes out to Klaviyo.



- **Real Odoo 20 screenshot.** The account's **Consent** tab, with **Who sends marketing** and the email and SMS consent.

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9 Odoo mailing lists and Klaviyo lists



- **Real Odoo 20 screenshot.** The account's **Lists** tab, with the **Load my Klaviyo lists** button.

Where the data comes from

The scheduled action **Klaviyo: check the mailing lists against Odoo** runs every day and checks that the Odoo mailing lists and the Klaviyo lists match. You bring in the Klaviyo lists that already exist with the **Load my Klaviyo lists** button. You see them in **Klaviyo › Configuration › Lists**.

What you see for each list

Name	The name of the list.
Klaviyo list ID	The identifier of the list in Klaviyo.
Opt In Process	Read only. It can be **Single opt-in** or **Double opt-in**.
Contact tag	The Odoo contact tag that corresponds to that list.

If Klaviyo loses a list

If a list disappears from Klaviyo, the connector forgets its identifier and queues the people on that list again. The next job looks up the list by name or creates it again, and adds those people again.

> If the list is lost, anyone who was already sent consent is not subscribed again: Odoo marks them as outside the list and returns them to it without asking for new consent.

Two ways to have a list

A Klaviyo list can come from an Odoo mailing list or from a contact tag, but never from both at once. When creating a list from a tag, the connector reuses the one that already exists with the same name in the account, whether it was brought in by **Load my Klaviyo lists** or left behind by a tag removed earlier. That list keeps the tag and the duplicate row is discarded.

The opt-in process

Single opt-in	The person joins the list without confirming again.
Double opt-in	The person has to confirm their subscription to join.

Klaviyo sets the process and in Odoo it is read only: you can see it, but not change it.

What each mailing list record stores

For each Odoo mailing list sent to Klaviyo, the connector stores the list name, its identifier and its opt-in process. For each address placed on that list it stores two things. The first is whether Odoo sent consent with the list; if not, it only put the address on it. The second is whether the address is still on the list: it is deactivated when Klaviyo loses the list, and the address rejoins without new consent.

These tracking rows do not appear on any screen. What you see is the list in **Klaviyo › Configuration › Lists**.

When an address is checked

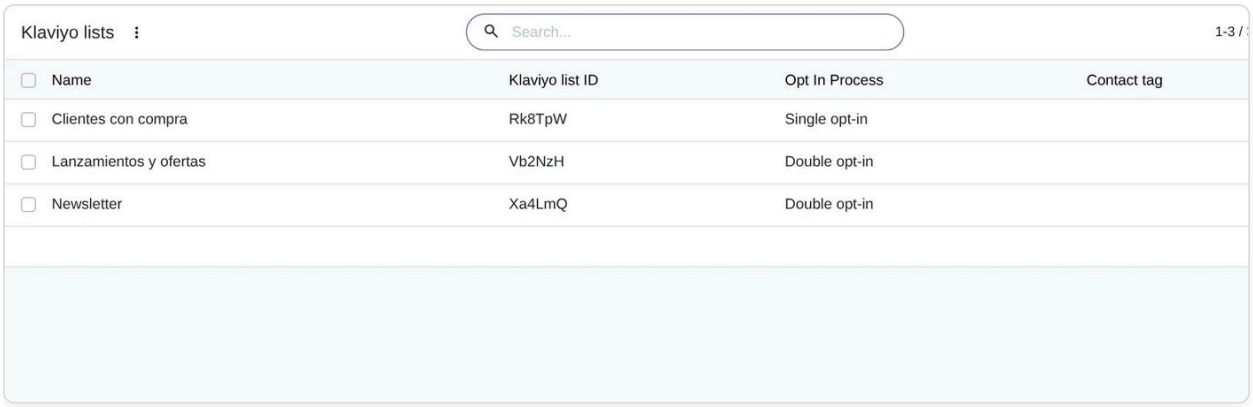
When an address leaves a list, the connector queues it and the job compares the address with what Odoo says at that moment. The daily check with **Klaviyo: check the mailing lists against Odoo** goes through all the lists.

Rules when changing accounts

If you move a list to another account, Odoo rechecks your permissions over the original list. This way you cannot take a list to an account of another company you have no access to.

An example with the Moncayo Natural account

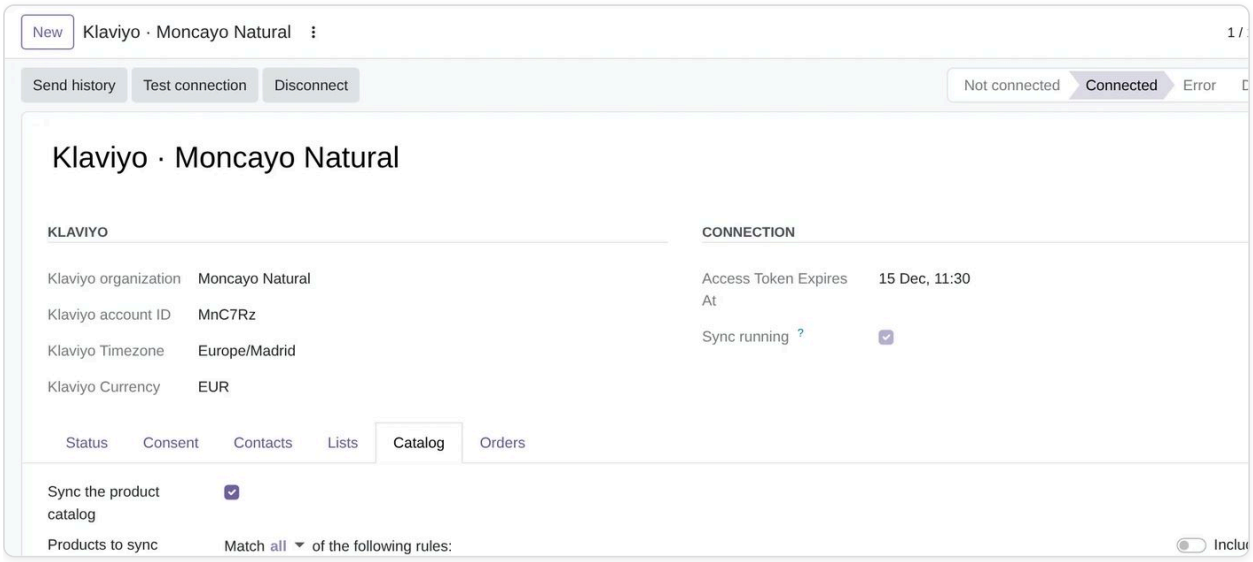
The Moncayo Natural account has three lists: "Clientes con compra", "Lanzamientos y ofertas" and "Newsletter". The first is **Single opt-in** and the other two are **Double opt-in**. Open the **Lists** tab of the account and press **Load my Klaviyo lists**; all three appear with their Klaviyo identifier. Every day the scheduled task checks that the lists match those in Odoo.



- **Real Odoo 20 screenshot.** The Moncayo Natural lists in **Klaviyo lists**.

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10 The product catalog in Klaviyo



- **Real Odoo 20 screenshot.** The **Catalog** tab of the account, with **Sync the product catalog** and **Products to sync**.

Where each piece of data comes from

- When you create, change or delete a product, a variant or a category in Odoo, the change is queued to be sent to Klaviyo.
- The scheduled task **Klaviyo: process the queue** runs every minute and sends what is in the queue.
- The scheduled task **Klaviyo: refresh the catalog (stock and prices)** runs every day and renews stock and prices in Klaviyo.

What you see in the tab

Sync the product catalog	Decides whether this account sends the catalog to Klaviyo. It comes switched on.
Products to sync	The rules that decide which products are sent; by default, those that can be sold. You can require that all of them are met or any one of them, and tick **Include archived**.
New Rule	Adds a condition to that filter, for example with **Sales** and **is set**.
Catalog price	The price list that gives each product's price in Klaviyo. If empty, the product's sale price.
Extra prices	One price list per currency: each one adds the price in that currency to the product data in Klaviyo.
Product URL	The address of each product, with the placeholders {base_url}, {id} and {default_code}. With Ecommerce, the shop's address is used.

When a product leaves Klaviyo

If a product is archived, stops matching the filter, moves to another company or is deleted, the connector removes it from Klaviyo. The same happens with an archived or deleted variant.

> Klaviyo requires a web address for each product. If the product is not public on the website (published, for sale and active), that address does not come through as a shop link. Images are only sent for products the public can see.

What is sent and from which company

Each product travels with its variants and its categories. The shop link of the product starts with the domain of its own website. If the product has no website, the one of the account's company is used and, at the end, the base address of Odoo. The categories sent are the public categories of the shop. If the product has none, its product category is sent.

When a product is sent again

A product is queued when it is created and when any of the fields that go to Klaviyo changes. The same happens with variants and categories. If the Website module is installed, it is also queued when something that decides whether the product is public changes: publishing or unpublishing it, for example.

