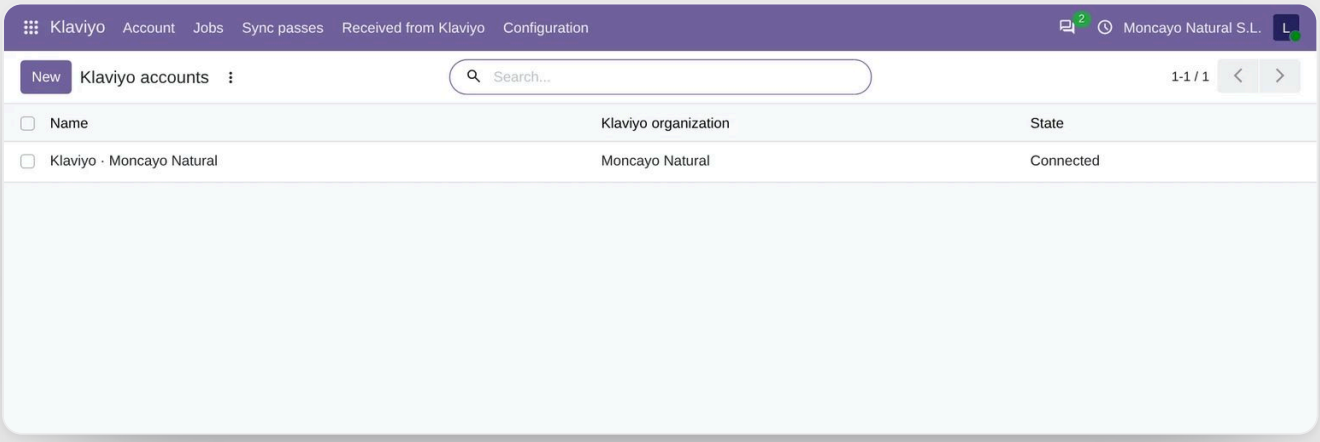
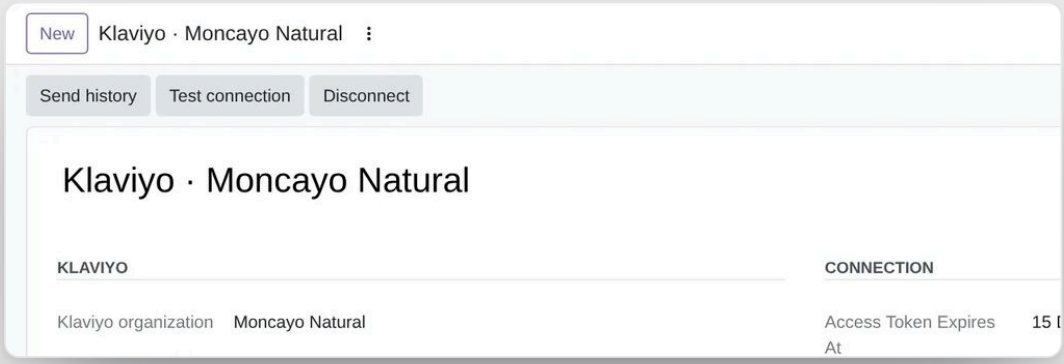
USER MANUAL · MARKETING

Klaviyo connector for Odoo

For those who already have the connector: install it, activate it, connect it, set it up and use it, step by step.

Module version 20.0.2.0.1 | Odoo 20 screenshots | Edition of 16-11-2026





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

Contents

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

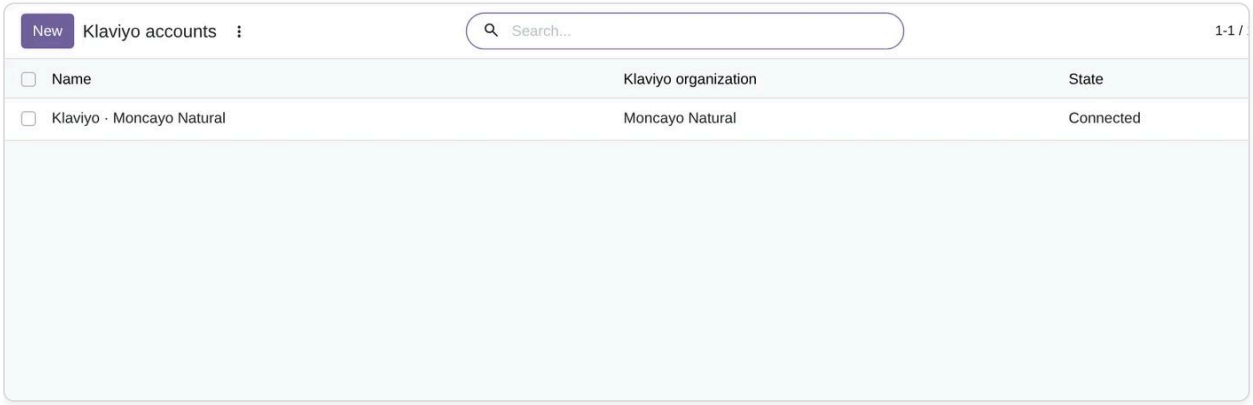
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This manual describes version 20.0.2.0.1 of the module (Odoo branch 20.0, commit fc2ddf79f). Everything it says comes from its code: menus, buttons, fields, scheduled actions and error messages.

The screenshots come from a test Odoo 20 database, with a made-up company and data and no real connection to Klaviyo. In Odoo 17, 18 and 19 the module has its own version: if something on your screen does not match, write to us.

1 What it is and where it is

The connector adds to Odoo its own app, **Klaviyo**, to connect your Klaviyo accounts and track what is sent and what comes back from Klaviyo. Outside that app, you work from your contacts, products and mailing lists.



- **Real Odoo 20 screenshot.** **Klaviyo accounts** list with one account in 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 completed work 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 notifications 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 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 appear as usual, and their changes reach Klaviyo through the queue.

2 Before you start

Before installing the connector and connecting the account, you need the following in Klaviyo and in Odoo.

- 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 Klaviyo's 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 with 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.
- A FlexigoTech Cloud subscription or its 14-day free trial with 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**.

3 Installation

The module is installed like any third-party Odoo module. An administrator is needed.

How to get it

From its page on Odoo Apps (**https://apps.odoo.com/apps/modules/20.0/flexigo_klaviyo**) or from the connector's page on flexigotech.com. Choose the Odoo version you use: each version is a separate module.

The module depends on `flexigotech_cloud`, the connection to FlexigoTech Cloud. On Odoo Apps, the module page lists it under "Community Apps Dependencies" and its price already includes it; it is also free and has its own page (**https://apps.odoo.com/apps/modules/20.0/flexigotech_cloud**). Put both folders together in the same modules path and Odoo installs `flexigotech_cloud` at the same time.

On Odoo.sh

1. **Upload the folders to your repository**
   Copy `flexigo_klaviyo` and `flexigotech_cloud` into the branch of your project, in your modules folder, and push.

2. **Wait for Odoo.sh to build the branch**
   When it finishes, both modules are in the branch.

3. **Install the app**

   In **Apps**, click **Update Apps List** (with developer mode), search for "Klaviyo" and click **Activate**.

