

Klaviyo CRM Connection Guide

Step-by-step integration and email validation workflow, from authorization to exporting results.

• DELIVERABLE • RISKY • UNDELIVERABLE

This document describes the complete process for connecting a Klaviyo account to the No2Bounce platform and using the integration to validate email addresses stored as Klaviyo profiles. No2Bounce is an email validation service used to identify undeliverable and risky email addresses before they are used for outbound campaigns. The Klaviyo integration allows email lists to be imported directly from Klaviyo, validated within No2Bounce, and the results exported for further use.

The integration is accessed from the Email Validations section of the No2Bounce dashboard, alongside other supported CRM and marketing platforms such as Salesforce, Zoho, HubSpot, Google Sheets, and Pipedrive.

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2 Prerequisites

- ▶ An active No2Bounce account with access to the Email Validations module.
- ▶ An active Klaviyo account with administrator or integration-level permissions.
- ▶ Sufficient No2Bounce validation credits to cover the number of records to be validated.

3 Step-by-Step Integration Process

01 Locate the Klaviyo Integration Card

In the No2Bounce dashboard, open the “Email Validations” section from the left-hand navigation menu. This displays the available CRM and marketing platform integrations, including Salesforce, Zoho, HubSpot, Google Sheets, Pipedrive, and Klaviyo. Locate the Klaviyo card and click the “Connect” button.

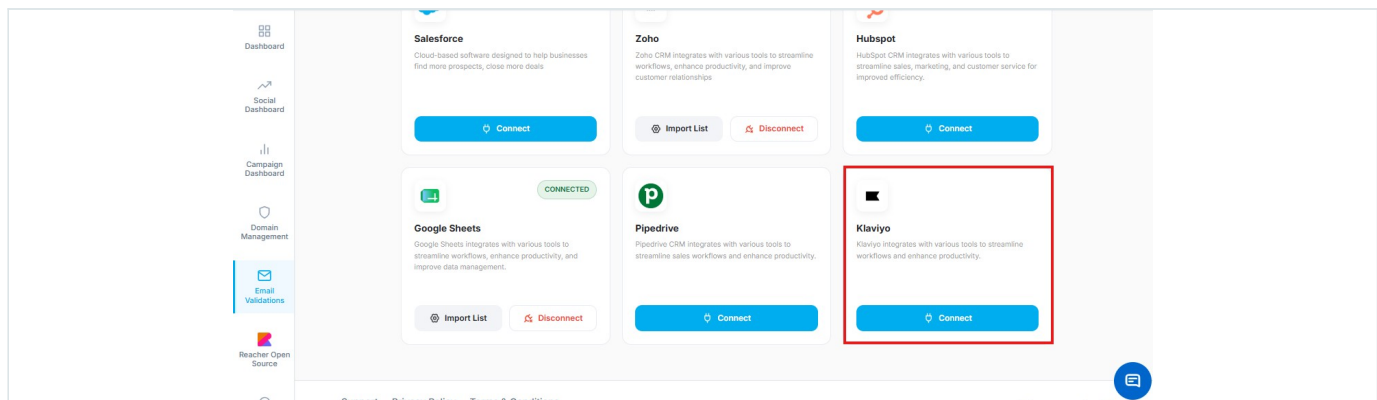


Figure 1 — Email Validations integrations list with the Klaviyo card highlighted.

02 Authorize No2Bounce Access in Klaviyo

Clicking “Connect” redirects to Klaviyo's authorization screen. This screen lists the permissions No2Bounce is requesting: viewing account details, and creating, viewing, editing, and deleting lists, list memberships, and profiles. Review the requested permissions and click “Allow” to authorize the connection.