When a product stops being in the catalog

When a product is queued, the connector removes from Klaviyo what that account already had and is now outside its catalog. This happens in these cases:

- The product is archived.
- The product falls outside the **Products to sync** filter.
- The product belongs to another company, for example a shared product that has been given to a different company.
- It is an archived variant of a product that stays in the catalog.

When you delete a product in Odoo, everything that account had of it in Klaviyo is removed, even if it no longer belonged to its company. When you remove a value from a template and Odoo deletes the variants nothing uses,

those variants leave Klaviyo just like an archived one. Variants that Odoo archives instead of deleting follow the archive rule.

Images and links

The image sent is the product's, resized, and only if the public can see it. Otherwise Klaviyo would receive the placeholder image, not the product photo. Without Ecommerce no image is sent: in Odoo, product images are only public through the shop.

Stock and prices

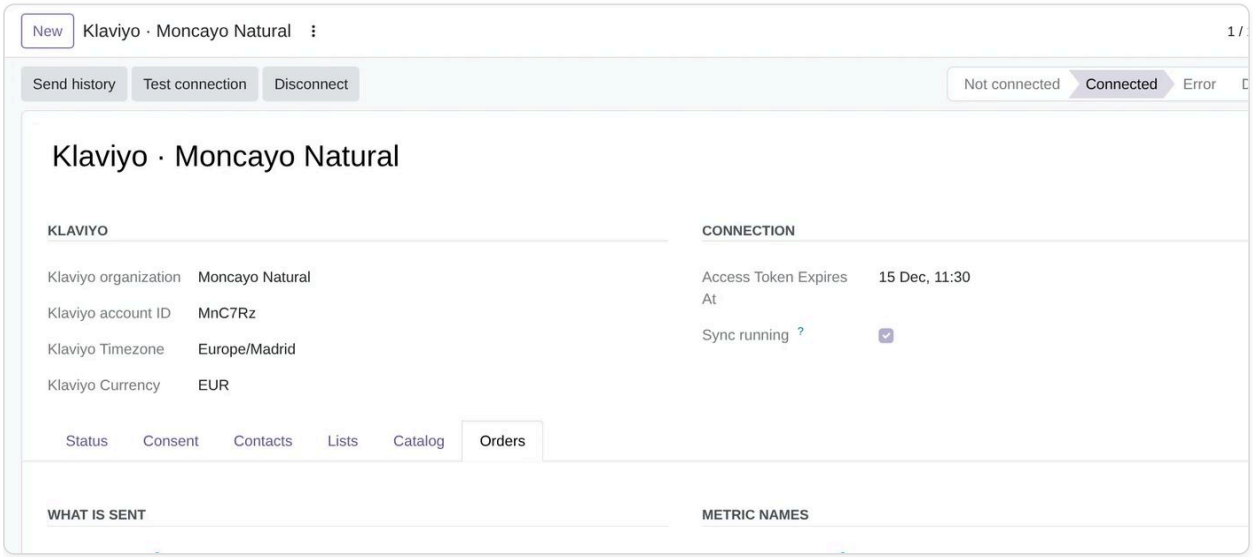
Stock and prices change without touching the product, so change notices are not enough. The task **Klaviyo: refresh the catalog (stock and prices)** renews them once a day. If you need a change to arrive sooner, the task **Klaviyo: process the queue** sends what is already queued every minute.

End-to-end example

In the account of the organisation Moncayo Natural (currency EUR, time zone Europe/Madrid) you open the **Catalog** tab and leave **Sync the product catalog** switched on. You define the filter you want in **Products to sync**. From then on, every product you create or change goes into the queue and the every-minute task sends it to Klaviyo. If you later archive one, the next run removes it from the catalog. Every day, stock and prices are also renewed.

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11 Orders and invoices as Klaviyo events



- **Real Odoo 20 screenshot.** The **Orders** tab of the Klaviyo account.

Each order or invoice sent creates a task in the queue. The scheduled task **Klaviyo: process the queue** sends them to Klaviyo every minute. You see them in **Klaviyo › Jobs**, in the list **Klaviyo jobs**.

Filter for orders your shop already sends

If your online shop already sends orders to Klaviyo, a wizard lets you save a filter so they are not duplicated. Choose the **Account** and tick one or more criteria: **Sales teams**, **Order tags**, **Source document starts with** (with

its **Prefix**) or **Orders placed on the website**. When it opens, the wizard starts from the filter the account already has, so saving does not erase it.

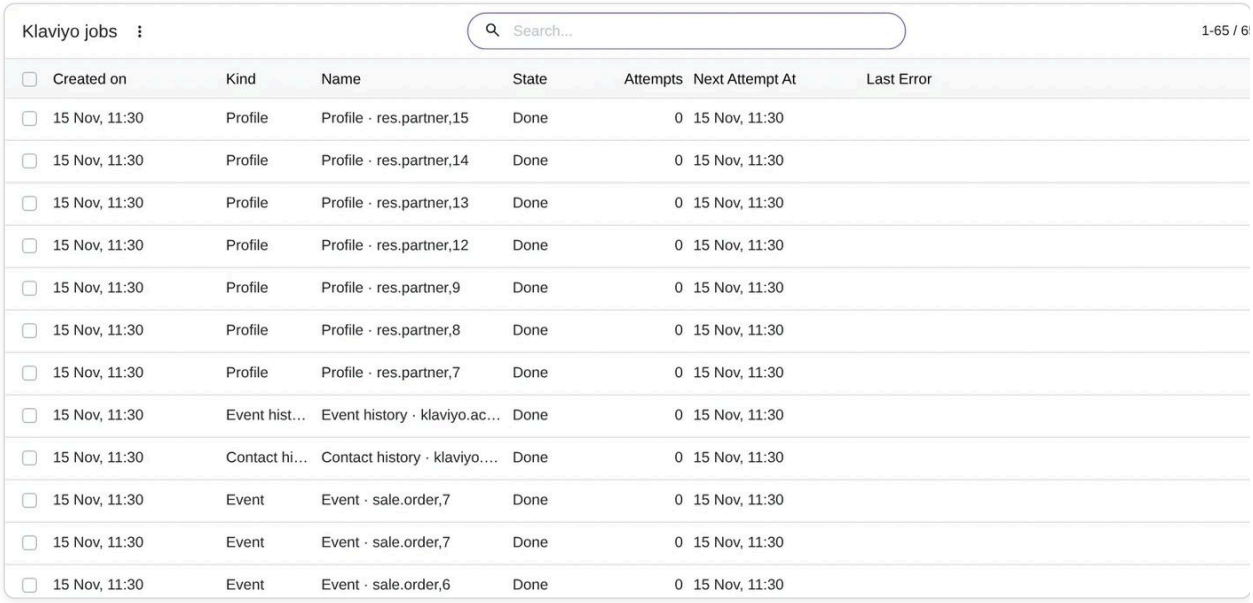
Save the filter	Saves the criteria ticked on the account.
Cancel	Closes the wizard without saving.
Retry	On a failed task, sends it again. Only whoever manages Klaviyo sees it.

Job statuses

- **Pending**: waiting for its turn.
- **Sending**: the queue is sending it.
- **Done**: Klaviyo has received it.
- **Failed**: it could not be sent. It is in the **Failed** filter.
- **Skipped**: it did not need to be sent.

1 Open the task list

Go to **Klaviyo › Jobs**.



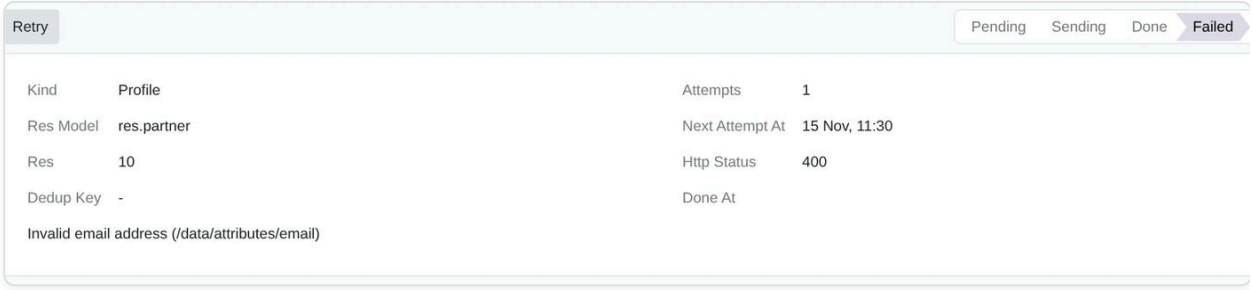
- **Real Odoo 20 screenshot.** The **Klaviyo jobs** list with the state of each job and its **Attempts**.

2 Find the ones that failed

Use the **Failed** filter and read the **Last Error** column.

3 Retry

Press **Retry** on the task.



- **Real Odoo 20 screenshot.** A task in **Failed**: Klaviyo rejected it with **Http Status** 400 because the contact's email is not valid. **Retry** puts it back in the queue.

> The **Retry** button only appears on tasks with **Failed** status and only for whoever manages Klaviyo.