On your own server

1. **Copy the folders**

   Put `flexigo_klaviyo` and `flexigotech_cloud` in a folder that is in the `addons_path` of your Odoo.

2. **Restart Odoo**

   So that it reads the new modules.

3. **Install the app**

   In **Apps**, **Update Apps List**, search for "Klaviyo" and click **Activate**.

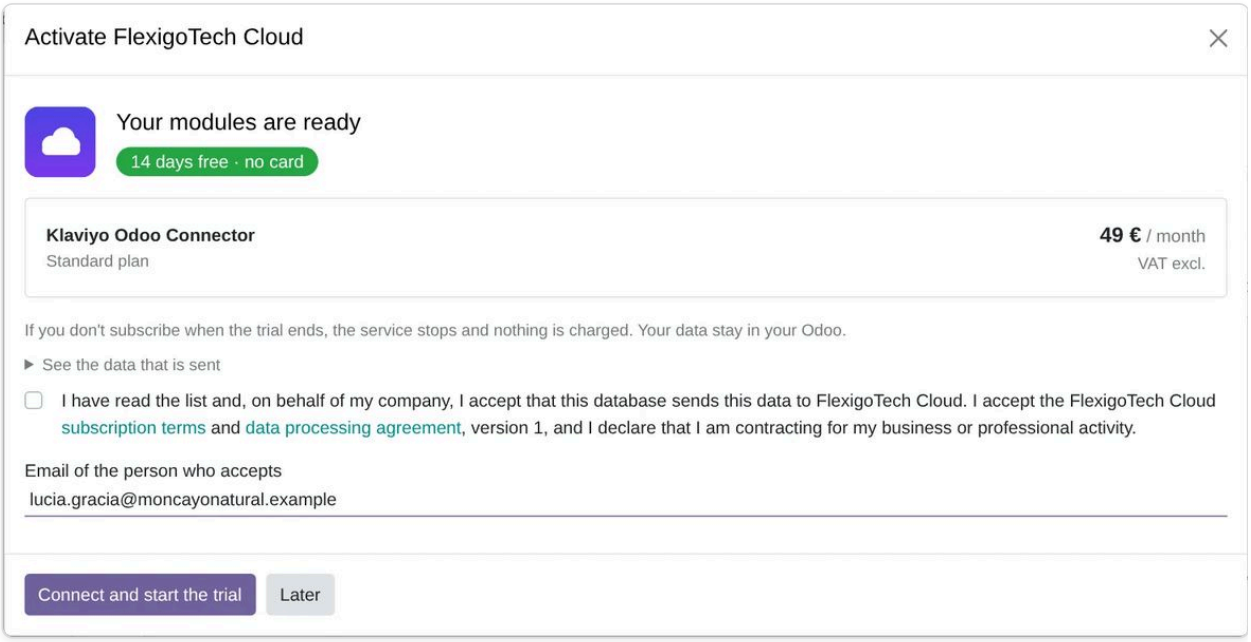
> When installing it, Odoo also installs the apps the module depends on: Contacts. If you already use them, nothing changes in what you have.

4 Activate FlexigoTech Cloud: the 14-day trial

FlexigoTech Cloud handles the sign-in to Klaviyo and renews its access; the tokens are stored encrypted in your Odoo. To connect Klaviyo, the database must be connected to FlexigoTech Cloud and the module must have the trial or the subscription.

1 **Click Activate in the top bar**

It appears as soon as you install the module. Open the **Activate FlexigoTech Cloud** window, with the Standard plan and its 14 free days, no card needed.



- **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**

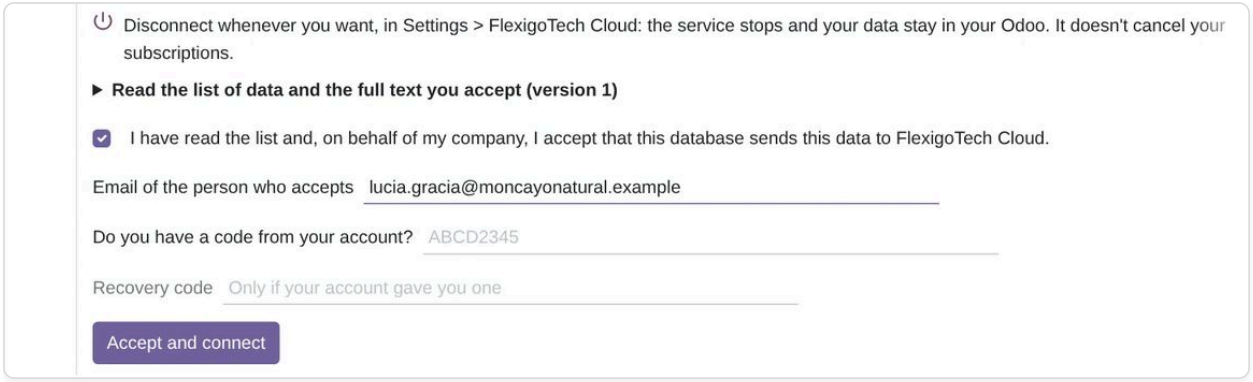
Tick "I have read the list and, on behalf of my company..." (it includes the subscription terms and the data processing agreement) and enter the **Email of the person who accepts**.

3 **Click Connect and start the trial**

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

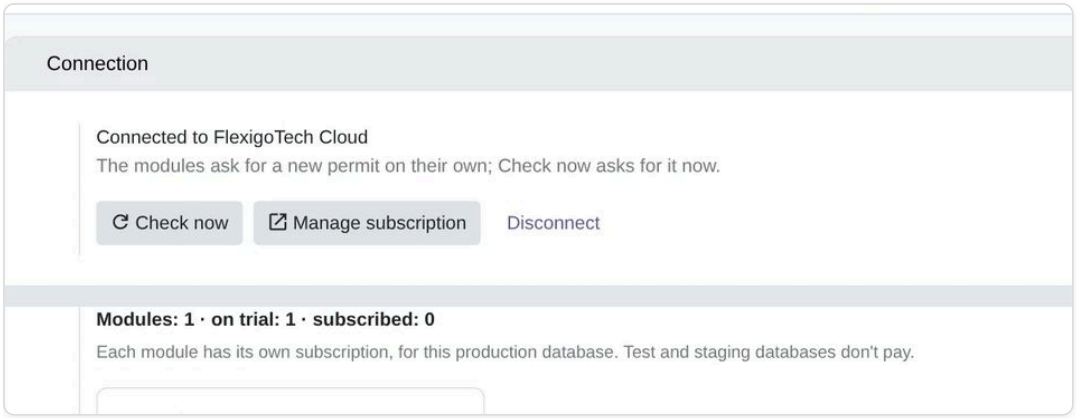
The same, from Settings

In **Settings › FlexigoTech Cloud** is the full list of what the database sends. Tick the box, enter the email and click **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: **Trial** and the date it ends, **Subscribed**, etc. From there you choose the plan (Standard or Pro, monthly or yearly) and click **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.

PLAN	PRICE	INCLUDES
Standard	€49 per month or €490 per year	Support response within 1 business day, up to 3 accounts
Pro	€98 per month or €980 per year	Response within 4 business hours, up to 10 accounts and a video call if needed

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 by itself 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."

