



MAILCHIMP INTEGRATION APPLICATION BY MOZU

Configuration Guide

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MailChimp Integration Application by Mozu Configuration Guide

Welcome to MailChimp Integration and Mozu

[MailChimp](#) provides online services for crafting and generating refined email campaigns to promote your business to current and potential customers and shoppers. With a few images, written content, and selections, your emails go from simple data with a few links to stylish, informative marketing pieces sent to key audiences based on subscriptions and configured settings. MailChimp helps you generate better business by marketing to your Mozu customers through campaigns, reducing costs and lost time and money spent on design.

[Mozu](#) offers an app to leverage MailChimp's services to integrate with your Mozu customer accounts, subscribed shoppers, and completed orders. Through your Mozu app, you can sync your MailChimp mailing lists with Mozu subscribers, build email campaigns in MailChimp, and generate emails using your subscribed mailing list customers in your Mozu store.

Install MailChimp Integration by Mozu on Your Tenant

After purchasing the MailChimp Application by Mozu, call your sales or professional services representative and request installation on your tenant. Mozu staff will install the app to your tenant, making it available for further configuration and usage in your storefront.

This custom app integrates MailChimp with Mozu to support the following:

- Complete an initial sync between your MailChimp account with Mozu to share data between the services, including contacts and completed orders.
- Data syncs automatically occur between the systems per specific events including subscription opt in/opt out, creating customer account, creating new customer segments in Mozu, adding/removing customers in segments, and completing an order. Additional syncs may be needed in case of MailChimp maintenance or server outages to verify all subscribers.
- Create and send email campaigns in MailChimp to your Mozu customers.
- Review a history of data syncs between Mozu and MailChimp, automatic and manual.

The following occurs between Mozu and the MailChimp app:

- As shoppers select to join the mailing list by subscribing, Mozu updates MailChimp with the opt-in setting for that customer.
- If a shopper clicks to unsubscribe from an email, MailChimp updates Mozu with the opt-out setting.
- A customer completes an order. Mozu sends an update automatically to MailChimp.

CONFIGURATION REQUIREMENTS

To configure MailChimp to work seamlessly with Mozu, you need specific items installed and settings provided. This guide details each step for requirements, initializing, and final configuration for syncing contacts and generating email campaigns.

You must meet the following criteria to configure the MailChimp app:

- You must have the MailChimp Application by Mozu installed into your tenant.
- You must have an active [MailChimp](#) account with an API Key. When added, the available list and site names on your account display in the app.
- You must maintain all campaign designs, rules, and settings in your MailChimp account.
- You must create only one mailing list in MailChimp for use in Mozu. Mozu supports one mailing list at this time.
- You can create customer segments at any time in Mozu. This data updates into MailChimp as created, edited, and removed.

Initialize and Enable the MailChimp App

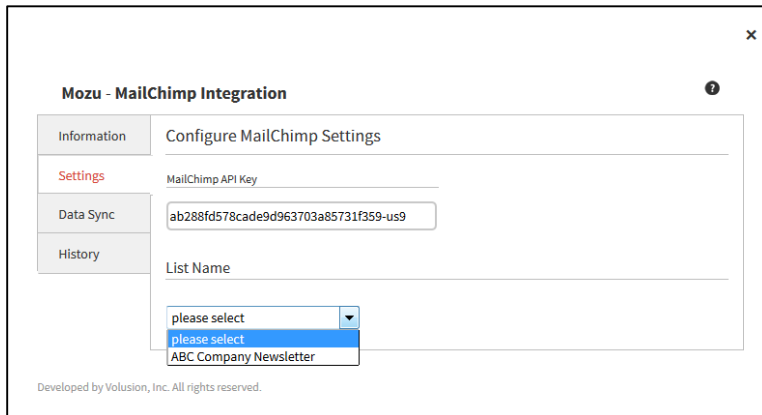
Prior to creating campaigns and sending emails, you must initialize then enable the MailChimp app.

INITIALIZE THE MAILCHIMP APP

To initialize the app, you add the API Key and link one site to one list. Mozu only supports one site per tenant at this time.

1. On the Mozu Admin top bar, select **Settings > Applications**.
2. Double-click **MailChimp**.
3. Click the **Configuration** link to open configuration settings.
4. On the **Settings** tab, enter your **MailChimp API Key**. If you need help finding your API Key, see the next section [Find the MailChimp API Key](#). When you click outside of the field, Mozu contacts MailChimp to verify the key and establish the connection. On success, a green checkmark displays.
5. Data of available lists fills the List Name drop-down menu.