Task statuses and what each means

Pending	The starting status. It waits until the queue picks it up.
Sending	A queue run has reserved it. If the content changes meanwhile, the change creates its own task.
Done	Finished. If Klaviyo accepted it with a warning, you see it under **Warning**.
Failed	The retries ran out, or there was an error that does not fix itself.
Skipped	Not sent: the record no longer exists, or there is a newer task for the same thing.

Rules and retries

- If Klaviyo or the network fails, the task is retried after 1 minute, 5 minutes, 30 minutes, 2 hours and 6 hours. It fails permanently on the eighth attempt.
- If Klaviyo rate-limits the requests, the task is postponed without using up an attempt, for at most one hour.
- An event for a contact who has asked for their data to be deleted is not sent, so as not to bring their profile back to Klaviyo.
- With **Retry**, if a newer pending task already exists for the same thing, the older one is skipped.

Record fields

Kind	What is sent. Orders and invoices travel as **Event**.
Account	The Klaviyo account it goes to.
Res Model and **Res**	Which Odoo document the task comes from.
Dedup Key	Prevents the same thing being queued twice.
Payload	The content that is sent. Only whoever manages Klaviyo sees it.
Attempts and **Next Attempt At**	How many times it has been tried and when the next attempt is.
Last Error, **Http Status** and **Done At**	What Klaviyo replied and when it finished.

Which tasks you see by kind

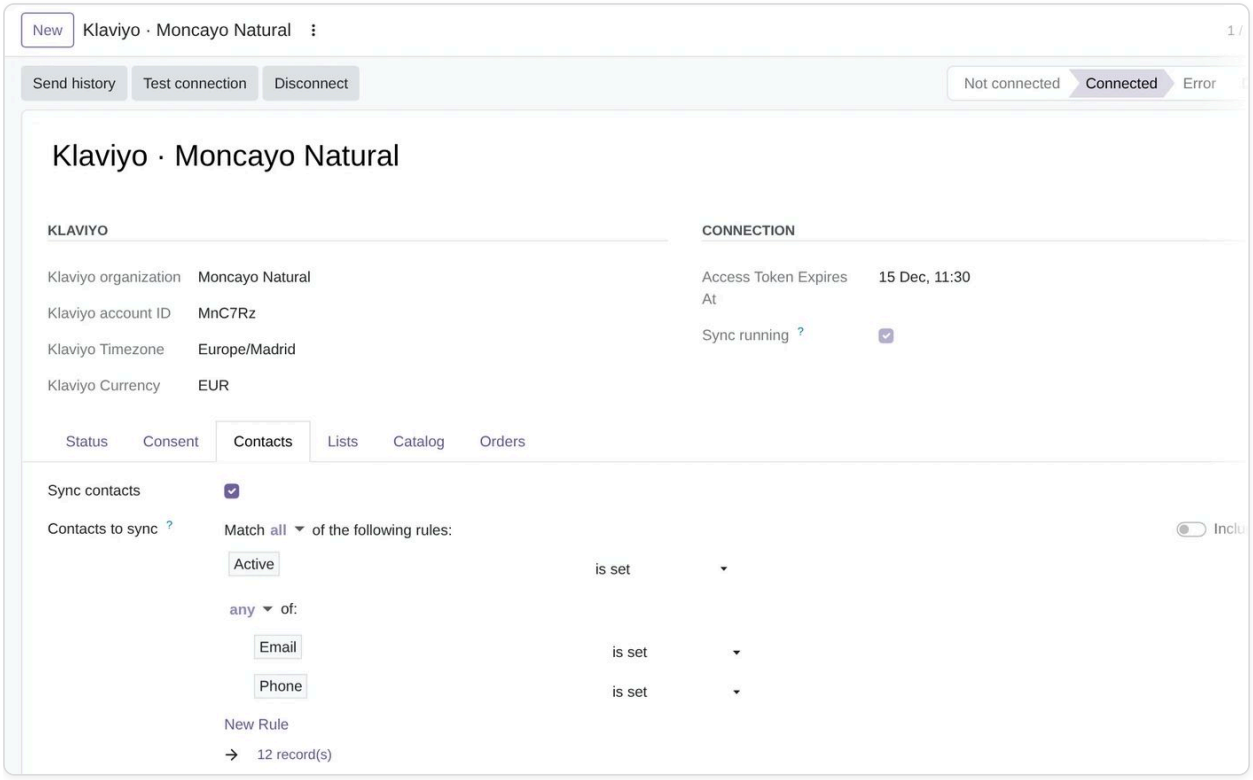
The **Kind** field also tells apart contact profiles, the catalog, list membership and consent. In the **Kind** filter you choose which to look at. The other filters are **Waiting**, **With a warning** and **Last 24 hours**.

End-to-end example

In the Moncayo Natural account, the **Status** tab counts in **Last 24 hours** what was sent, what failed, what was skipped and what carries a warning. If a task for an order is under **Failed**, you open **Klaviyo › Jobs**, read its **Last Error** and press **Retry**.

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12 Customer scores and loyalty



- **Real Odoo 20 screenshot.** The Klaviyo account with the **Contacts** tab open.

Where each piece of data comes from

DATA	WHEN IT IS CALCULATED	BUTTON
RFM scores and lifecycle stage	Once a day, with the task **Klaviyo: customer scores (RFM and lifecycle stage)**	**Update customer scores now**
Subscription properties	Once a day, with the task **Klaviyo: subscription properties of the contacts**	**Update subscription properties now**
Loyalty points	Each day, what expired yesterday is flagged with the task **Klaviyo: loyalty, contacts with something that expired yesterday**. Changes for many contacts at once are processed in batches every 10 minutes.	None

Account buttons

Add the scores to the contact profile	Adds the scores to the contact's Klaviyo profile. The profiles are then sent again.
Update customer scores now	Calculates the scores straight away, without waiting for the daily task.
Add the subscription properties to the contact profile	Adds the subscription properties to the contact profile.
Update subscription properties now	Recalculates the subscription properties straight away.

What values each field can take

RFM segment	**Champions**, **Loyal**, **Potential**, **New**, **At risk**, **Hibernating** or **Lost**.
Lifecycle stage	**Prospect**, **First-time**, **Repeat** or **Lapsed**.

How to activate it

1. **Open the account**
   Go to **Klaviyo › Configuration › Accounts** and open your account.
2. **Set the threshold**
   On the **Orders** tab, group **What is sent**, set in **Lapsed after (days)** the number of days after which a customer becomes **Lapsed**.
3. **Add the scores**
   Click **Add the scores to the contact profile** so they reach Klaviyo.
4. **Calculate**
   Click **Update customer scores now** if you don't want to wait for the daily task.
5. **Loyalty**
   If you use points, keep **Send loyalty data** switched on in the **Loyalty** tab.

> Scores and stages are read-only: they are not typed into the contact by hand. A customer is **Lapsed** after at least one day, and the value of **Lapsed after (days)** cannot be less than 1.

Lifecycle stages

Prospect	This is the value a contact starts with.
First-time	The customer has bought once.
Repeat	The customer has bought again.
Lapsed	Their last order is older than the period set in **Lapsed after (days)**.

RFM segments

Each contact has three scores: **Recency score**, **Frequency score** and **Monetary score**. The **RFM segment** is worked out from them, and can be **Champions**, **Loyal**, **Potential**, **New**, **At risk**, **Hibernating** or **Lost**. On the contact you also see **Orders**, **Total spent** (in the company currency and gross, without deducting refunds) and **Last order**.

Which orders count

- Confirmed sales orders and posted invoices without an order from the account's company count, in their currency.
- Orders your online store already sends also count: they are what Odoo knows about the customer.
- From the point of sale, paid orders count: the goods sold minus the discount lines. Tips, returns and anything settled from a sales order are not counted, as the sales order already counts them.

Subscription properties

Every night, for each contact, the status, active subscriptions, MRR, next invoice and subscriber-since date are calculated. A subscription in progress counts as active and a paused one adds nothing. A renewed one is replaced by its renewal, and a cancelled one marks a customer who has left. MRR is in the company currency. Only what has changed is written. When you start the sync with **Start**, a first calculation is scheduled without waiting for the night.

Loyalty

Send loyalty data sends the profile the points, the tier and the gift card and coupon balances. Each reward redeemed is an event of the **Redeemed reward metric**. Odoo has no loyalty tiers: the tier is the loyalty programme of the card with the most points for the contact, so if you want tiers, create one programme per tier (Silver, Gold...). Gift cards, wallets and coupons count only while they hold a balance.

A redemption is written in several steps. It is sent **Redemption settling window (minutes)** after the last one, with whatever has been used up to then. With 0 it is sent immediately. If you tick the box with the sync already running, the contacts that have a card are sent. If a contact has duplicates with the same email, their cards count towards the main contact's profile.