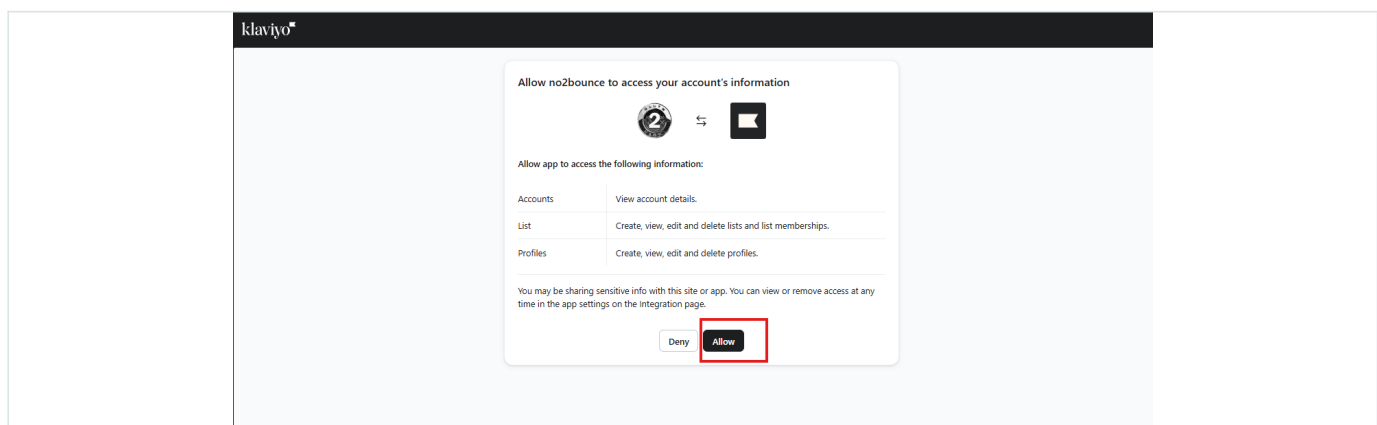


Figure 2 — Klaviyo authorization screen requesting account, list, and profile access.

03 Confirm the Connection

After authorization, the Klaviyo card in No2Bounce updates to display a “CONNECTED” status, along with “Import List” and “Disconnect” options. Click “Import List” to proceed to the Klaviyo Integration page.

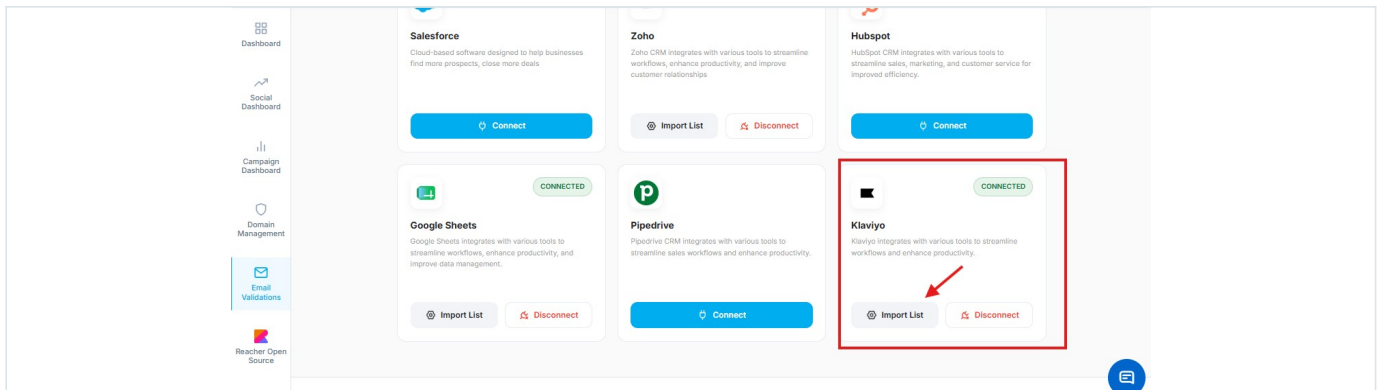


Figure 3 — Klaviyo card showing CONNECTED status with the Import List option.

04 Open the Klaviyo Integration Page

The Klaviyo Integration page is used to validate emails sourced from Klaviyo profiles. It contains an “Email List” tab and a “Preview List” tab, along with a “Choose Columns” selector used to define which Klaviyo profile fields to import.

