Automating GLM from Kilo Events

Laura Gibson - 2026-08-19 - Account, Settings & Integrations

Kilo to GLM automations let you trigger an action in Gym Lead Machine (GLM) whenever something happens to an athlete in Kilo — a package purchase, a check-in, a profile update, and more. This is the direction to use when you want Kilo activity to drive your GLM marketing and follow-up automations.

This article covers building, editing, and troubleshooting Kilo to GLM automations. For the reverse direction, see *Automating Kilo from GLM Events.* For a high-level overview of the full integration, see *How the Kilo–GLM Integration Works.*

What You Can Do with Kilo to GLM Automations

- Trigger a GLM action from package events, check-ins, athlete status changes, and new athlete creation
- Tag athletes in GLM automatically to kick off campaigns or sequences
- Move a GLM pipeline opportunity to a new stage based on Kilo activity
- Push athlete profile changes to the linked GLM contact automatically
- Sync notes from an athlete's Kilo profile to their GLM contact

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How do I create a Kilo to GLM automation?

Click New Automation on the Kilo to GLM tab, then walk through four steps: pick a trigger, configure it, pick an action, and review.

1. Go to **Integrations → GLM.**
2. On the **Kilo to GLM** tab, click **New Automation.**
3. Select a **trigger** — the Kilo event that starts the automation. Click the help icon (?) next to any trigger to see exactly when it fires.
4. Configure the trigger. What you're asked for depends on the trigger you picked:
    - **Package-based triggers** — select one or more packages from your gym's package list
    - **Check-in count** — enter the number of check-ins to watch for (for example, `1` for a first check-in, or any positive number)
    - **Class check-in** — select a class from your gym's class list

    - **Appointment check-in** — select an appointment type

5. Select an **action** — what should happen in GLM.

6. Configure the action (for example, choose which GLM tag to apply).

7. Review the summary and click **Save.**

8. Toggle the automation **Active** to start running it.

Important: saving an automation does not automatically turn it on. If you save without toggling it Active, it won't do anything until you switch it on.

What Kilo triggers are available, and what do they do?

Kilo offers triggers based on package events, check-ins, athlete status, and new athlete creation — each with its own help text visible in the builder.

Trigger	Fires when
Athlete Created	A new athlete is created in Kilo (does not fire for dependents or linked sub-accounts)
Package Purchased	A package is purchased
Package Started	A package is started
Package Ended	A package ends
Package Cancelled Early	A package is cancelled early
Package Hold Started	A package hold starts
Package Hold Ended	A package hold ends
Athlete Status Changed	Any athlete's status changes
Check-in Count Reached	An athlete reaches a check-in milestone
Class Check-in	An athlete checks into a class
Appointment Check-in	An athlete checks into an appointment type
Athlete Data Updated	An athlete's data is updated (see Keeping Profile Data in Sync below)
Note Created or Updated	A note is created or edited on an athlete's profile
Note Deleted	A note is deleted from an athlete's profile

> **Heads up:** the Package Ended trigger currently fires even when a package has auto-renew turned on, which can create extra GLM activity you didn't intend. If you use Package Ended and rely on auto-renew, keep this in mind when reviewing your automation log.
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> **Note:** Athlete Data Updated, Note Created or Updated, and Note Deleted are data-sync triggers that already exist by default for every gym connected to GLM. You won't find them in the **New Automation** builder — there's nothing to build. They're pre-configured and turned on automatically; you can only turn them off (or back on) from the flows table. The steps above apply to the other triggers in this table, which you do build yourself.

What can a Kilo to GLM automation do inside GLM?

Right now, the main action is Add & Update Contact — it creates the matching GLM contact if one doesn't exist, or updates it if it does, and applies whatever GLM tags you've configured. Tags are the most common way to kick off a GLM campaign or sequence, so this is typically how you'd connect a Kilo event to GLM marketing automation.