Rules and error messages

MESSAGE	WHEN IT APPEARS
"A metric name cannot be empty."	A metric has no name.
"Each event needs its own metric name: Klaviyo keeps one event per metric and unique_id."	Two events share a metric name.
"The settling window cannot be negative."	You enter fewer than 0 minutes in the redemption window.
"A customer is lapsed after at least one day."	**Lapsed after (days)** is less than 1.
"Events named "..." were already sent to Klaviyo: renaming the metric would start a second one and split every customer's history. Map it in Klaviyo instead."	You rename a metric whose events have already been sent.

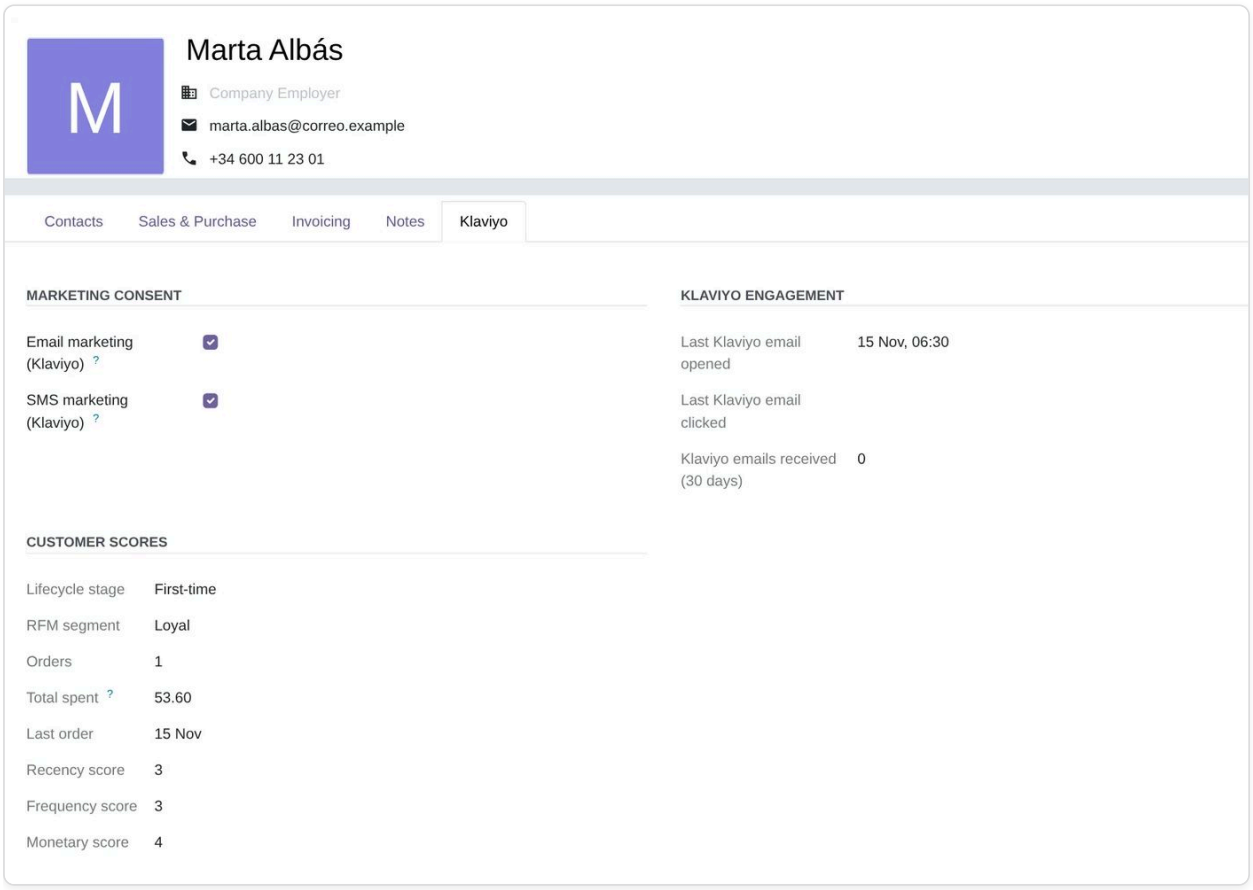
Contact fields

The scores appear on the contact, on the **Klaviyo** tab, group **Customer scores**. All of them are read-only.

Example with Moncayo Natural

The Moncayo Natural account is in **Connected** status, with currency EUR and time zone Europe/Madrid. On the **Orders** tab they set the days they want in **Lapsed after (days)**, click **Add the scores to the contact profile** and then **Update customer scores now**. For a contact with orders, the **Klaviyo** tab shows its **RFM segment** and its **Lifecycle stage**. That night the scores task recalculates them and the Klaviyo profiles update on their own.

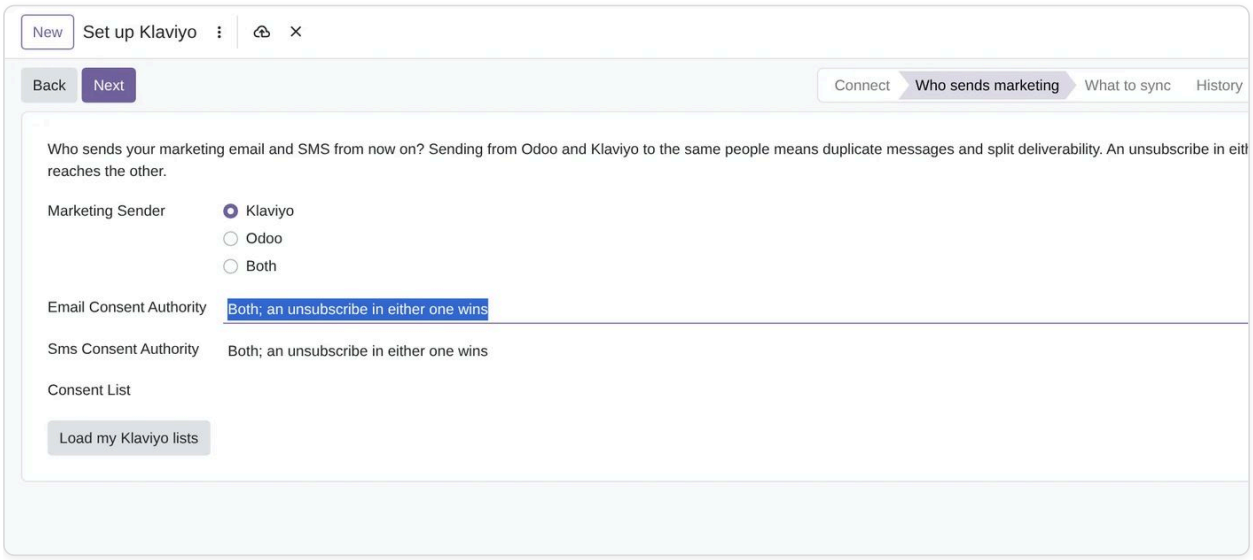
In the screenshot, Marta Albás has an order. Her **Klaviyo** tab shows **First-time** under **Lifecycle stage**, **Loyal** under **RFM segment**, and 3, 3 and 4 for the recency, frequency and monetary scores.



- **Real Odoo 20 screenshot.** Marta Albás's **Klaviyo** tab, with her consent, her Klaviyo engagement and her scores.

13 The first load with the setup wizard

You open it from **Klaviyo › Configuration › Set up** or from the **Set up Klaviyo** button on the account, while the sync is not running. When opened, it starts from what the account already has: if you run it again, nothing changes until you click **Start**.



- **Real Odoo 20 screenshot.** The **Who sends marketing** step of the wizard, with the **Back** and **Next** buttons.

The data does not arrive through a scheduled task. Everything is sent when you click **Start**: the wizard saves what you have changed and queues the contacts, the catalogue, the lists and the history. From then on, the task **Klaviyo: process the queue**, which runs every minute, sends them to Klaviyo.

Back	Goes back to the previous step. Not shown on the **Connect** step.
Next	Moves to the next step. Not shown on the **Summary** step, or on **Connect** while the account is not connected.
Start	Saves what you have changed and starts the sync. Only shown on the **Summary** step.
Connect with Klaviyo	Takes you to the Klaviyo sign-in and back to the wizard. Hidden once the account is connected.
Load my Klaviyo lists	Brings into Odoo the lists you already have in Klaviyo.
Accept	Accepts the sending of data through FlexigoTech Cloud. Only visible to whoever administers the system.

Steps

- **Connect**
- **Who sends marketing**
- **What to sync**
- **History**
- **Summary**

> You cannot move past the **Connect** step without connecting Klaviyo: it shows "Connect Klaviyo first." If your online store already sends orders to Klaviyo, you must choose a filter (sales teams, tags, source document or website) or **Start** refuses, so that no order is counted twice.

The steps and what you decide in each

Connect	You connect the Klaviyo account. Until the account is connected you cannot continue.
Who sends marketing	You choose **Klaviyo**, **Odoo** or **Both**. And who decides email and SMS consent. You also choose the **Consent List**.
What to sync	Ticks such as **Contacts**, **Product catalog**, **Orders** or **Subscriptions**, and the order filters.
History	**Send all existing contacts** and the date in **Send history since**.
Summary	A summary of what **Start** will do, before you click it.