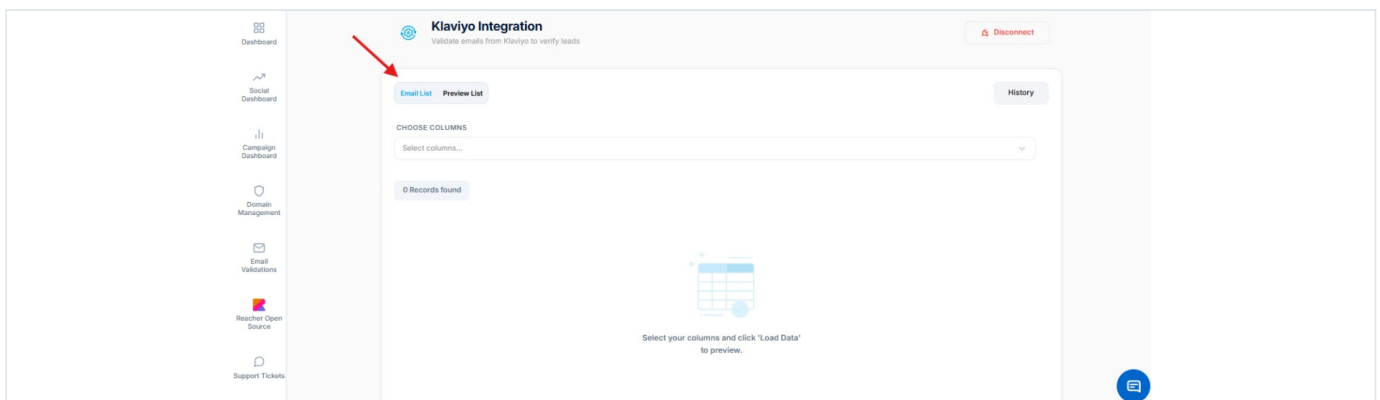


Figure 4 — Klaviyo Integration page with the Choose Columns selector.

05 Select Columns to Import

Click the “Select columns...” dropdown to choose which Klaviyo profile fields to bring into No2Bounce. Available fields include email, phone_number, external_id, anonymous_id, whatsapp_bsuid, first_name, and last_name, among others. At minimum, the email field should be selected, since this is the field validated by No2Bounce.

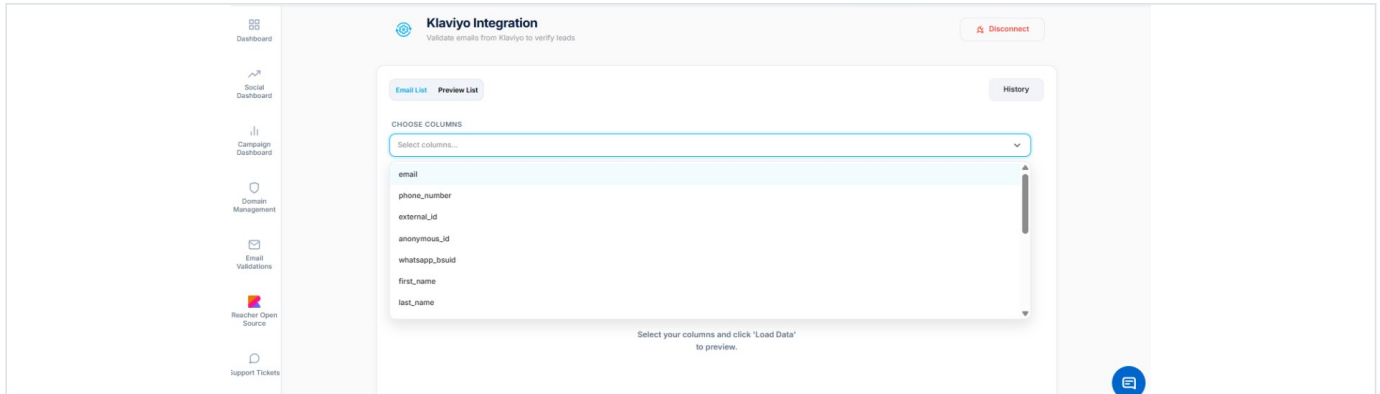


Figure 5 — Column selection dropdown showing available Klaviyo profile fields.

06 Load Data From Klaviyo

Once the desired columns (for example, email and phone_number) have been selected, click “Load Data” to fetch the corresponding records from Klaviyo into No2Bounce for preview. A filter field is also available to search within the loaded records.