5 Connecting your account

There is one Klaviyo account per Odoo company, and it is opened on **Klaviyo › Account**.

1. **Open the account**

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

2. **Click Set up Klaviyo**

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

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

   The step explains what passes through FlexigoTech Cloud when Klaviyo is connected. 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. **Click Connect with Klaviyo**

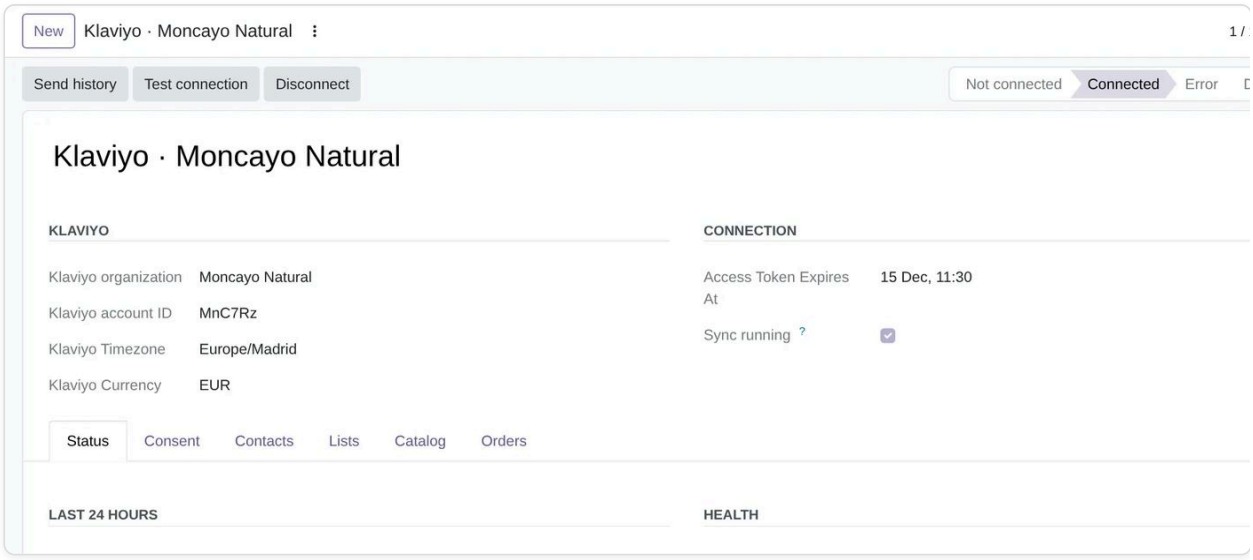
   Klaviyo's permission screen opens. You grant permission and return to Odoo with the account connected. If you authorise a Klaviyo account different from the one already linked, an error appears and you must authorise the same one.

6. **Follow the wizard**

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

7. **Test the connection**

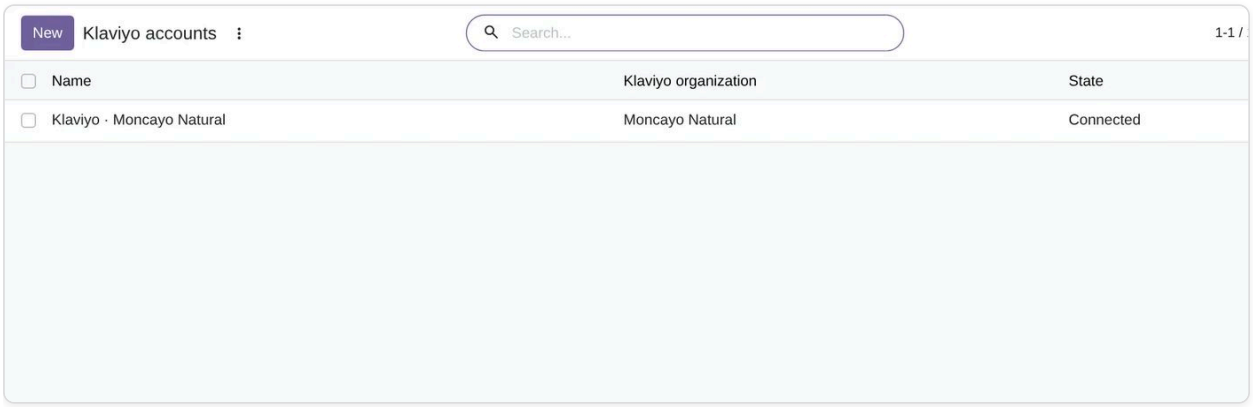
   On the account, **Test connection** queries Klaviyo and shows its response, "Klaviyo answered: ...". The connected account shows **Klaviyo organization**, **Klaviyo account ID**, **Klaviyo Timezone** and **Klaviyo Currency**.



- **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 a previous access, the new connection is rejected until it does.

After connecting, the data travels through scheduled tasks 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 with **Klaviyo: poll consent without webhook**, every 15 minutes; with a webhook, it arrives immediately.



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

6 The account options

The account stores what you choose in the wizard, split across tabs, and each option can be changed later on the account itself.

Consent tab

Who sends marketing	**Klaviyo**, **Odoo** or **Both**. It comes set to **Klaviyo**.
Email consent and SMS consent	Who decides 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 to which someone who gives their consent in Odoo is subscribed. If the list is **Double opt-in**, Klaviyo first asks them to confirm.
Consent Sync Mode	Read-only: **Instant (webhook)** or **Every 15 minutes (polling)**. The connector sets it.
Bring email opens and clicks back to Odoo	It is on by default. With **Note opens and clicks in the contact's chatter**, each open and each click is also logged as a note on the contact.