Rules and conditions

- On the **Connect** step, **Next** is not shown until the account is connected. If you try without connecting, it shows "Connect Klaviyo first."
- If you tick **My online store already sends orders to Klaviyo** and choose no order filter, **Start** refuses with "Your online store sends orders to Klaviyo: choose which ones (teams, tags, source document or website), so that no order is counted twice."
- The filters are **Sales teams**, **Order tags**, **Source document starts with** with its **Prefix**, and **Orders placed on the website**. That last one only appears if you have a website.
- **Start** saves only what you changed in the wizard. A wizard left open does not undo what was changed elsewhere in the meantime.
- If you run it on a sync that is already running, it saves the changes and queues only the history. It does not recreate the webhook or resend the catalogue.
- An history that is still running cannot be started a second time, because it would send everything twice.
- The wizard only opens on an account for a company you have access to.

Other wizard options

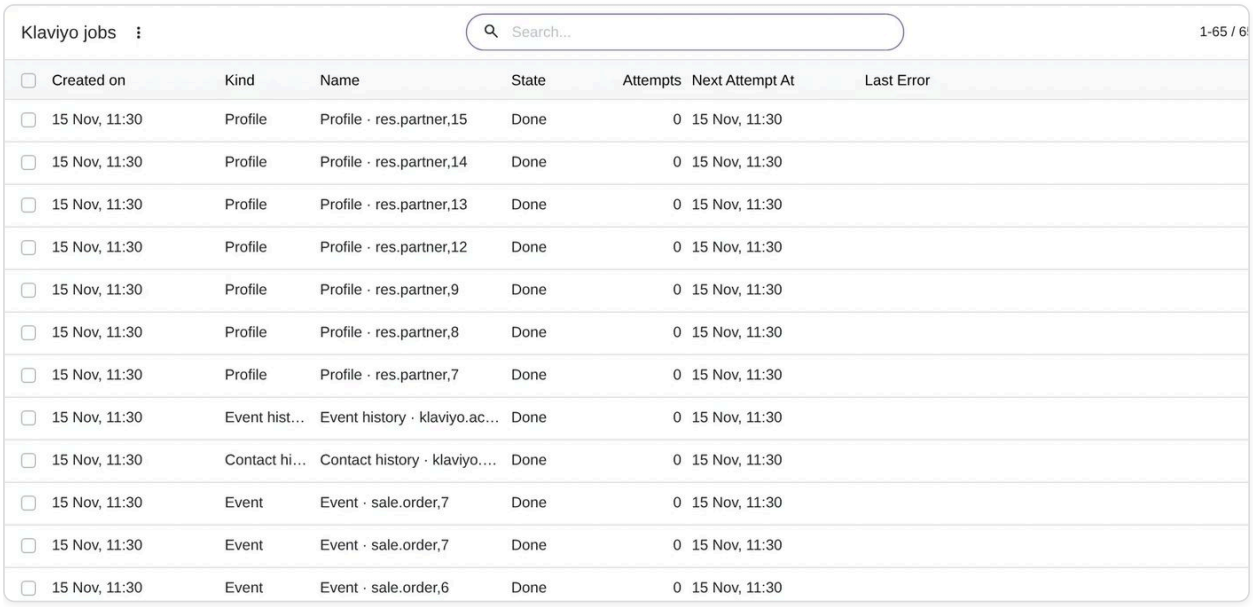
Test mode: only contacts with the test tag reach Klaviyo	Only sends contacts with the **Test tag**.
Contact tags as Klaviyo lists	Turns the chosen **Tags** into Klaviyo lists.
Erase from Klaviyo when a contact is deleted	When you delete a contact in Odoo, it is also erased from Klaviyo. It is off by default.
Email opens and clicks back in Odoo	Brings what happens to your emails in Klaviyo back into Odoo.
Track visitors on my online store	Turns on visitor tracking for the store.
Product URL	Template for the address of each product in the catalogue.

End-to-end example

For Moncayo Natural S.L., you open **Set up Klaviyo** from the account. An administrator accepts what goes through FlexigoTech Cloud, you press **Connect with Klaviyo**, grant permission in Klaviyo and return to the wizard with the account connected. With **Next** you reach **Who sends marketing** and choose who sends. In **What to sync** you leave the boxes you want, and in **History** you tick **Send all existing contacts**. In **Summary** you read what is going to happen and press **Start**. The account appears as in the accounts screen, with the status **Connected**, and the queue starts sending.

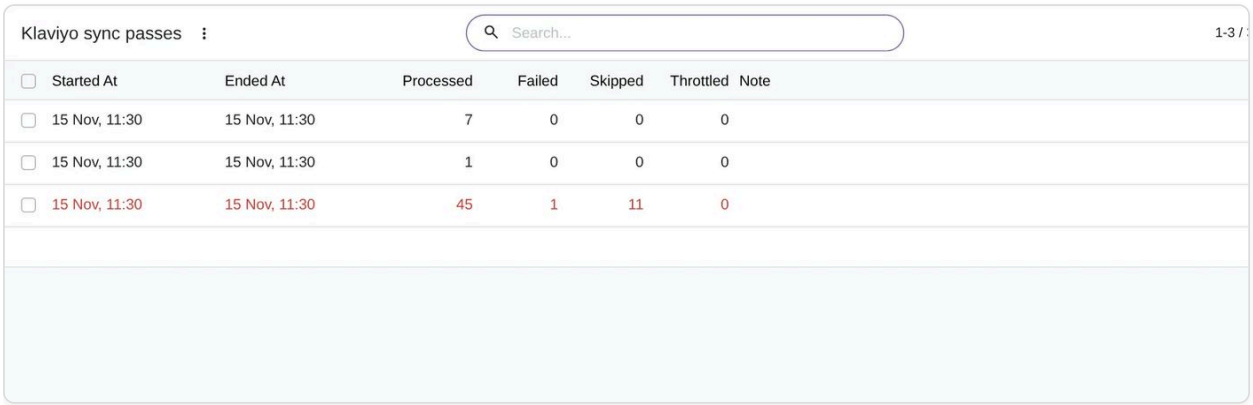
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14 Tracking the synchronisation



- **Real Odoo 20 screenshot.** The **Klaviyo jobs** list, with its columns for status, attempts and last error.

Klaviyo › Jobs opens **Klaviyo jobs**: the queue with everything the connector has to send. The scheduled action **Klaviyo: process the queue** empties it every minute. **Klaviyo › Sync passes** opens **Klaviyo sync passes**, with one row per pass: when it started and finished, and how many jobs Klaviyo processed, failed, skipped or throttled. **Klaviyo › Received from Klaviyo** opens **Received from Klaviyo**, with the notices Klaviyo sends to your Odoo.



- **Real Odoo 20 screenshot.** **Klaviyo sync passes** with **Processed**, **Failed**, **Skipped** and **Throttled**.

Statuses

LIST	STATUSES
Klaviyo jobs	**Pending**, **Sending**, **Done**, **Failed**, **Skipped**
Received from Klaviyo	**Pending**, **Applied**, **Skipped**, **Failed**

Record button

Retry	On a job it only appears if it is in **Failed**. On a received notice, you use it to apply it again from the first attempt. Only Klaviyo managers can see it.

Job filters

In **Klaviyo jobs** you can filter by **Failed**, **Waiting**, **With a warning** and **Last 24 hours**, and group by **Kind** and by state.

> The three lists are for reference only: no jobs or passes are created by hand. Only what is in **Failed** is retried.

Job statuses

Pending	Waiting for its turn. If it fails because of a network or Klaviyo error, it comes back here with a later **Next Attempt At**.
Sending	A queue pass has claimed it and is sending it. Meanwhile, a new change on the same record creates a separate job.
Done	Sent. If it carries a text in **Warning**, it was sent but there is something to check.
Failed	Attempts have run out or the error cannot be fixed automatically. It is resent with **Retry**.
Skipped	There was nothing to do: for example, the record no longer exists or a newer job replaced it.

Automatic retries

- On a Klaviyo or network error, the connector waits 1 minute, 5 minutes, 30 minutes, 2 hours and 6 hours between attempts, until the job is in **Failed**.
- When Klaviyo rate-limits, the job is postponed without using up an attempt, for at most one hour.
- A data erasure (GDPR) that fails immediately alerts the Klaviyo managers, because the legal deadline runs from the request.

Retry rules

Only a Klaviyo manager can see it. If there is already another pending job for the same thing, that one wins and the old one moves to **Skipped**. If several failed jobs exist for the same record, only the most recent is put back.

Statuses of received items

Pending	The notice is stored and still needs to be applied.
Applied	It was applied in Odoo. The **Note** says what happened, for example "Opted out in Odoo.".
Skipped	There was nothing to apply.
Failed	It could not be applied. **Retry** applies it again.

Each notice is stored only once: if Klaviyo resends it, it is not duplicated. Topics the connector does not handle are not stored. If the webhook is unavailable, **Klaviyo: poll consent without webhook** reads consent every 15 minutes.

