Kajabi

Integrations · https://publishpress.com/knowledge-base/kajabi/

Use the Kajabi integration to give customers access to a Kajabi offer when they buy a product. Cart sends the customer details to the webhook URL of the offer in Kajabi. Kajabi then grants the offer to the customer.

Kajabi is available in PublishPress Cart Pro.

Before you start

You need:

- A Kajabi account.
- A Kajabi offer for each product that you sell.
- The webhook activation URL of each offer.

You do not need an API key. Each product integration uses the URL of one offer.

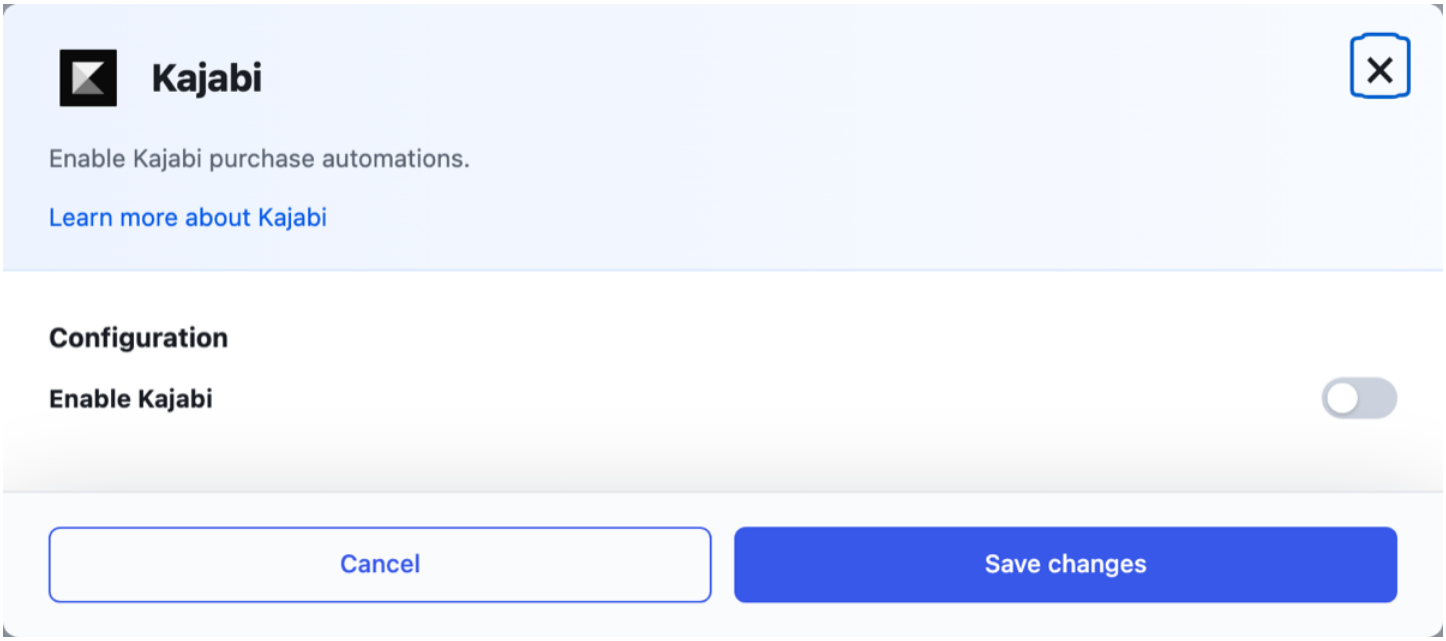
Step 1: Get the offer URL from Kajabi

1. Log in to Kajabi.
2. Go to **Sales → Offers**.
3. Open the offer that you want to give.
4. Open **More → Webhooks**.
5. Copy the activation URL.

Step 2: Turn on Kajabi in Cart

1. In WordPress, go to **Cart → Settings → Integrations**.
2. On the **Kajabi** card, click **Configure**.
3. Turn on **Enable Kajabi**.

