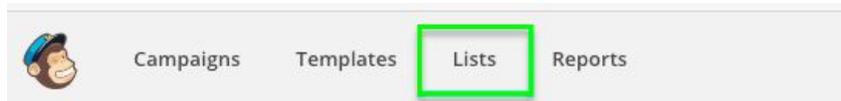


Integrating MailChimp

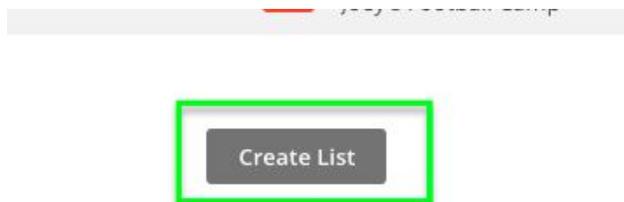
If you have not already done so, go to <https://login.mailchimp.com/signup> to create your MailChimp account. This process takes approximately five minutes to set up.

Once you have created your account, create at least one list. Pike13 sends your client information to a list, so one has to be enabled to ensure the integration works properly. To create a list, go to Lists on the upper left hand corner:

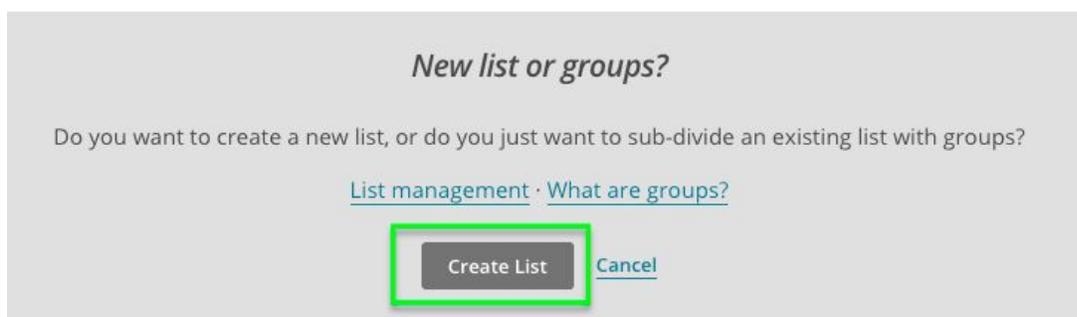


Good Afternoon, Cindy

Over on the right, select Create List:



Then select it again:



Next you will add in the list information:

List details

List name

Default From email address

Typically the main business email address

Default From name

Business or Owner's name

Campaign URL settings

[http://mailchi.mp/\[xxxxxx\]](http://mailchi.mp/[xxxxxx]) (generate randomly)

To customize your **campaign URLs**, upgrade to a paid account and verify a domain.

Remind people how they signed up to your list

Reuse a reminder from another list ▼

Mandatory This is a required field.

Example: "You are receiving this email because you opted in at our website ..." or "We send special offers to customers who opted in at ..."

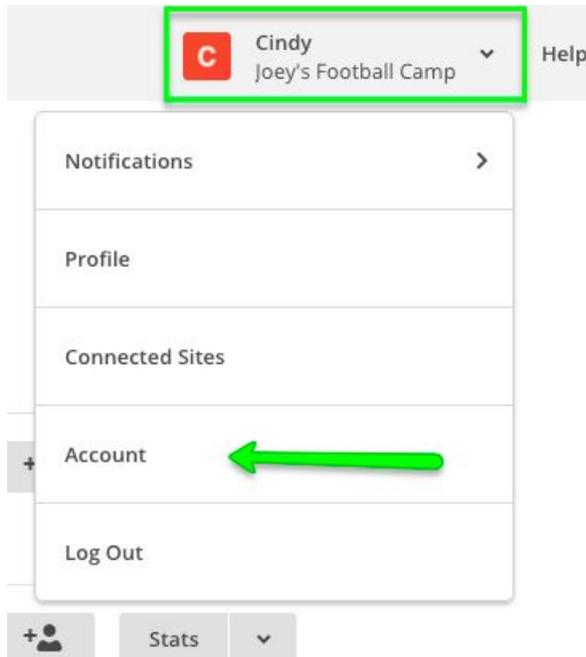
Contact information for this list · [Why is this necessary?](#)