Job record fields

Account	The Klaviyo account it belongs to.
Kind	Profile, event, catalogue, lists, consent, data erasure, history or webhook configuration.
Res Model and **Res**	The Odoo record it refers to.
Dedup Key	Prevents two identical pending jobs.
Payload	Only Klaviyo managers can see it.
Attempts, **Next Attempt At**, **Last Error**, **Http Status**	How the retry is going and what Klaviyo responded.
Done At	When it finished.

End-to-end example

On the Moncayo Natural account, **Klaviyo jobs** shows one **Profile** job for each contact sent, with its status, and the account's **Event history** job. **Klaviyo sync passes** has one row for each pass that did something, with what was processed, failed, skipped and throttled. In **Received from Klaviyo**, an email opt-out appears as **Applied** with the note "Opted out in Odoo.".

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15 The data that goes and comes back

DATA	DIRECTION	WHEN
Contacts (profiles)	From Odoo to Klaviyo	When a contact is created or changed, and with **Send history** for existing ones.
Email and SMS consent	From Odoo to Klaviyo	When the consent box is ticked and when an unsubscribe is recorded in Odoo, depending on who decides each channel's consent.
Email and SMS consent	From Klaviyo to Odoo	Immediately, if Klaviyo can notify your Odoo. If it cannot, the **Klaviyo: poll consent without webhook** job reads it every 15 minutes.

DATA	DIRECTION	WHEN
Lists and contact tags	From Odoo to Klaviyo	When a contact's tags change. **Load my Klaviyo lists** brings the lists you already have into Odoo.
Product catalogue	From Odoo to Klaviyo	When a product is created or changed, and each day with **Klaviyo: refresh the catalog (stock and prices)**.
Orders and their products	From Odoo to Klaviyo	When the order is confirmed, with the every-minute queue. Earlier history is sent with **Send history**.
Customer scores and lifecycle stage	From Odoo to Klaviyo	Each day, with the customer scoring job.
User events (opening an email, clicking)	From Klaviyo to Odoo	When Klaviyo reports them. They appear in **Klaviyo › Received from Klaviyo**.
Contact erasure (GDPR)	From Odoo to Klaviyo	With the **Erase from Klaviyo (GDPR)** action and, if the account has it on, when the contact is deleted.

The connector connects to Klaviyo through FlexigoTech Cloud, which handles the sign-in to Klaviyo, renews its access and monitors the synchronisation. Your Odoo sends contacts, the catalogue, orders and events to Klaviyo.

> The subscription caps the number of Klaviyo accounts per connector: up to 3 on Standard and up to 10 on Pro.

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16 What runs automatically

TASK	FREQUENCY	WHAT IT DOES
Klaviyo: process the queue	Every minute	Sends the pending tasks to Klaviyo and applies what Klaviyo has sent back.
Klaviyo: hourly checks	Every hour	Runs the account's periodic checks.
Klaviyo: poll consent without webhook	Every 15 minutes	Brings in consent changes when there is no webhook delivering them.
Klaviyo: refresh the catalog (stock and prices)	Every day	Re-queues the whole catalogue, because stock and prices change without the product being touched.
Klaviyo: housekeeping	Every day	Deletes old history: finished and past tasks are kept for 30 days, and events received from Klaviyo for 35.
Klaviyo: customer scores (RFM and lifecycle stage)	Every day	Recalculates your customers' scores and their lifecycle stage.
Klaviyo: send the profiles again after new properties	Every day	Sends the profiles again in batches when you have added new properties.
Klaviyo: loyalty, contacts with something that expired yesterday	Every day	Queues the contacts whose points, cards or coupons expired yesterday.

TASK	FREQUENCY	WHAT IT DOES
Klaviyo: loyalty, contacts queued in batches	Every 10 minutes	Queues, in batches, the contacts flagged after a change that affects many of them.
Klaviyo: check the mailing lists against Odoo	Every day	Checks the mailing lists against Odoo.
Klaviyo: subscription properties of the contacts	Every day	Updates the subscription properties of the contacts.

The frequencies are changed under **Settings** › **Technical** › **Automation** › **Scheduled Actions**, with developer mode enabled.

> The loyalty, mailing list and subscription tasks only take effect if those Odoo apps are installed.

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17 The account options and their defaults

Consent tab

Who sends marketing	**Klaviyo**, **Odoo** or **Both**. Set under **Klaviyo**.
Email consent and SMS consent	Who has the final say on consent for each channel: **Odoo decides**, **Klaviyo decides** or **Both; an unsubscribe in either one wins**, which is the default.
List for new subscribers	The Klaviyo list that people who give their consent in Odoo are subscribed to. If the list uses **Double opt-in**, Klaviyo asks them to confirm first.
Consent Sync Mode	Read-only: **Instant (webhook)** or **Every 15 minutes (polling)**. Set by the connector.
Bring email opens and clicks back to Odoo	Switched on by default. With **Note opens and clicks in the contact's chatter**, each open and click is also logged as a note on the contact.

Contacts tab

Sync contacts	Switched on by default.
Contacts to sync	Only contacts matching this filter become Klaviyo profiles. By default, active contacts that have an email address or a phone number.
Test mode and Test tag	Only contacts with the test tag reach Klaviyo, and only their consent is reflected. This lets you test the connector without sending real customers: Klaviyo's free plan allows 250 profiles.
External ID prefix	Each profile's external ID in Klaviyo is this prefix plus the contact's number in Odoo. Only change it during a migration.
Erase the Klaviyo profile when a contact is deleted	Switched off by default: deleting a duplicate contact in Odoo must not delete a real customer in Klaviyo.
Profile properties	The table that says which Odoo field goes to each Klaviyo property. Each row can be switched off.

> With test mode on, the account says so at the top: "Test mode: only the contacts with the test tag (Contacts tab) reach Klaviyo." Turn it off when you want to send all contacts.

The **Lists**, **Catalog** and **Orders** tabs are each covered in their own section. The **Status** tab has no options: it shows what was sent, what failed and what was skipped in the last 24 hours, and the state of the connection.

Defaults

OPTION	DEFAULT
Who sends marketing	**Klaviyo**
Email consent and **SMS consent**	**Both; an unsubscribe in either one wins**
Bring email opens and clicks back to Odoo	On
Note opens and clicks in the contact's chatter	Off
Sync contacts	On, with active contacts that have an email address or a phone number
Test mode	Off
Erase the Klaviyo profile when a contact is deleted	Off
Send contact tags as Klaviyo lists	Off
Sync the product catalog	On, with the products that can be sold and their sales price
My online store already sends orders to Klaviyo	Off
Send all existing contacts, **in the wizard**	On
Send history since, **in the wizard**	Two years before today

Unsubscribes take priority: with **Both; an unsubscribe in either one wins**, anyone who unsubscribes in Klaviyo or in Odoo is unsubscribed in both. Erasing on delete is switched off because deleting a duplicate contact in Odoo must not delete a real customer in Klaviyo. And the wizard's history starts two years back, covering all the contacts you already have.

An example: test with your team first

1. **Switch on test mode**
   In the **What to sync** step of the wizard, or on the **Contacts** tab of the account, you tick **Test mode**. The **Test tag** is already filled in: it is a tag that comes with the module.

2. **Tag the people who will test**
   You put that tag on three colleagues. Only they reach Klaviyo, and only their consent is reflected. Klaviyo's free plan, with 250 profiles, is enough for this test.

3. **Switch it off to go live**
   When everything checks out, you untick **Test mode** on the **Contacts** tab. When you change it, the connector sends the consent that did not reach Klaviyo while you were testing.

