# 

MailChimp Subscriptions

An Arena->MailChimp integration module

v1.1.1

8/8/2012 by Nick Airdo

Table of Contents

[Overview 3](#_Toc332186515)

[Installation 4](#_Toc332186516)

[Lookup Configuration 4](#_Toc332186517)

[Module Settings 5](#_Toc332186518)

[Interest Groups 7](#_Toc332186519)

Release Notes

V1.1.1 – Removed dependency on Arena.Custom.Cccev.DataUtils.dll because the DLL was missing from the 1.1.0 release.

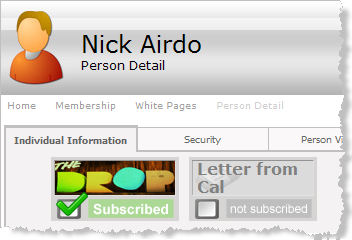
V1.1.0 – Added support for “Groups” (or Interest Groups) of a List

V1.0.0 – Initial release

# **Overview**

<http://community.arenachms.com/Wiki/view.aspx/Custom_Modules/CCCEV_Module_List/MailChimpSubscriptions>

Using this module you can quickly see if a person is subscribed or not to your MailChimp newsletters (called Lists in MailChimp). Additionally it has convenient one-click functionality to subscribe or unsubscribe the person to the list.



The example above shows the module installed directly onto the Person Details "Individual Information" page-tab, however you can put it on any page that has a reference to the person ID or person GUID in the querystring.

NOTE: *It is important to note that the module does the checking dynamically (on the fly) directly from MailChimp so you will probably not want to give view access to this module to anyone who does not actually need it otherwise you may experience slower performance as MailChimp auto-throttles your API connection.*

The module also maintains a record of who you have unsubscribed and/or attempted to subscribe against a local, Arena newsletter subscribers list. I say "attempted" because the person must still choose to opt-in once they receive the opt-in notice from MailChimp, and even though you've attempted to subscribe them (and your local Arena newsletter subscribers shows that they are subscribed) they are not actually subscribed until they opt-in. For this reason, it is somewhat difficult to actively and accurately sync the Arena newsletter subscribers list with the MailChimp subscribers list.

# Installation

1. **Import** the Module Export file (.XML) into your Arena Modules list found under the Arena Administration area.
2. Open SQL Studio, select your main Arena database (not “master”) and **run the included SQL script** (install\_lookup\_type.sql). This will create a Lookup called “Cccev MailChimp Lists”
3. Open Arena Lookups, find the “Cccev MailChimp Lists” and **add each List** you wish to display as described in the Lookup section below.
4. Add the **MailChimp Subscriptions** module to your Person Details page.

**Note**: The module also depends on the two DLLs: MailChimp\_v1\_1.dll and CookComputing.XmlRpcV2.dll which will be automatically placed into your **bin** folder.

## Lookup Configuration

To link one of your MailChimp lists to the module, you simply add it to the "Cccev MailChimp Lists" Lookup. The module will display subscription information for each active item in this lookup.

### Value

This is the name of your List/Newsletter. It does not have to match the names used in MailChimp or Arena but it probably makes good sense to do so.

### ListID

This is the unique string ID of the MailChimp list. You will find this ID specified at the bottom of the page under the "settings" or "list settings" for your MailChimp list.

### NewsletterID

This is the Arena ID (int) of a corresponding Arena Newsletter where subscribes and unsubscribes will be locally recorded.

### Last Sync

This setting is not used at this time.

### ImageURL

This is the background image used when displaying status for the Newsletter/List. The image will be used along with the corresponding "buttonSubscribe" and "buttonUnsubscribe" CSS classes which will be overlayed on top of the image as specified in the mailchimpsubscription.css stylesheet. Example images, along with the images used in the two CSS classes are shown here:



If you do not specify an imageURL a default one will be used and the name (ie. Lookup "value") will be overlaid as shown in the example screenshot at the top of this page.

**Note**: If you wish to create your own custom images, you will find a Photoshop template inside the Newsletter/images folder called list\_subscribe.psd.

## Module Settings

* **MailChimp API Key** – this is the API key for your MailChimp account which you should be available here <http://admin.mailchimp.com/account/api-key-popup> or here <http://us1.admin.mailchimp.com/account/api/>
* **MailChimp List Lookup GUID** – this is the GUID for the MailChimp List Lookup. *The default value should work fine unless you created your MailChimp List lookup manually.*
* **Enable Interest Groups** – Set to true to allow setting of “interest groups” for a given person. In MailChimp a List can have groups. See <http://mailchimp.com/features/groups/> for information.
* **Set Maximum Columns?** – This controls whether the table/grid of interest groups has a maximum number of columns or maximum number of rows (in the layout).
* **Number of Rows/Cols** – This controls the maximum number of rows/columns for the table/grid of interest groups (layout).

# Interest Groups

As of version 1.1, this module now supports “Groups” in a List. See <http://mailchimp.com/features/groups/> for information about Groups.

This module supports the MailChimp group type option “as checkboxes (people can select more than one)”.

Due to the way MailChimp handles unconfirmed subscriptions, if you want to add interest groups before a person has confirmed their subscription, you must check each group ***before*** you try to subscribe a new person.



***Otherwise you have to wait*** until the person confirms their subscription before you can save interest groups using the save button that will appear when you make changes to person who is subscribed to a list.



**Note**: In a future release I will probably rework the way “saves” are handled to avoid user confusion. In other words, I will probably use this new save button as shown above for all save operations.