klaviyo

June 2022 API Update FAQ

After June 13th, Klaviyo's Identify API will no longer support making updates to an existing profile's unique identifiers (email address, phone number, and external ID).

In order to prevent potential abuse, we will require the use of a Private API Key to update profile identifiers like email address and phone number using our Profiles API.

Summary of Identify API Behavior Changes
The Identify API can still be used to: • Create new profiles   • Create new identifiers on existing profiles *(e.g. add Phone Number to a profile with only an Email Address)*   • Create and update non-identifier properties on existing profiles   The Identify API can no longer be used to update any of the following identifiers if it already exists on a profile: • External ID ($id)   • Email ($email)   • Phone number ($phone_number)

What is the reason for this change?

At Klaviyo, we want to create secure APIs and protect profile information. We will now require using a Private API key via our Profiles API to update profile identifiers (such as email address and phone number) rather than utilizing the public-key path Identify API to prevent any potential abuse of Klaviyo's APIs.

What will happen moving forward if we post an update to the Identify API that attempts to update a profile's identifier?

After the release of these changes, if Klaviyo receives an API request to our Identify API that attempts to update an existing profile identifier on an existing profile, this update will be rejected. If one single request includes both identifier and non-identifier profile updates, the identifier updates will be rejected but any non-identifier updates will be accepted and processed.

Will this API return an error message if the update is rejected?
No. Our Identify API is designed to work client-side on a merchant's website and will always return a 200 response.

What is the current pattern for updating a profile's identifier, like email address, and what is the new pattern?

Below, you will find an example scenario. Please review our [Developer Guide on how to implement this use-case](#) for more detail.

EXAMPLE SCENARIO:
● Business A uses the External ID ($id) "1468" to internally identify a customer Jessica ● Business A currently has Jessica's email address stored as: "old.me@yahoo.com" ● Business A gets an update from Jessica that her email is now "new.me@yahoo.com"

Before	After
Business A would make a POST request to our [Identify API](#) where both Jessica's External ID ($id) and then her new email address ($email) is passed in the request. Klaviyo would use the $id to identify Jessica's existing Klaviyo profile, and then update the $email. This API requires only a *Public API Key* for Business A.	<u>Step 1:</u> Business A will likely need to use our Profiles API `v2/people/search` endpoint to lookup the Klaviyo Person ID ($kid) associated with Jessica's External ID ($id). <u>Step 2:</u> Business A will need to make a second request to Klaviyo's [Update Profile API](#) using Jessica's Klaviyo Person ID ($kid) to update her email address ($email). Both of these API endpoints require using a *Private API Key* for Business A.