18 Security and personal data

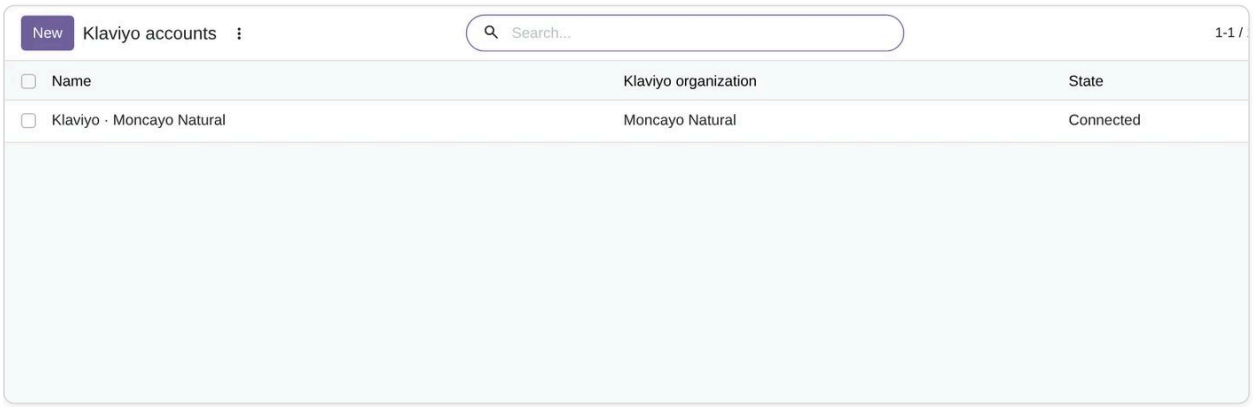
- Klaviyo credentials (the access tokens and the webhook secret) are stored encrypted in your database. They can be encrypted with a server key, which lives outside the database, or with a key derived from the database itself.
- Klaviyo connects through FlexigoTech Cloud. Before connecting, an Odoo administrator has to read and accept, on the account screen, what passes through that service. If they have not accepted it, Odoo shows the error "An administrator first reads and accepts, on this page, what passes through FlexigoTech Cloud when Klaviyo is connected."
- Only an administrator can accept that condition. If another user tries, Odoo replies "Only an administrator can accept what passes through FlexigoTech Cloud."
- The connector has two user groups: **User** and **Manager**. The account buttons, such as **Connect with Klaviyo**, **Disconnect**, **Test connection** or **Send history**, belong to managers. The **Forget credentials** and **Accept** buttons are for administrators only.
- A manager only sees the accounts of the companies they have access to. If they try to open an account of a company they have no access to, Odoo replies "This Klaviyo account belongs to a company you have no access to."
- The access tokens that Klaviyo issues to the FlexigoTech application pass through FlexigoTech Cloud to your Odoo. While the connection lasts, FlexigoTech Cloud stores your Klaviyo account ID, which it uses for the test and for the subscription's account cap, and a fingerprint of the access (its sha256 hash, never the token).
- Your Odoo sends contacts, the catalogue, orders and events to Klaviyo using the access that FlexigoTech Cloud renews.
- Data for the contacts in scope of the account is sent to Klaviyo. A contact that is excluded, deleted or outside test mode is not sent, and is not replaced by another contact from the same company.
- To remove a person from Klaviyo, the **Erase from Klaviyo** button sends the erasure request. If that request fails, Odoo immediately alerts the company's managers with an activity, without waiting for the 30 days after which the housekeeping task stops retrying it. The activity carries the job and the Klaviyo profile, never the email address.
- The history of sent jobs and sync passes is kept for 30 days, and the events received from Klaviyo for 35 days. After that, they are deleted by the scheduled task **Klaviyo: housekeeping**, which runs every day.

What is recorded about who accepts

When you accept, Odoo records the name of the company and the email address of the person accepting, together with the date and the version of the text accepted. The FlexigoTech Cloud activation screen shows the list of what is sent before you accept.

19 Several accounts and several companies

Each connection to Klaviyo is an account, and each account belongs to one Odoo company. You will find them under **Klaviyo › Configuration › Accounts**. Each account has its own options, its own consent and its own lists, and connects to its own Klaviyo organisation. A company's account is created the first time it is used.



- **Real Odoo 20 screenshot.** The list of Klaviyo accounts, showing the Klaviyo organisation and the status of each one.

A record that has a company belongs to that company's account. One that has no company belongs to all accounts. If a contact belongs to a company, its account is the only one that calculates its scores; if it has no company, each account scores it using the orders from its own company.

A product that no longer falls within an account's catalogue, for example because it has been moved to another company, is removed from Klaviyo in that account. A contact with the same address in two companies does not cause it to be sent to the wrong account: if one of the two is excluded, that address is not delivered to another record.

The number of accounts supported depends on the FlexigoTech Cloud plan: up to 3 with Standard and up to 10 with Pro. The prices, excluding VAT, are €49 per month or €490 per year with Standard, and €98 per month or €980 per year with Pro.

A manager can only act on the accounts of their own companies. If an action affects contacts that are also in another company's Klaviyo account that they do not manage, Odoo replies "These contacts are also in the Klaviyo account of ..., which you cannot manage."

20 If something goes wrong

When connecting, a warning appears that leads to Settings > FlexigoTech Cloud	Connecting Klaviyo requires the FlexigoTech Cloud trial or subscription. Connect the database and activate the trial on that screen, then press **Connect with Klaviyo** again.
The account moves to Error or Disconnected	Klaviyo has refused access, for example because someone removed the application in Klaviyo, or the credentials cannot be read. Open the account in **Klaviyo › Configuration › Accounts**, press **Test connection** and, if it still fails, connect again.
"Only a Klaviyo Manager can connect, disconnect or configure Klaviyo."	Your user does not have the permission. Ask an administrator to make you a Klaviyo Manager.

A contact, order or event does not reach Klaviyo	In **Klaviyo jobs**, look at the **Last Error** column and at the **Warning** on that record. A failed job can be sent again from the list itself.
You want to see what Klaviyo replied	In **Klaviyo jobs** you will find the last error of each job. In **Received from Klaviyo** you can see each notification Klaviyo sent, with its status and note. In **Klaviyo sync passes** you can see how many records were processed, failed or skipped.
Klaviyo is busy	This is a Klaviyo rate limit. The connector does not use up attempts, and the job tries again on its own after the time Klaviyo indicates, up to one hour at most.

If the account shows a FlexigoTech Cloud notice at the top, check under **Settings** › **FlexigoTech Cloud** that the trial or subscription is active. The notice clears by itself once FlexigoTech Cloud renews access.

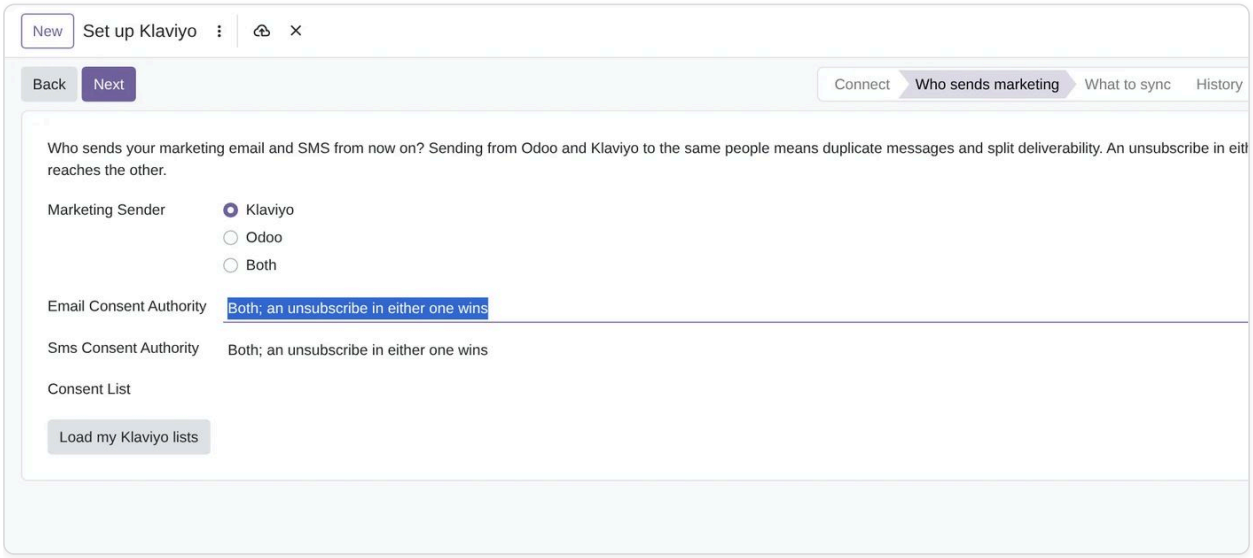
Other messages you may see

"Connect Klaviyo first."	Shown in the wizard when you carry on without the account connected. Press **Connect with Klaviyo** and complete the authorisation in Klaviyo.
"Klaviyo is already connected. Disconnect first to connect it again."	The account is already in **Connected** status. Press **Disconnect** before connecting again.
"Connecting with Klaviyo needs this Odoo on a public https address (it is ...)."	Klaviyo cannot return the connection to a non-public address. Use your Odoo from its public https address.
"An administrator first reads and accepts, on this page, what passes through FlexigoTech Cloud when Klaviyo is connected."	An administrator has to accept the list of data before connecting.
"This Odoo is connected to the Klaviyo account ..., and you authorized .... Authorize the same account again."	You have logged in to a different Klaviyo account. Repeat the connection with the original account.
"Klaviyo is busy. Connect again in ... seconds."	This is a rate limit. Wait the number of seconds shown and try again.
"Each event needs its own metric name: Klaviyo keeps one event per metric and unique_id."	Two metrics have the same name. Change one so that all of them are different.
"A metric name cannot be empty."	Fill in the metric name you left blank.
"Only an administrator can delete a connected Klaviyo account: disconnect it first."	Disconnect the account before deleting it; deletion is done by an administrator.

