

Manual QA Checklist for Mailchimp Integration

1. Mailchimp Account & API Integration

- Mailchimp API key is added correctly in the plugin or integration tool
 - API key is active and not expired or revoked
 - Connected Mailchimp account has access to required audiences/lists
 - Site successfully fetches list of Mailchimp audiences
 - No errors on initial API connection (check logs, console)
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2. Form Integration & Field Mapping

- Mailchimp form is embedded correctly (native form or via plugin)
 - All required form fields (Email, Name, etc.) are mapped to Mailchimp list fields
 - Custom fields (e.g., Phone, Company) are mapped correctly
 - Form validation is working (required fields, email format, etc.)
 - Hidden fields (e.g., tags, source, referral info) are properly configured
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3. Subscription Process

- Form submits data to Mailchimp without page errors
- Subscriber is added to correct Mailchimp list
- Double opt-in email is sent (if enabled in list settings)
- Subscriber appears in **Audience > All Contacts** in Mailchimp
- Tags or groups (if used) are applied correctly upon subscription

- Success message is displayed or redirect works after submission
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4. Backend/Admin Verification

- Integration plugin shows successful connection in WordPress dashboard
 - List and field syncing updates if list changes in Mailchimp
 - Admin can see subscription status and logs (success or errors)
 - Plugin settings (e.g., re-sync, audience selection) are working
 - Unsubscribed users are not resubscribed without consent
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5. Test Scenarios

- Valid email and name → successful subscription
 - Invalid email → form error message
 - Submitting with duplicate email → no crash or duplicate entry
 - Submitting with blank required fields → inline validation works
 - Submitting via mobile device → responsive form, working process
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6. Confirmation & Welcome Emails

- Double opt-in confirmation email is sent (if enabled)
 - Confirmation page redirects correctly (from Mailchimp settings)
 - Welcome email (if automated) is triggered after confirmation
 - User receives correct email content and branding
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7. GDPR & Compliance

- Consent checkbox for email marketing is included (if required)
 - Consent text is clear and not pre-checked
 - Mailchimp list is configured for GDPR fields if needed
 - User IP and time of consent are logged in Mailchimp (GDPR logging)
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8. Cross-Browser & Device Testing

- Form works across:
 - Chrome
 - Firefox
 - Safari
 - Edge
 - Fully functional on:
 - Desktop
 - Tablet
 - Mobile (iOS/Android)
 - No layout or rendering issues in responsive views
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9. Error Handling

- Friendly error message for:
 - Invalid email
 - Duplicate subscriber
 - API connection error

- Subscription failure
 - Errors logged in Mailchimp or plugin logs
 - No unhandled JavaScript errors in the console
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10. Reporting & Data Sync

- Data from form is visible in Mailchimp audience dashboard
 - Tags, groups, and segments reflect new subscriptions
 - Mailchimp campaign can target new test subscribers
 - Unsubscribes from Mailchimp are synced back to the website (if 2-way sync is enabled)
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Common Plugins Supporting Mailchimp

Make sure your integration is compatible and tested with:

- Elementor Pro (Form widget → Mailchimp)
- WPForms → Mailchimp Addon
- Contact Form 7 + Mailchimp plugin
- MC4WP (Mailchimp for WordPress)
- Fluent Forms, Gravity Forms, or others