Notifications Sent to cindy.schneider@fdhq.com · [Edit](#)

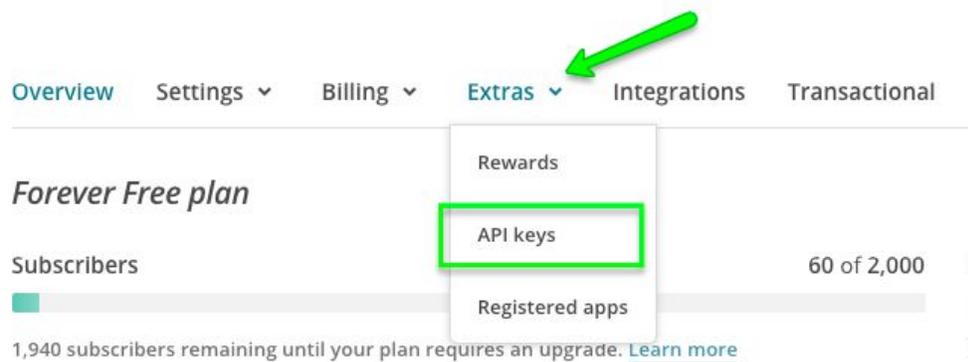
- Daily summary
Summary of subscribe/unsubscribe activity
- One-by-one
Subscribe notifications as they happen
- One-by-one
Unsubscribe notifications as they happen

[Cancel](#)

Once you have created a list, you will want to obtain the API Key. Go to your name in the upper right hand corner, select the drop down menu, and choose Account:



Select Extra's, then API Keys:



Regardless of whether you have one already, we suggest you choose Create a Key:

Your API keys

API keys provide full access to your MailChimp account, so keep [API keys secure](#).

Created	User
Aug 31, 2016 2:54 pm	Cindy Schneider (owner)



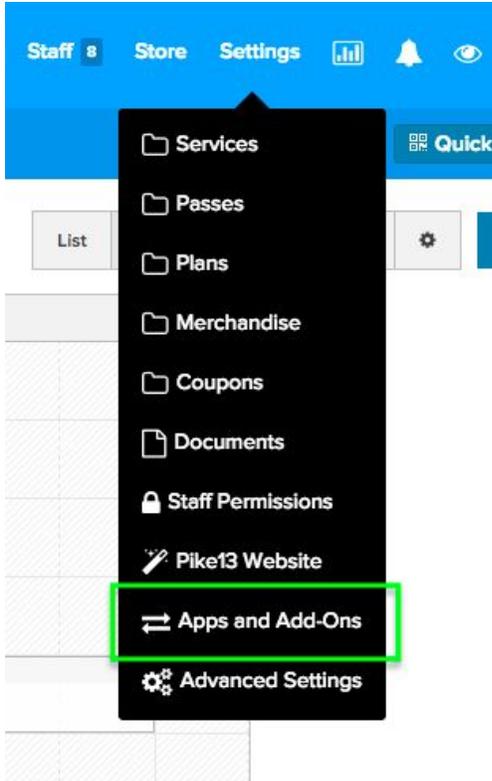
Copy the new key:

Your API keys

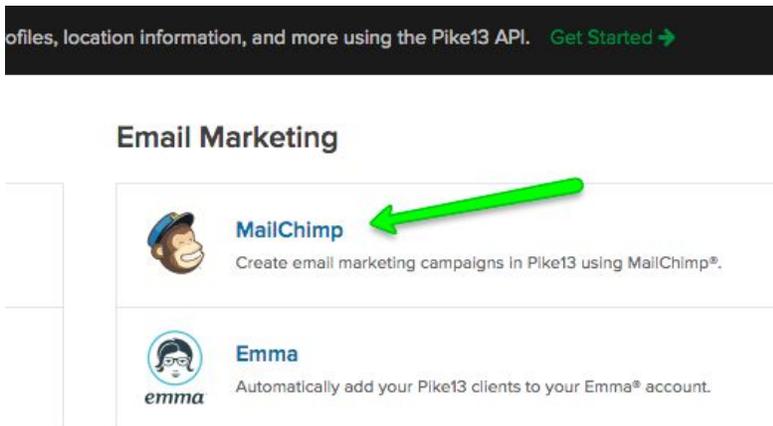
API keys provide full access to your MailChimp account, so keep them safe. [Tips on keeping API keys secure](#).