6. Select a **List Name** to associate between Mozu and MailChimp. Mozu only supports one list per tenant at this time. When selected, click out of the list to save the change.



7. When selected, the association automatically verifies and displays.
8. The app page updates displaying **Initialized: true**.

FIND THE MAILCHIMP API KEY

If you are unsure [where to find this key](#), do the following:

1. Log in to your MailChimp account online.
2. Open the **Account** page and click **Extras > API keys**.
3. A list of keys will display on the page. If not, click **Create a Key** and continue those steps.
4. Copy and paste the long API Key into the Mozu App.

The API Key grants access to sync contacts and send email campaigns.

ENABLE THE MAILCHIMP APP

With the app initialized, you can enable the app:

1. On the Mozu Admin top bar, select **Settings > Applications**.
2. Double-click **MailChimp**.
3. Click **Enable App** on the MailChimp page.

Configure the Application

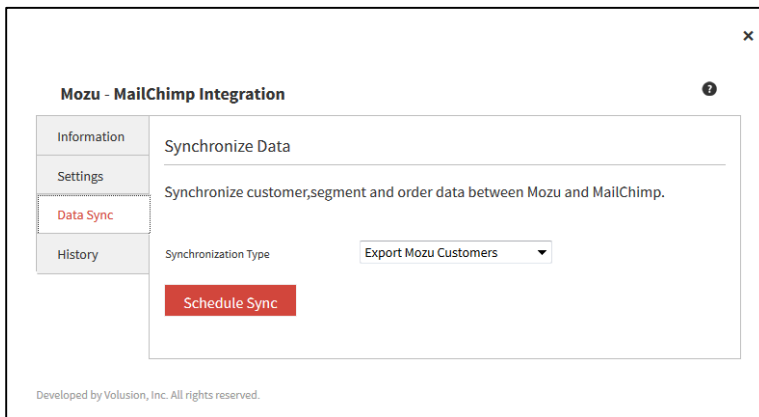
To integrate your MailChimp services with Mozu, you need to sync the data. The applications require at least one import and export to connect and update. Syncs occur constantly between the applications and services while the app is initialized and enabled. If you ever want to manually sync data, you can run these commands as needed.

IMPORT MAILCHIMP CONTACTS

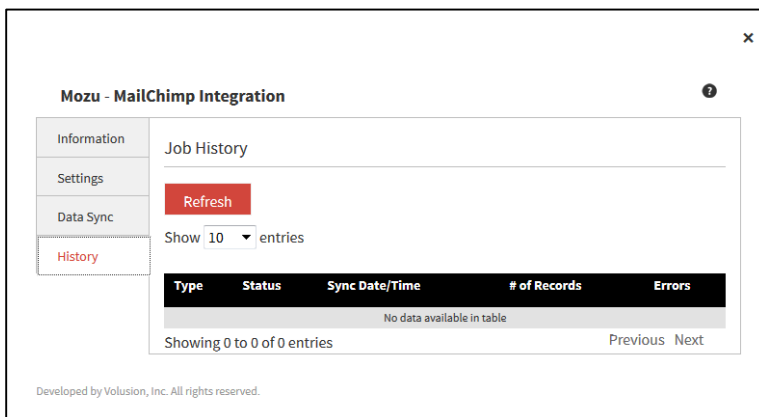
With your Mozu and MailChimp accounts newly connected, you should import your MailChimp contacts. These contacts add as new Mozu customers or update the subscription settings for current customers.

Once synced, MailChimp adds any current subscribers to Mozu customers. Any new or removed subscribers automatically update between Mozu and MailChimp. Once synced, if a MailChimp contact changes their status, it automatically syncs and updates to Mozu.

1. On the Mozu Admin top bar, select **Settings > Applications**.
2. Double-click **MailChimp**.
3. Click the **Configuration** link to open configuration settings.
4. On the Data Sync tab, select the **Synchronization Type** as *Import MailChimp Customers*.
5. Click **Schedule Sync**. A job begins to update subscribed and unsubscribed customers to the selected contact list.