Contacts tab

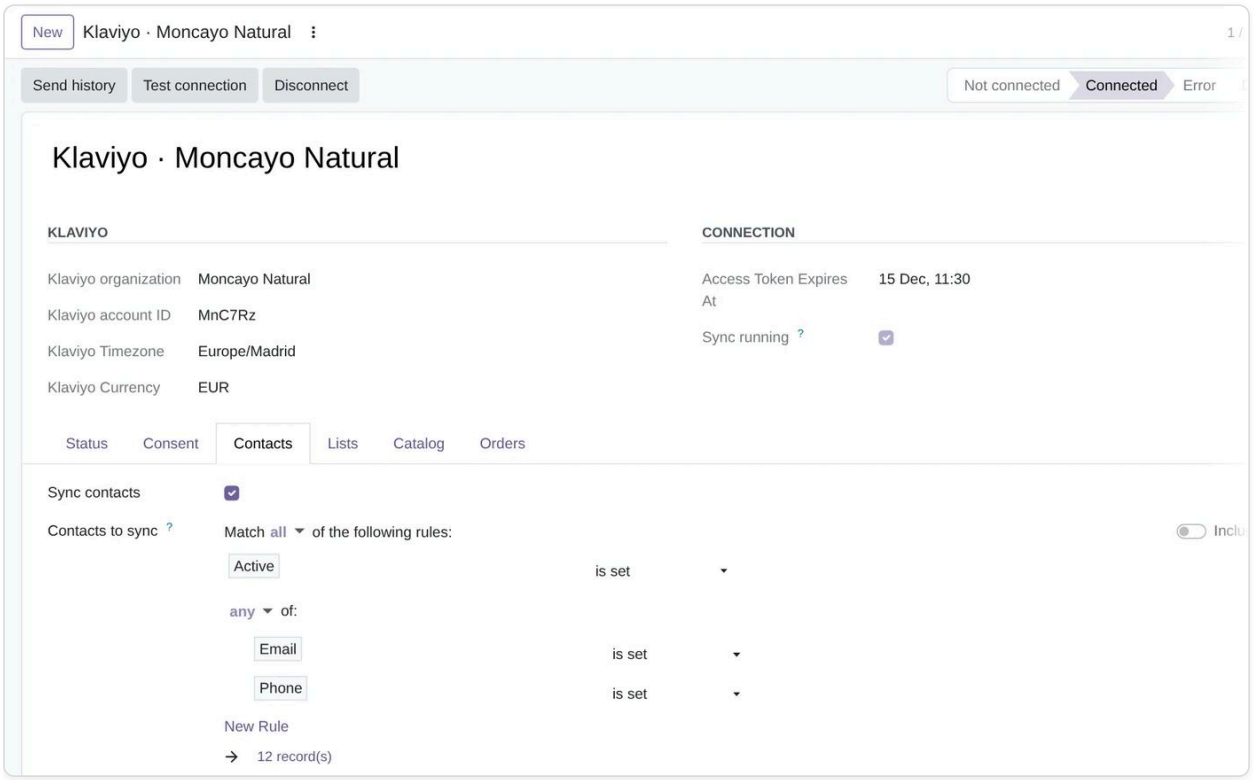
Sync contacts	It is on by default.
Contacts to sync	Only the contacts that match this filter become Klaviyo profiles. By default, active contacts that have an email address or a phone number.
Test mode and Test tag	Only contacts with the test tag reach Klaviyo, and only their consent is reflected. It lets you test the connector without sending real customers: Klaviyo's free plan supports 250 profiles.
External ID prefix	The external ID of each profile in Klaviyo is this prefix plus the contact's number in Odoo. Change it only during a migration.
Erase the Klaviyo profile when a contact is deleted	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 how the connection is doing.

7 Contacts and profiles

Contacts with marketing consent are sent to Klaviyo as profiles, with the properties you assign from Odoo.

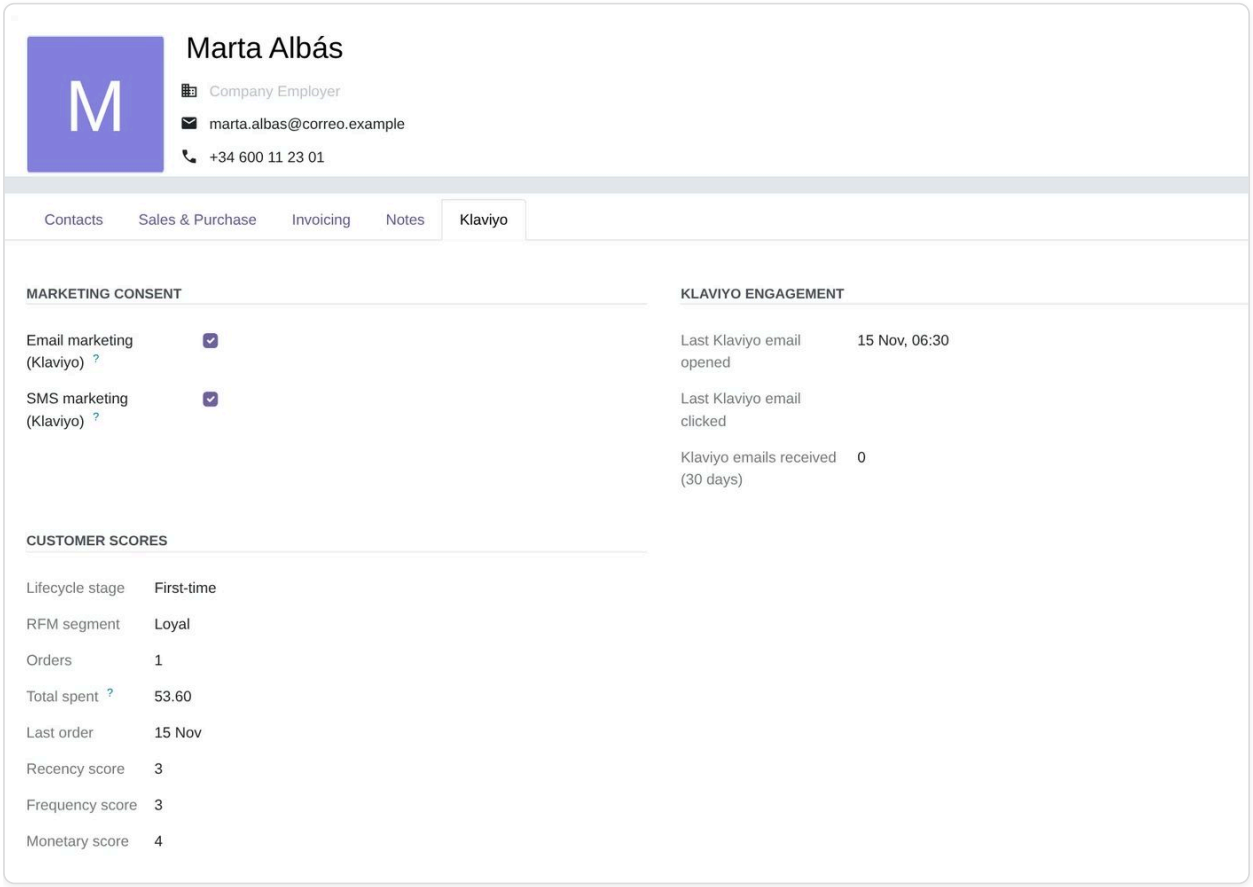


- **Real Odoo 20 screenshot.** The **Contacts** tab of the account, with the **Sync contacts** option.

Where each piece of data comes from

- When you create a contact or save a change in Odoo, the profile enters the queue for sending to Klaviyo. The scheduled job **Klaviyo: process the queue** empties it every minute.
- Contacts that change all at once, for example when you rename 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 on 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)	Same, for SMS.
Excluded from Klaviyo	Read only. Set by a data erasure request: the contact is not sent again.