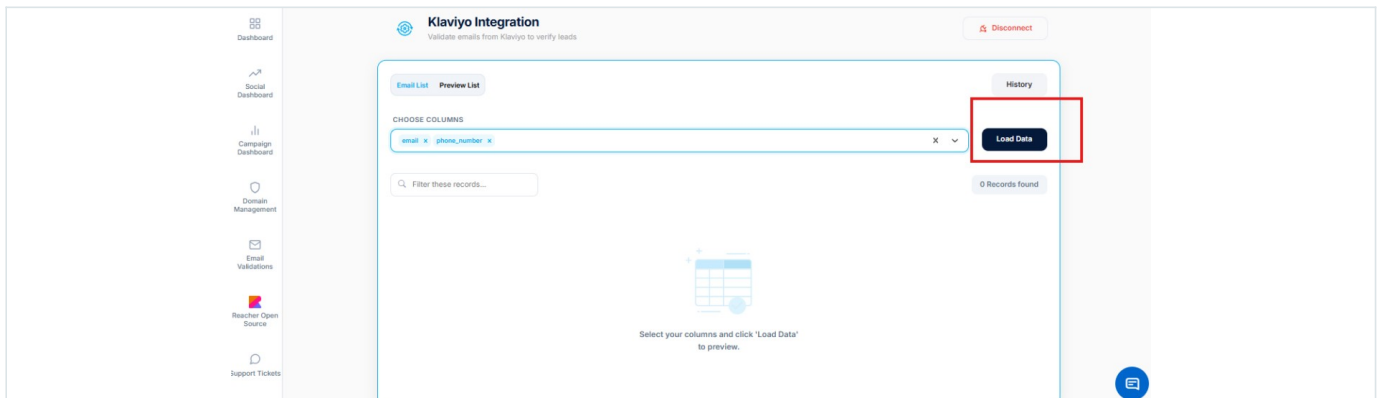


Figure 6 — Selected columns (email, phone_number) with the Load Data button highlighted.

07 Set Validation Preferences and Start Validation

After the data loads, select the records to validate and click “Validate Now” to open the “Validation Preferences” dialog. In this dialog:

- ▶ Validation Field — choose the column containing the email address (e.g., email).
- ▶ Score Field — optionally choose a secondary reference column (e.g., phone_number).
- ▶ Review the Total File Records and Choose Record counts, and the number of credits required.

Click “Start Validation” to begin processing.

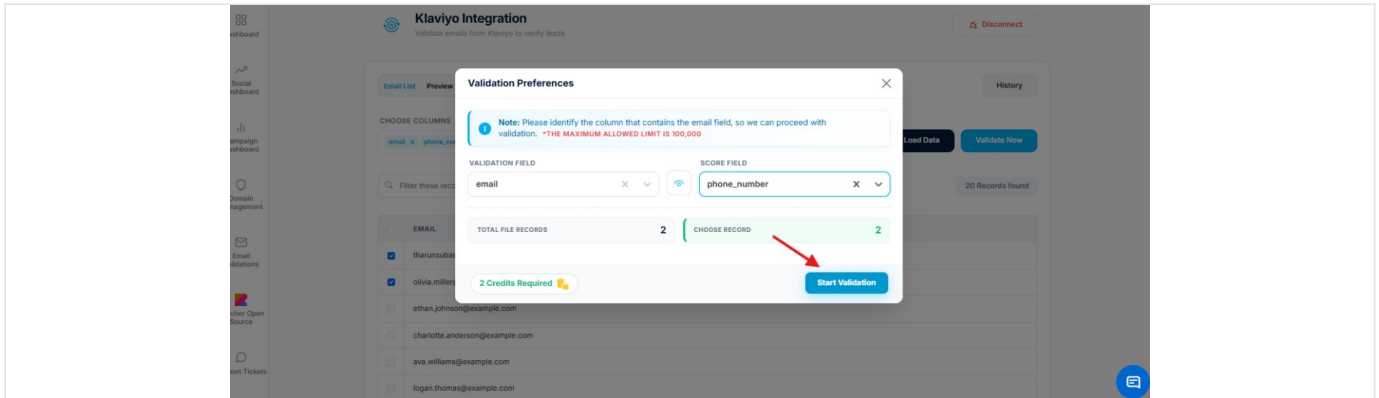


Figure 7 — Validation Preferences dialog with validation field, score field, and credit requirement.