21 Other ways of doing it

OPTION	WHAT IT INVOLVES
Manually from the Klaviyo dashboard	Someone uploads or exports contacts, orders and lists in the Klaviyo dashboard and repeats this every time they change in Odoo. Unsubscribes and consents are also passed on by hand.
Odoo alone	In the Odoo 20 code, Community and Enterprise, there is no module with "klaviyo" in its name and no manifest naming it (search made on 14-11-2026). Odoo does not include a connection to Klaviyo.
This connector	It keeps in Klaviyo the contacts with their marketing consent, the product catalogue and the events from your Odoo applications, from an account you configure with a wizard. It requires a FlexigoTech Cloud subscription, with a 14-day trial and no card required.

If you already use another tool for marketing, in the wizard you choose **Who sends marketing**: **Klaviyo**, **Odoo** or **Both**. The wizard warns that sending from both Odoo and Klaviyo to the same people means duplicate messages and split deliverability. In the **History** step you choose from which date earlier data is sent, with **Send history since**.



- **Real Odoo 20 screenshot.** The **Who sends marketing** step of the wizard, with **Klaviyo**, **Odoo** and **Both**.

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 requires no card. With Standard, up to 3 accounts; with Pro, up to 10.

23 Frequently asked questions

What does the connector do?

It synchronises Odoo with Klaviyo: it carries contacts with marketing consent, the product catalogue, events from your Odoo applications and customer scores.

Does it work without FlexigoTech Cloud?

No. The connection to Klaviyo and the renewal of its access go through FlexigoTech Cloud.

What does FlexigoTech Cloud do for me?

It maintains the connection to Klaviyo: it renews its access, monitors the synchronisation and emails you if something fails.

How much does it cost?

The module license costs €9 per Odoo version. The FlexigoTech Cloud service costs €49 a month or €490 a year with Standard, and €98 a month or €980 a year with Pro, VAT not included.

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: all its dependencies are Community ones. The parts for Helpdesk, Appointments and Subscriptions, which are Enterprise apps, only switch on if you have them.

Which Odoo versions does it work with?

There is a version of the module for Odoo 17, 18, 19 and 20.

How many Klaviyo accounts can I connect?

Up to 3 with the Standard plan and up to 10 with Pro. Each account belongs to one Odoo company.

What is the difference in support between Standard and Pro?

With Standard, the first reply arrives within 1 working day. With Pro it arrives within 4 working hours, and includes a video call if needed.

Do I have to paste Klaviyo credentials?

No. Access is granted on the Klaviyo authorisation screen, when you press **Connect with Klaviyo**.

Who can connect the account?

A Klaviyo Manager can connect, disconnect and configure. Accepting what is passed through FlexigoTech Cloud is done only by an administrator.

Does my Odoo have to be reachable from the internet?

Yes, at a public https address. If it is not, connecting fails with the error "Connecting with Klaviyo needs this Odoo on a public https address (it is ...)."

What happens if I don't subscribe when the trial ends?

Nothing is charged: the trial does not require a card. Your data stays in your Odoo.

Where are the credentials stored?

The access tokens and the webhook secret are stored encrypted in your database.

How often are changes sent to Klaviyo?

Changes go into a queue that the task **Klaviyo: process the queue** empties every minute.

How often does consent from Klaviyo reach Odoo?

If Klaviyo can notify your Odoo, immediately. If not, the task **Klaviyo: poll consent without webhook** checks every 15 minutes.

When are stock and prices in the catalogue updated?

Once a day, with the task **Klaviyo: refresh the catalog (stock and prices)**. Product changes are sent through the queue every minute.

How often are customer scores calculated?

Once a day. With **Update customer scores now** you calculate them at once.

How many scheduled tasks does it include?

11, all active when installed.

Can I change how often the tasks run?

Yes, under **Settings** › **Technical** › **Automation** › **Scheduled Actions**, with developer mode activated.

What happens to the lists I already had in Klaviyo before installing it?

The **Load my Klaviyo lists** button brings your existing lists into Odoo.

And what about the data already in Odoo before installing it?

With **Send history** you send the history from before the connection. The **Set up Klaviyo** wizard also queues contacts, catalogue and lists when you press **Start**.

Who sends the campaigns and flows?

Klaviyo sends them, and Odoo synchronises with it. The connector does not send campaigns or flows.

Can I choose whether marketing is sent by Klaviyo, Odoo or both?

Yes, in the **Who sends marketing** step of the wizard. Sending from both to the same people means duplicate messages and split deliverability.

Does an unsubscribe in Klaviyo reach Odoo?

Yes. The notice appears in **Klaviyo › Received from Klaviyo** and is applied in Odoo. The notice's note says what happened.

Can ticking the consent box re-subscribe someone who unsubscribed?

No. An address that has unsubscribed is not re-subscribed by ticking a box: you must remove it from Odoo's blacklist first.

Can I erase a person from Klaviyo under GDPR?

Yes, with the **Erase from Klaviyo (GDPR)** action. Before you confirm, the wizard shows you other contacts with the same email address or phone number.

What happens if my online store already sends orders to Klaviyo?

In the wizard you have to choose an order filter (sales teams, tags, source document or website). Without one, **Start** refuses to run so that no order is counted twice.

What happens if a send fails?

The job is retried after 1 minute, 5 minutes, 30 minutes, 2 hours and 6 hours, and it is marked **Failed** on the eighth attempt. From **Klaviyo › Jobs** you can repeat it with **Retry**.

What happens if Klaviyo limits the rate of requests?

The job is postponed without using up an attempt, for up to one hour at most.

How do I see what has been sent?

On the account's **Status** tab, the **Last 24 hours** group counts what was sent, what failed, what was skipped and what has a notice. In **Klaviyo › Sync passes** you can see each pass.

Has it been tested against the real Klaviyo?

Yes. The connection, profiles, events and webhooks were tested against Klaviyo's real API, and 45 tests against Klaviyo pass on Odoo 17, 18, 19 and 20. The 1,357 automated tests run against a double of its API.

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24 Glossary

Klaviyo	Marketing platform that sends campaigns and flows using the data Odoo syncs to it.
Account	Each connection to Klaviyo in Odoo. It belongs to an Odoo company and is found under **Klaviyo › Configuration › Accounts**.
Klaviyo organisation	The Klaviyo organisation to which an Odoo account connects.
FlexigoTech Cloud	FlexigoTech's service outside your Odoo. It handles the sign-in to Klaviyo, renews its access and monitors the sync.
Trial and subscription	A 14-day trial without a card, followed by a subscription to FlexigoTech Cloud. The connector needs one of the two.

Standard plan and Pro plan	The two subscription plans. They change the number of accounts (up to 3 or up to 10) and how quickly support first responds.
Profile	How Klaviyo sees an Odoo contact: its data, its properties and its consent.
Consent	The contact's permission to receive marketing by email or SMS. It travels in both directions between Odoo and Klaviyo.
Klaviyo list	A set of people in Klaviyo. It can come from an Odoo mailing list or from a contact tag.
Single opt-in and double opt-in	The two processes for a Klaviyo list: the person joins without confirming again, or must confirm to join.
Event	An order, an invoice, a delivery or another fact from your Odoo apps, sent to Klaviyo.
Metric	The name under which Klaviyo groups events of the same type.
Catalogue	The products with their variants and categories that the account sends to Klaviyo.
Job	A pending or completed send to Klaviyo. You see them in **Klaviyo › Jobs**, with statuses such as **Pending** and **Done**.
Queue	Where jobs wait. The scheduled job **Klaviyo: process the queue** empties it every minute.
Sync pass	Each run of the queue that did something, with its start, end and counts. They are in **Klaviyo › Sync passes**.
Webhook	A notice with which Klaviyo tells your Odoo about a change, such as an unsubscribe. Without a webhook, the **Klaviyo: poll consent without webhook** job checks consent every 15 minutes.
RFM	Recency, frequency and monetary value scores, from which the contact's **RFM segment** is derived.
Lifecycle stage	The contact's purchase status: **Prospect**, **First-time**, **Repeat** or **Lapsed**.
GDPR	Data protection regulation. The **Erase from Klaviyo (GDPR)** action deletes contacts from Klaviyo and excludes them from future sends.

25 Checklist and contact

- [ ] You have Odoo 17, 18, 19 or 20, on Odoo.sh or on your own server, not on Odoo Online.
- [ ] Your Odoo is reachable at a public https address.
- [ ] You have a Klaviyo account and a user who can authorise applications.
- [ ] The module is installed, together with the FlexigoTech Cloud module and the Odoo modules it depends on.
- [ ] In **Settings** you have connected the database to FlexigoTech Cloud and started the 14-day trial.
- [ ] An administrator has read and accepted what passes through FlexigoTech Cloud when connecting Klaviyo.
- [ ] You have opened **Klaviyo › Account** and, in the **Set up Klaviyo** wizard, pressed **Connect with Klaviyo**.
- [ ] The account shows **Connected** status and **Test connection** does not return an error.
- [ ] In the **Set up Klaviyo** wizard you have reviewed **Who sends marketing** and **What to sync**.
- [ ] With **Start** the first sends have gone out, and in **Klaviyo › Jobs** you see a contact's jobs with **Done** status.

If you would like us to set it up with you, write to us. On 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/klaviyo-connector-odoo.html

On Odoo Apps

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

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