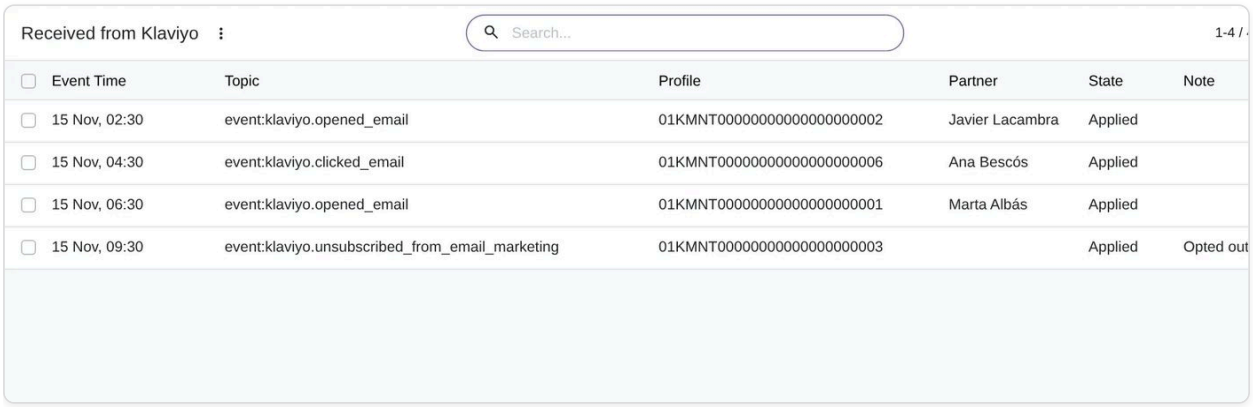
Statuses

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 the Odoo blacklist.

8 Consent and GDPR

Klaviyo tells Odoo about the opens, clicks and unsubscribes of your contacts, and from Odoo you erase from Klaviyo anyone who asks under the GDPR.



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

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

Status of each notification

Pending	The notification is saved 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**
   Select the contacts you want to erase in Odoo and open the **Erase from Klaviyo (GDPR)** action. They appear in **Contacts to erase**, with their **Number of contacts**.

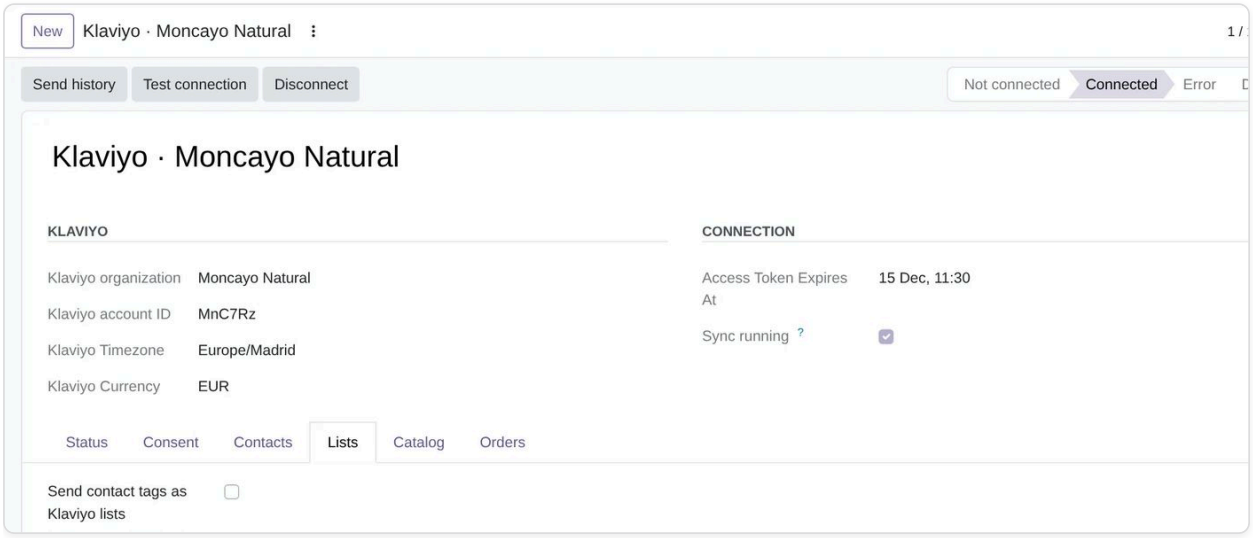
2. **Check the ones that share data**
   The **Other contacts with the same email or number** section shows other contacts with the same email or number as those you chose.

3. **Click 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.

9 Mailing lists

The connector syncs Odoo mailing lists with Klaviyo lists, each with its own opt-in process, and checks every day that both sides match.



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

Where the data comes from

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

What you see on 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.

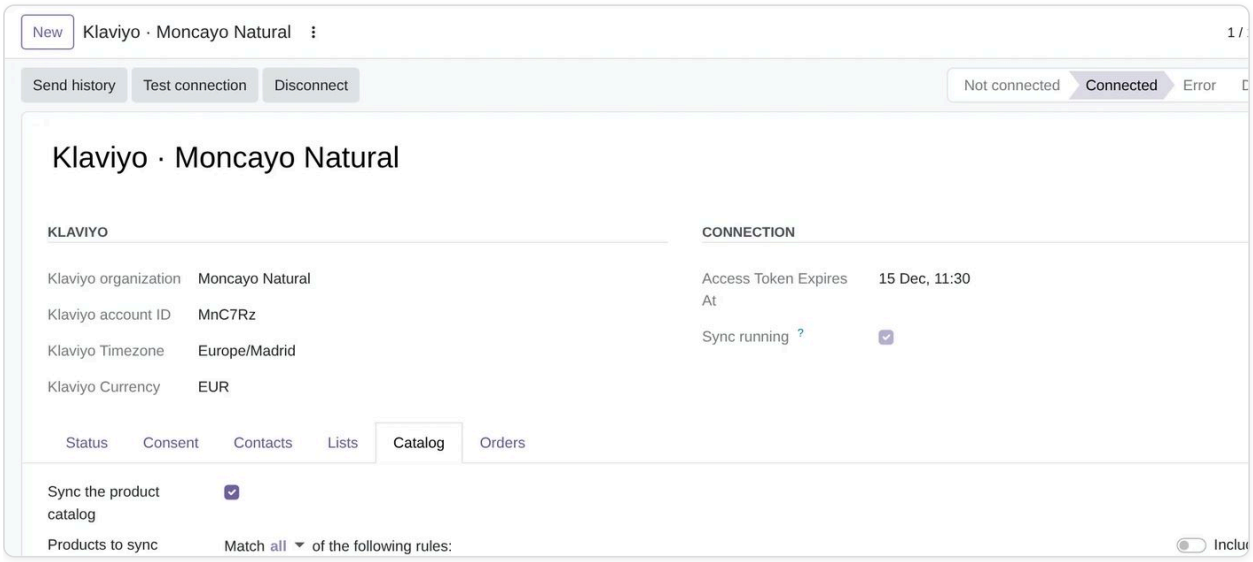
If Klaviyo loses a list

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

> If the list is lost, anyone who already received the consent request is not subscribed again: Odoo marks them as outside the list and puts them back in it without asking for a new consent.

10 Catalog

The connector sends products, their variants and their categories to Klaviyo, and keeps them up to date.



- **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 job **Klaviyo: process the queue** runs every minute and sends what is in the queue.
- The scheduled job **Klaviyo: refresh the catalog (stock and prices)** runs every day and renews stock and prices in Klaviyo.

What you see on the tab

Sync the product catalog	Decides whether this account sends the catalogue to Klaviyo. It is on by default.
Products to sync	The rules that decide which products are sent; by default, the saleable ones. You can require all or any of them to match, and tick **Include archived**.
New Rule	Adds a condition to that filter, for example **Sales** and **is set**.
Catalog price	The pricelist that gives each product's price in Klaviyo. If empty, the product's sales price.
Extra prices	One pricelist per currency: each 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.