08 Review Validation Results

No2Bounce processes the selected records and displays a completion percentage along with a breakdown of results into Undeliverable, Risky, and Deliverable categories. Each validation run is also logged in the Validation History table below, showing the date, source (Klaviyo), record count, result breakdown, and status.

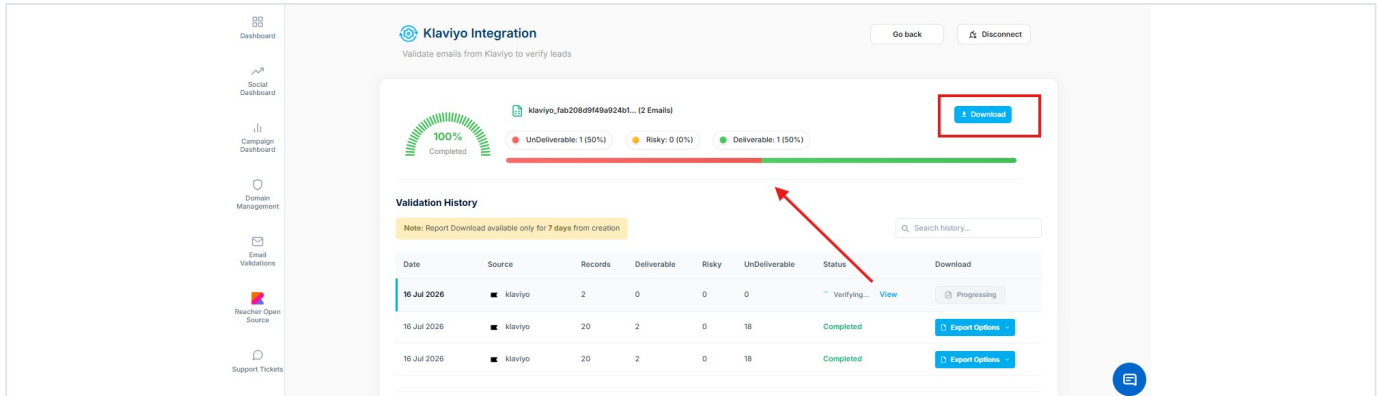


Figure 8 — Validation results summary and Validation History table.

09 Export the Results

From the Validation History table, use the “Export Options” dropdown next to a completed run to export the results. Three export options are available: Export all emails, Export deliverable emails, and Export undeliverable emails.

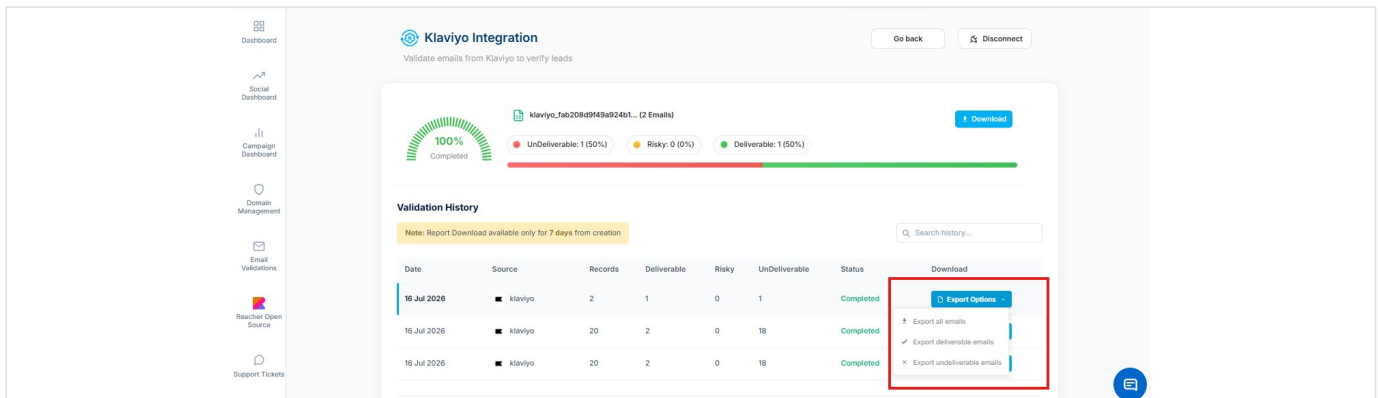


Figure 9 — Export Options dropdown with all / deliverable / undeliverable export choices.