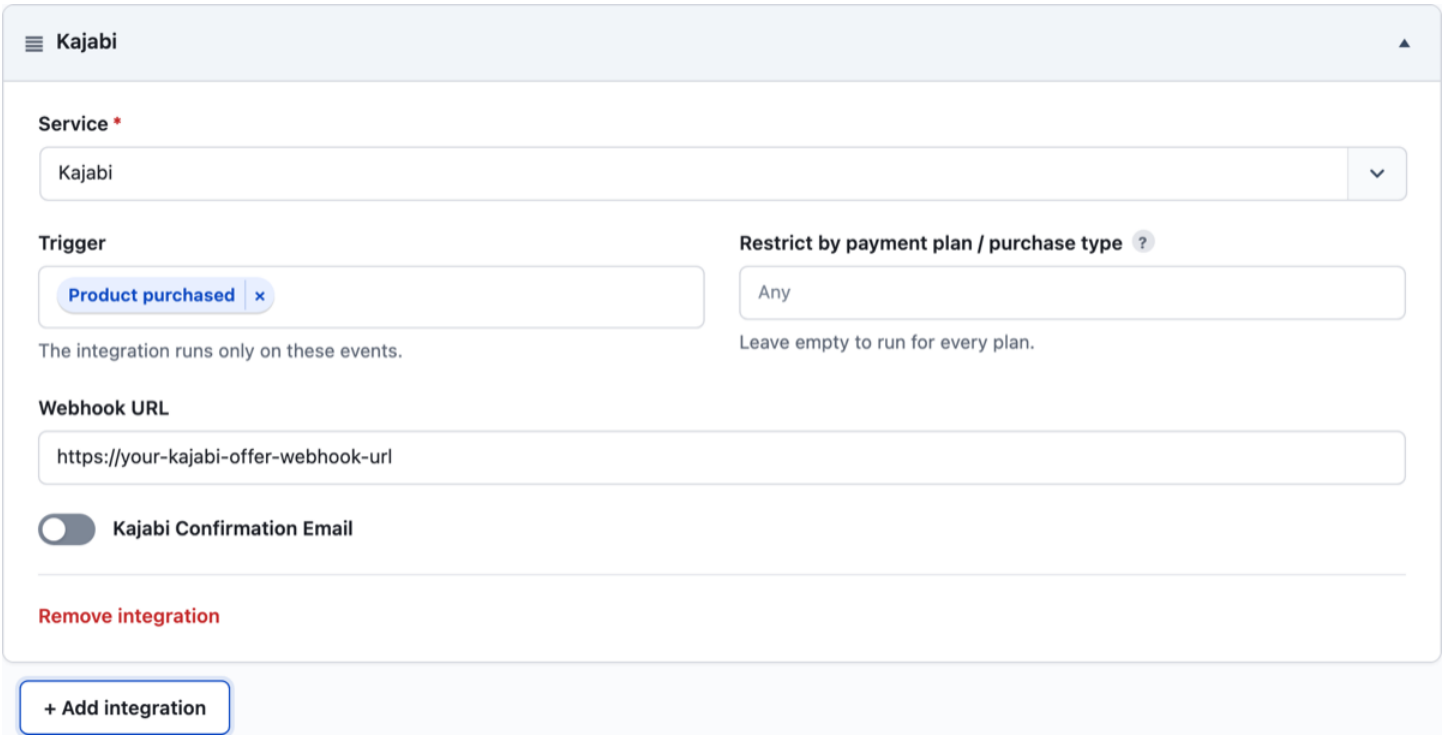
4. Click **Save changes**.



Kajabi shows in the product **Service** list only when **Enable Kajabi** is on. If you turn it off, Cart stops all Kajabi integrations on all products.

Step 3: Add the integration to a product

1. Go to **Cart → Products** and open a product.
2. Open the **Integrations** tab.
3. Click **+ Add integration**.
4. In **Service**, select **Kajabi**.
5. In **Trigger**, select the event that runs the integration, for example **Product purchased**.
6. In **Webhook URL**, paste the activation URL from Kajabi.
7. Optional: turn on **Kajabi Confirmation Email**.
8. Click **Publish** or **Update**.



For the full list of triggers and the **Restrict by payment plan / purchase type** field, see Integrations Overview.

What Cart sends to Kajabi

Cart sends a `POST` request with a JSON body to the **Webhook URL**:

Kajabi field	Value from the order
`email`	Customer email
`name`	Customer first name and last name
`external_user_id`	Customer email

When **Kajabi Confirmation Email** is on, Cart adds `?send_offer_grant_email=true` to the URL. This tells Kajabi to send its offer email to the customer.

Cart does not remove access

The integration has no remove action. Cart sends the same request each time a selected trigger occurs. This is also true for **Product refunded** and **Subscription canceled**.

Select only triggers for a purchase, for example **Product purchased**. To remove access to an offer, do it in Kajabi.

The order notes show an error

Cart writes the result of each request in the **Order Notes** box. The note starts with "Kajabi webhook response:". Then it shows the reply from Kajabi, or the error message when the request fails.

If you see an error:

1. Check that **Webhook URL** has the full activation URL of the offer.
2. Check that the offer exists in Kajabi.
3. Buy the product again with a test email address.

Check that it works

1. Buy the product with a test email address.
2. Open the order in **Cart → Orders**. The **Order Notes** box shows a line that starts with "Kajabi webhook response:".
3. In Kajabi, check that the test email has access to the offer.