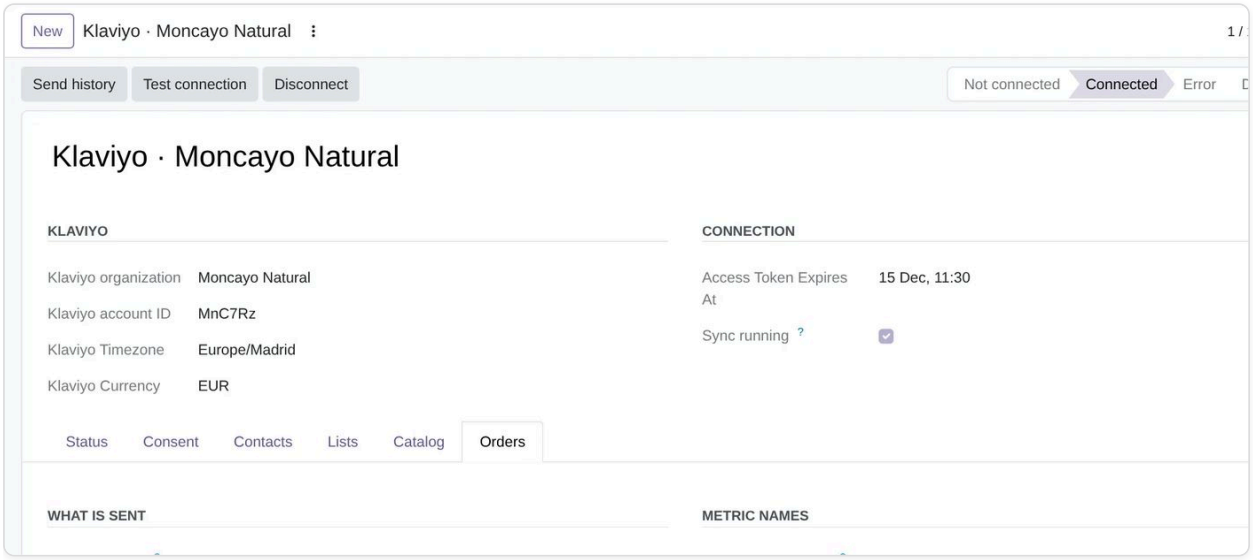
When a product leaves Klaviyo

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 web (published, for sale and active), that address is not output as a shop link. Images are only sent for products the public can see.

11 Orders and invoices

Orders and invoices go to Klaviyo as events, and in **Klaviyo › Jobs** you see what happened with each send.



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

Each order or invoice sent creates a job in the queue. The scheduled job **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 store already sends

If your online store 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 opened, the wizard starts from the filter the account already has, so saving does not erase it.

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

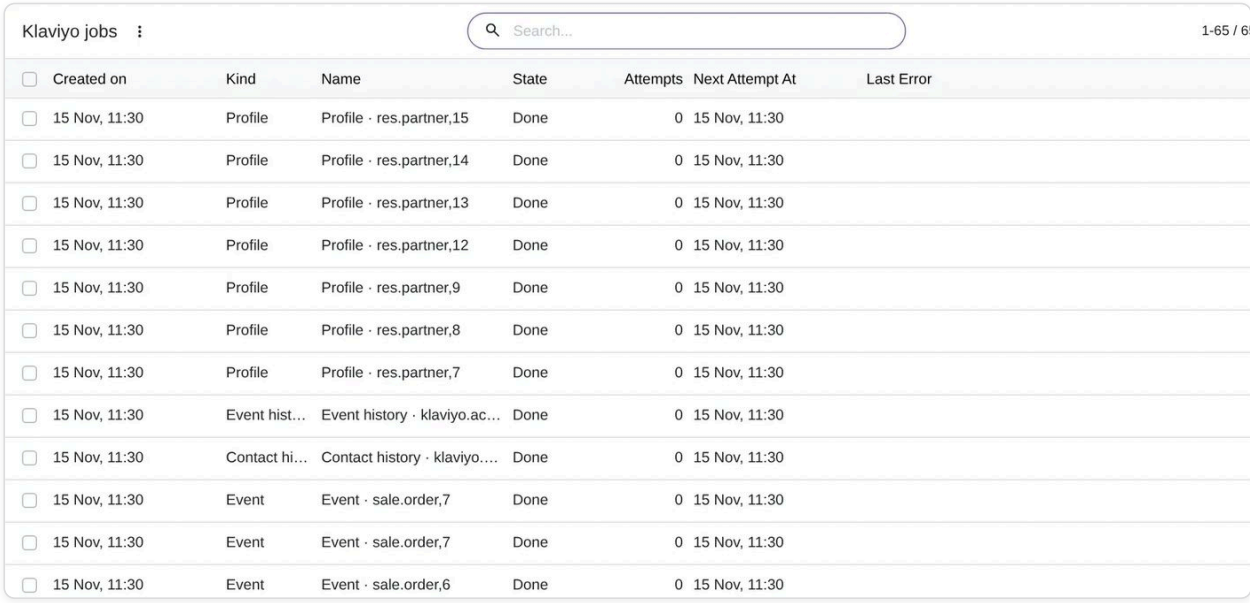
Job statuses

- **Pending**: waiting 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 jobs list

Go to **Klaviyo › Jobs**.



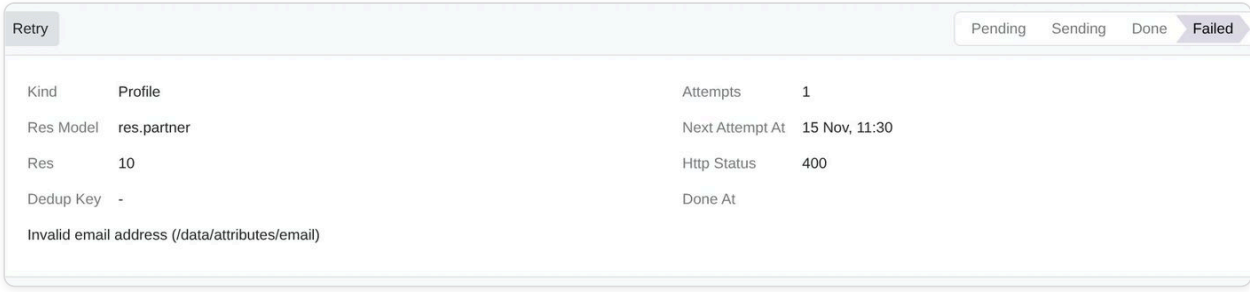
- **Real Odoo 20 screenshot.** Lists **Klaviyo jobs** with the state of each job and its **Attempts**.

2 Find the ones that failed

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

3 Retry

Press **Retry** on the job.