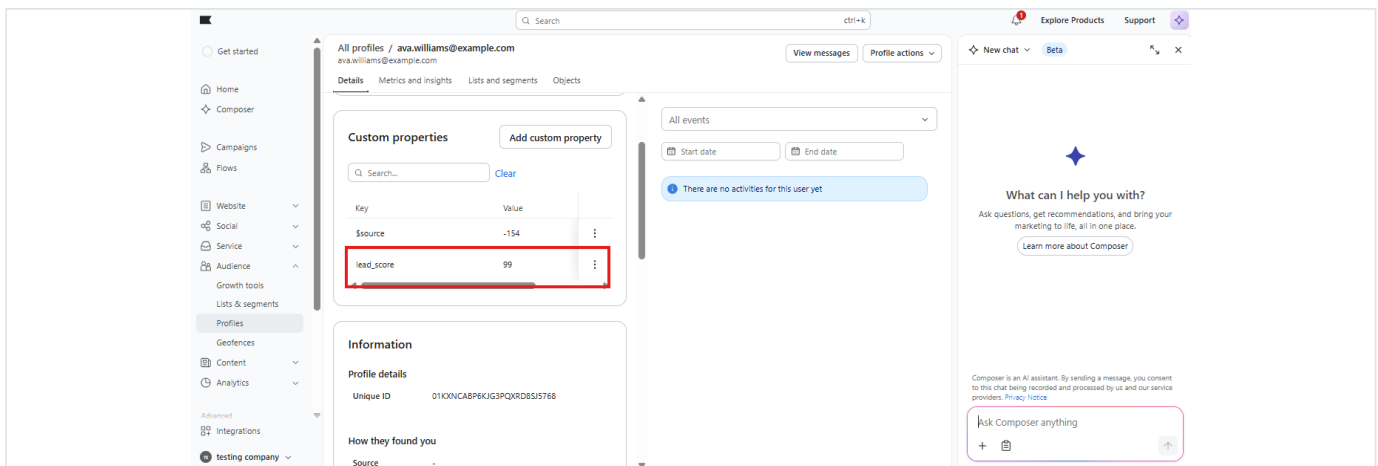


Figure 10 — Klaviyo profile showing the updated email validation score.

4 Email Validation Workflow

The end-to-end workflow, once Klaviyo is connected, follows this sequence:

- ▶ Import List — select and load Klaviyo profile columns.
- ▶ Choose the records and set the Validation Field / Score Field.
- ▶ Start Validation — No2Bounce checks each email and classifies it as Deliverable, Risky, or Undeliverable.
- ▶ Review the results summary and Validation History.
- ▶ Export the desired result set (all, deliverable-only, or undeliverable-only).

5 Exporting Validation Results

Exported files can be downloaded directly from the Validation History table using either the “Download” button (for the most recent run) or the “Export Options” dropdown (for any completed run in the history).

EXPORT OPTION	RESULT
Export all emails	Downloads the full result set for the run — deliverable, risky, and undeliverable.
Export deliverable emails	Downloads only the addresses classified as safe to send.
Export undeliverable emails	Downloads only the addresses classified as invalid, for suppression or list cleanup.

Note: Report downloads are available only for 7 days from the date the validation was created.

6 Notes & Limitations

- ▶ The maximum allowed record limit per validation batch is 100,000 records.
- ▶ Each validation run consumes No2Bounce credits based on the number of records processed.
- ▶ The Klaviyo connection can be revoked at any time using the “Disconnect” button on the integration card.
- ▶ Validation history, including past Klaviyo import runs, remains visible on the Klaviyo Integration page for reference.