For the **Athlete Created** trigger specifically, you have two action options:

- **Link Contact + Add Tag** — link (or create) the matching GLM contact, then apply a tag
- **Link Contact + Move Pipeline Stage** — link (or create) the matching GLM contact, then move their GLM pipeline opportunity to a stage you choose

Either option establishes the athlete-to-contact link if one doesn't already exist. For the full details on how linking and automatic matching work, see *Automating Kilo from GLM Events.*

How does athlete profile data stay in sync going into GLM?

Any change to an athlete's profile in Kilo is pushed to their linked GLM contact and overwrites whatever was there — except email, which only copies over once, when the athlete or contact is first created.

This sync runs through the **Athlete Data Updated** trigger, which is on by default for every gym connected to GLM. You don't need to build it yourself, though you can turn it off from the flows table if you'd rather manage GLM contact data manually.

This is intentional: gym staff typically have more accurate, face-to-face data than what comes through GLM's lead forms, so Kilo is treated as the more reliable source once an athlete exists in both systems.

How do notes sync from Kilo to GLM?

A note added, edited, or deleted on an athlete's Kilo profile shows up the same way on their linked GLM contact — as long as notes syncing is turned on. The on/off toggle for notes syncing lives under the **GLM to Kilo** tab and applies to both directions at once.

A note deleted on either side is also removed on the linked side, as long as notes syncing is turned on.

What happens when I turn an automation on or off?

Turning an automation off stops it from running but keeps its full configuration in place, so you can switch it back on anytime without rebuilding it.

- **Active (on)** — the automation runs every time its trigger happens
- **Inactive (off)** — the automation doesn't run, but its trigger, action, and settings are saved exactly as you left them

You can toggle an automation from the flows table, or from its overflow menu using **Enable/Disable.**

Can I edit an automation after I create it?

You can edit the trigger's and action's settings, but not which trigger or action the automation uses — those are locked once saved.

For example, on a package-based automation you can add or remove packages, and on a tag-based action you can change which tags get applied. But you can't turn a "Package Started" automation into an "Athlete Created" automation — you'd need to create a new one.

If you try to change a locked field, you'll see a message like:

- "*Trigger cannot be updated after creation.*"

- "*Action cannot be changed after creation.*"

This is intentional — it keeps your execution history accurate. If the trigger or action could change after the fact, past log entries wouldn't match what the automation actually does today.

How do I delete an automation?

1. Go to **Integrations → GLM.**
2. Find the automation in the **Kilo to GLM** table.
3. Click the overflow menu and select **Delete.**
4. Confirm in the pop-up.

Deleting an automation removes it permanently, including its history. If you just want to pause it temporarily, use the **Active** toggle instead — that keeps everything in place.

Where can I see whether an automation actually ran?

Click the execution count on any automation to open a log showing every time it fired, whether it succeeded, and why — including cases where nothing happened.

Each entry shows the date and time, a status (Success, No Action Taken, or Failed), and a message explaining the outcome. You'll see messages like:

- "*Successfully executed — [action name]*"
- "*Athlete already linked — no action taken*"
- "*Nothing was empty to fill*"
- "*Athlete is a dependent — sync skipped*"

If something fails — for example, a GLM tag no longer exists — the log includes enough detail to hand off to Support without needing to reproduce the issue yourself.

Helpful Tips

- Toggle a new automation **Active** right after saving it — automations are off by default and won't run silently until you turn them on.
- Use the help icon (?) next to each trigger in the builder if you're not sure exactly when it fires.
- If you're relying on Package Ended with auto-renew turned on, keep an eye on your automation log for extra activity you didn't expect.
- If you're looking to bring GLM leads into Kilo instead, see *Automating Kilo from GLM Events.*

When This Feature Is Most Helpful

- Automatically tagging athletes in GLM so a marketing campaign or follow-up sequence kicks off
- Moving a GLM pipeline opportunity forward the moment an athlete takes a specific action in Kilo
- Keeping GLM contact info current without manually re-entering anything
- Giving staff full visibility into notes, no matter which system they were added in

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If you have questions about the GLM integration in Kilo GMS, our Support team is happy to help. Reach us at **hello@usekilo.com.**