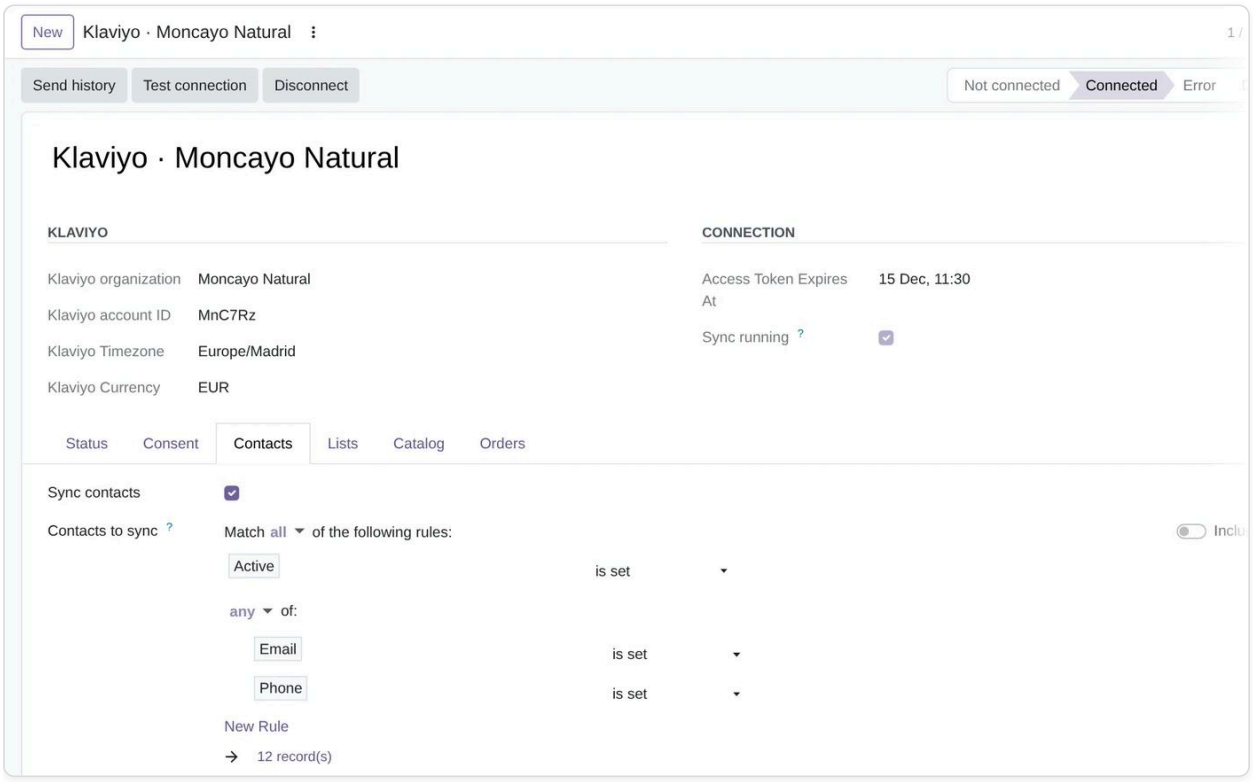


- **Real Odoo 20 screenshot.** A task in **Failed**: Klaviyo rejected it with **Http Status** 400 because the contact's email is not valid. **Retry** puts it back in the queue.

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

12 Scores and loyalty

Each day the connector calculates your customers' scores, their lifecycle stage, the subscription properties and the loyalty points, and can send them to Klaviyo as profile properties.



- **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 job **Klaviyo: customer scores (RFM and lifecycle stage)**	**Update customer scores now**
Subscription properties	Once a day, with the job **Klaviyo: subscription properties of the contacts**	**Update subscription properties now**
Loyalty points	Each day, what expired yesterday is checked with the job **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 job.

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 piece of data takes

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

How to switch it on

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 **Lapsed after (days)** to the number of days after which a customer becomes **Lapsed**.

3. **Add the scores**
   Press **Add the scores to the contact profile** so they reach Klaviyo.

4. **Calculate**
   Press **Update customer scores now** if you don't want to wait for the daily job.

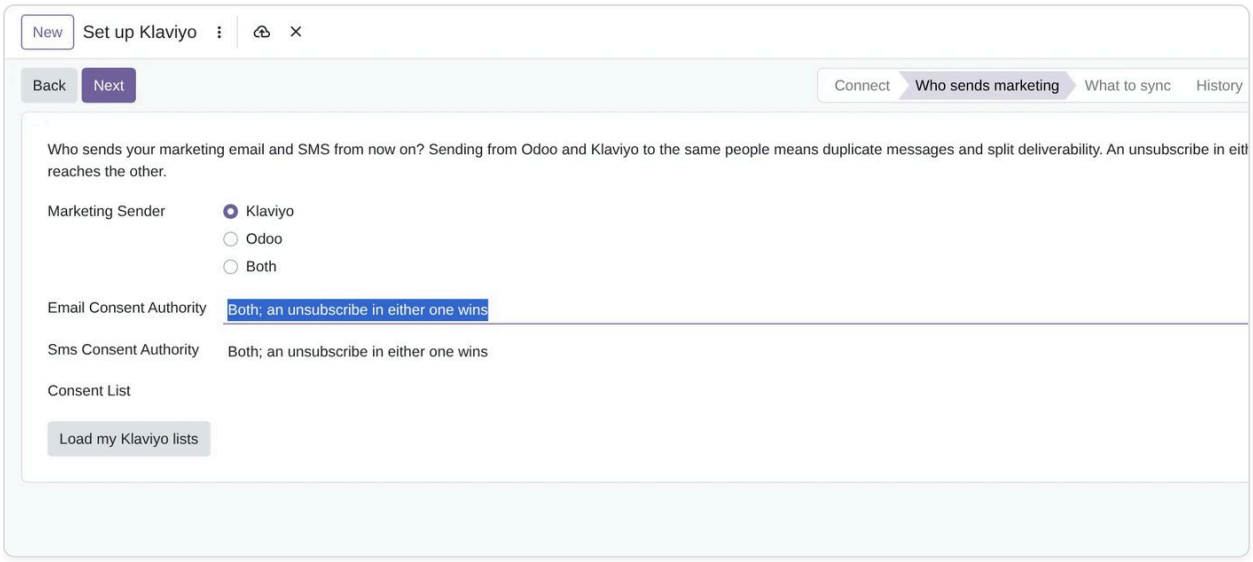
5. **Loyalty**
   If you use points, leave **Send loyalty data** switched on in the **Loyalty** tab.

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

13 Wizard and history

The wizard guides you through connecting to Klaviyo, choosing what to sync and who sends the marketing, and queues the loading of the initial history.

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 press **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 job. Everything is sent when you press **Start**: the wizard saves what you have changed and queues the contacts, the catalogue, the lists and the history. From then on, the job **Klaviyo: process the queue**, which runs every minute, sends them to Klaviyo.

Back	Returns to the previous step. Not shown on the **Connect** step.
Next	Moves to the next step. Not shown on the **Summary** step, nor 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 returns you to the wizard. Hidden once the account is already 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 the system administrator sees it.