6. A new record adds to the **History** tab.

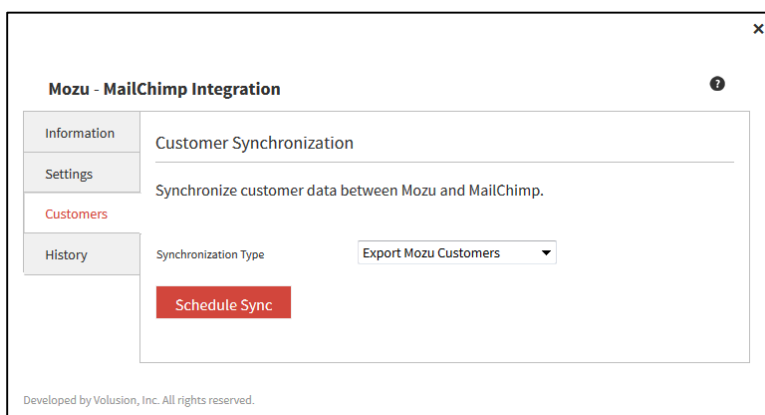


EXPORT MOZU CUSTOMERS

With your Mozu and MailChimp accounts newly connected, you should export your Mozu customers. These customer accounts add as new MailChimp contacts or update the subscription settings for current contacts. This data also includes any Mozu customer segments.

Once synced, Mozu adds any current subscribers to MailChimp contacts. Any new or removed subscribers automatically update between Mozu and MailChimp. Once synced, if a Mozu customer changes their opt-in status, customer data changes in Mozu, or the customer segment(s) change in Mozu, it automatically syncs and updates to MailChimp.

1. On the Mozu Admin top bar, select **Settings > Applications**.
2. Double-click **MailChimp**.
3. Click the **Configuration** link to open configuration settings.
4. On the Data Sync tab, select the **Synchronization Type** as *Export Mozu Customers*.
5. Click **Schedule Sync**. A job begins to update subscribed and unsubscribed customers to the selected contact list.



Mozu - MailChimp Integration

Information: Customer Synchronization

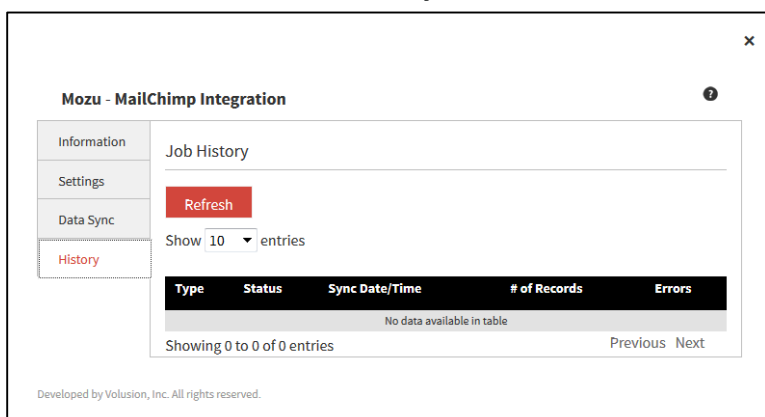
Settings: Synchronize customer data between Mozu and MailChimp.

Customers: Synchronization Type: Export Mozu Customers

History: Schedule Sync

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6. A new record adds to the **History** tab.



Mozu - MailChimp Integration

Information: Job History

Settings: Refresh

Data Sync: Show 10 entries

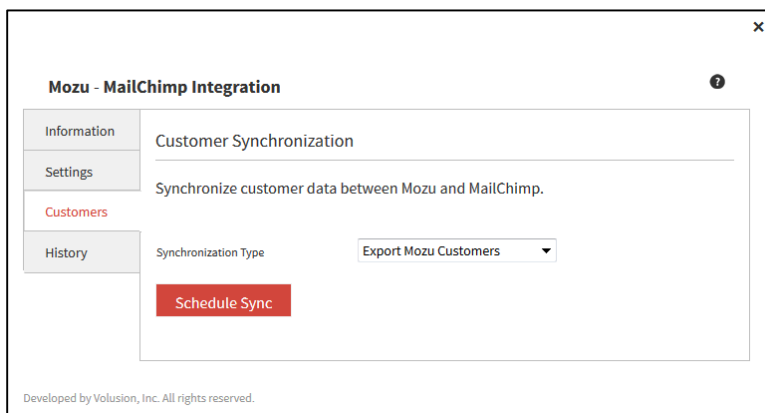
History: Table with columns: Type, Status, Sync Date/Time, # of Records, Errors. Showing 0 to 0 of 0 entries. Previous Next

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EXPORT MOZU ORDERS

With your Mozu and MailChimp accounts newly connected, you should export your Mozu orders. Only the completed orders are exported into Mozu.

1. On the Mozu Admin top bar, select **Settings > Applications**.
2. Double-click **MailChimp**.
3. Click the **Configuration** link to open configuration settings.
4. On the Data Sync tab, select the **Synchronization Type** as *Export Mozu Orders*.
5. Click **Schedule Sync**. A job begins to export all completed order data associated with customers to MailChimp.



6. A new record adds to the **History** tab.