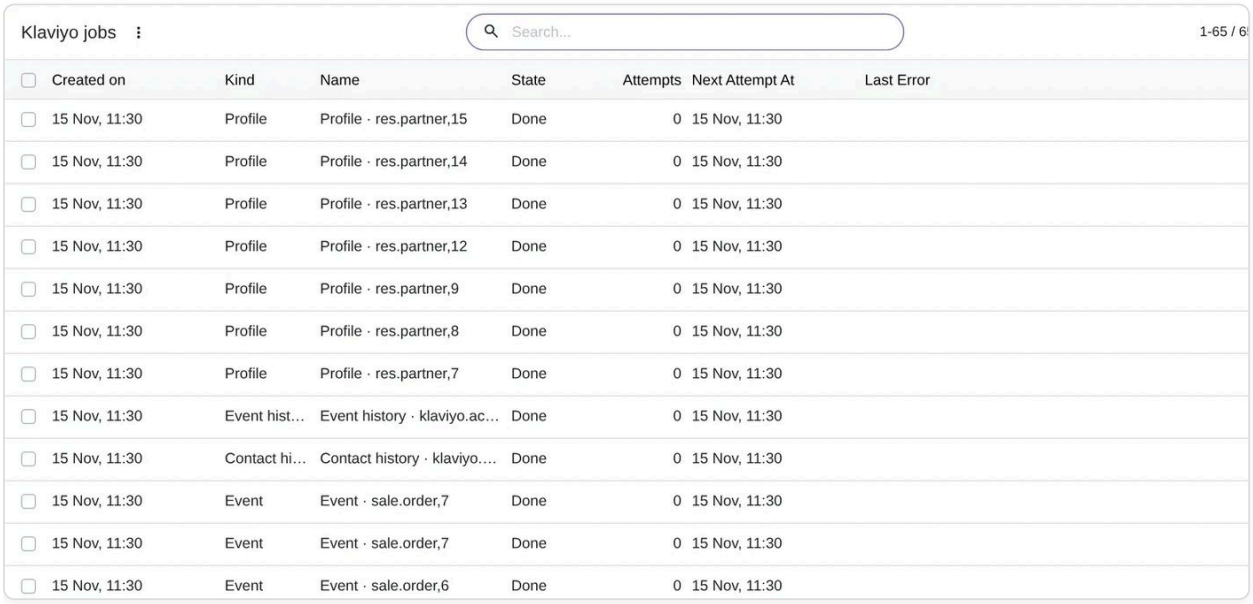
Steps

- **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 shop already sends orders to Klaviyo, you must choose a filter (teams, tags, source document or website) or **Start** refuses, so that no order is counted twice.

14 Jobs and passes

Three entries in the **Klaviyo** menu let you see what the connector sent, how each pass went and what came back from Klaviyo.

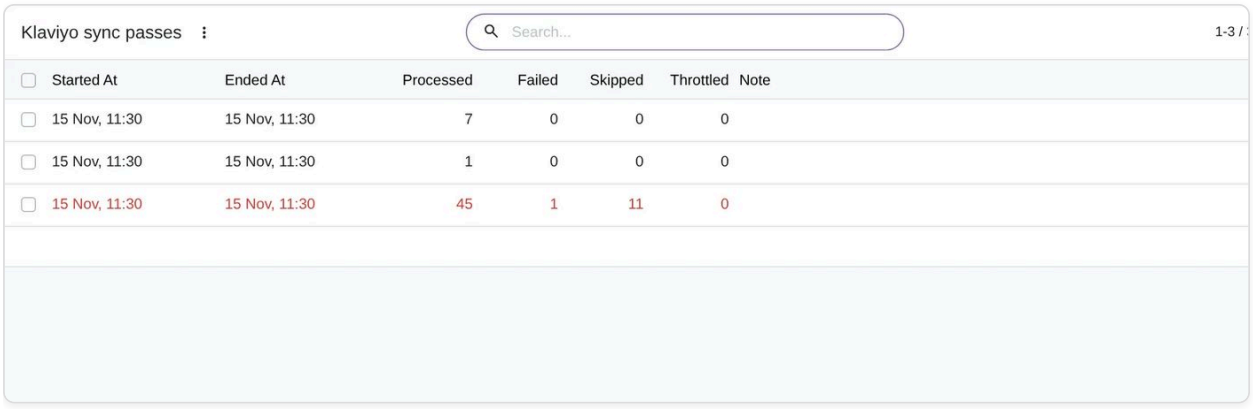


Klaviyo jobs — Search... — 1-65 / 6

Created on	Kind	Name	State	Attempts	Next Attempt At	Last Error
15 Nov, 11:30	Profile	Profile · res.partner,15	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Profile	Profile · res.partner,14	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Profile	Profile · res.partner,13	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Profile	Profile · res.partner,12	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Profile	Profile · res.partner,9	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Profile	Profile · res.partner,8	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Profile	Profile · res.partner,7	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Event hist…	Event history · klaviyo.ac…	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Contact hi…	Contact history · klaviyo.…	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Event	Event · sale.order,7	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Event	Event · sale.order,7	Done	0	15 Nov, 11:30	
15 Nov, 11:30	Event	Event · sale.order,6	Done	0	15 Nov, 11:30	

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

Klaviyo › Jobs opens **Klaviyo jobs**: the queue with everything the connector has to send. The scheduled job **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.



Klaviyo sync passes — Search... — 1-3 /

Started At	Ended At	Processed	Failed	Skipped	Throttled	Note
15 Nov, 11:30	15 Nov, 11:30	7	0	0	0	
15 Nov, 11:30	15 Nov, 11:30	1	0	0	0	
15 Nov, 11:30	15 Nov, 11:30	45	1	11	0	

- **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 **Failed**. On a received notice, you use it to apply it again from the first attempt. Only Klaviyo managers 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.

USER MANUAL · KLAVIYO

15 What happens automatically

The connector works in the background with eleven scheduled jobs, all switched on when it is installed.

JOB	FREQUENCY	WHAT IT DOES
Klaviyo: process the queue	Every minute	Sends the pending jobs to Klaviyo and applies what Klaviyo has sent.
Klaviyo: hourly checks	Every hour	Runs the account's periodic checks.
Klaviyo: poll consent without webhook	Every 15 minutes	Fetches consent changes when there is no webhook delivering them.
Klaviyo: refresh the catalog (stock and prices)	Every day	Queues the whole catalogue again, because stock and prices change without touching the product.
Klaviyo: housekeeping	Every day	Clears old history: finished and past jobs 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	Resends profiles in batches after 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.

JOB	FREQUENCY	WHAT IT DOES
Klaviyo: loyalty, contacts queued in batches	Every 10 minutes	Queues, in batches, the contacts marked 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 in **Settings** › **Technical** › **Automation** › **Scheduled Actions**, with developer mode activated.

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

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16 If something fails

When something fails, the account or **Klaviyo › Jobs** will tell you, with the Odoo message or Klaviyo's response.

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 goes to Error or Disconnected	Klaviyo has rejected 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 persists, 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**, check the **Last Error** column and **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 can see the last error of each job. In **Received from Klaviyo** you see each notification Klaviyo sent with its status and note. In **Klaviyo sync passes** you 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 warning at the top, check in **Settings** › **FlexigoTech Cloud** that the trial or subscription is active. The warning clears on its own once FlexigoTech Cloud renews access.

17 Support

Get in touch to install, configure it or with any question. On the Standard plan we reply within 1 working day; on the Pro plan, within 4 working hours, and if needed we can go through it by video call. Tell us your Odoo version, the module version and, if there is an error, its full text.

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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