Created	User	Label	API key	QR Code
Oct 24, 2017 2:57 pm	Cindy Schneider (owner)	none set	<code>0b8d48bf96ad8890664bacf1b7caf2</code>	QR
Aug 31, 2016 2:54 pm	Cindy Schneider (owner)	none set	<code>f1d107d2bc54ee09c1b9605ef93c6c</code>	QR

Go back to your Pike13 site. Go to Settings - Apps & Add Ons:



Select MailChimp:



You will see an option to add in the API Key. Paste the key you just copied from MailChimp here:

Connect to your MailChimp account

* MailChimp API key

0b8d48bf96ad8890664bacf1b7caf285-us13

✓ Save

✗ Cancel

Next you will want to turn on at least one list:

Your MailChimp account

☰ Which MailChimp lists are Pike13 clients subscribed to?

All new and existing clients are added automatically to the MailChimp lists you turn on, unless they've opted out. They can opt out anytime.

✗ Test	Turn On
✗ Default	Turn On
✗ Cryotherapy	Turn On



After this, you can determine what information you want fed over to MailChimp from Pike13. Please note a max of 30 fields will be sent over to MailChimp. By default we send the following information over:

- |MERGE0| Email Address (This does not count towards your limit of 30.)
- |MERGE1| First Name
- |MERGE2| Last Name
- |MERGE3| Birthday
- |MERGE4| First Visit
- |MERGE5| Last Visit
- |MERGE6| Joined
- |MERGE7| Member?
- |MERGE8| Hidden

- |MERGE9| Location

MERGE 1 through MERGE9 count towards the limit, which leaves 21 additional |MERGE| tags that can be selected within Pike13. You will notice you can select Attendance History, Custom Fields, and Purchases. You will be able to turn things off or on in this view:

⇌ Client data settings

Choose the client data that you want to send to MailChimp for use in up to 30 MailChimp Merge Tags for customizing your emails to clients, segmenting your email list, and triggering MailChimp automations.

Attendance History
Custom Fields
Purchases

Service	First Visit	Most Recent Visit
Whole Body Cryotherapy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cryofacial	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

If you have selected more than 21 additional tags in Pike13, you will need to narrow that down and manage this in MailChimp as well. Go into MailChimp, click Lists. Choose the list you have connected with Pike13. Select the drop down menu, then choose Settings:

Custom order ▾

⋮	<input type="checkbox"/>	Cryotherapy Created Oct 24, 2017 3:00 pm No rating yet	45 Subscribers	0.0% Opens	0.0% Clicks	+ 👤	Stats ▾
<div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> Manage contacts Signup forms Settings ← Import Exports Replicate list Combine lists </div>							
⋮	<input type="checkbox"/>	Test Created Feb 22, 2017 12:03 pm No rating yet	5 Subscribers	0.0% Opens	0.0% Clicks		
⋮	<input type="checkbox"/>	Default Created Oct 10, 2016 6:03 pm No rating yet	55 Subscribers	0.0% Opens	0.0% Clicks		

From here, select List fields and MERGE tags:

Stats ▾ Manage contacts ▾ Add contacts ▾ Signup forms Settings ▾ 

Settings

List name & defaults

Change the name of your list, and where to send subscribe and unsubscribe notifications

Publicity settings

Tell MailChimp how "discoverable" you'd like campaigns to be.

List fields and *|MERGE|* tags

Add fields to your list database, and adjust the [merge tags](#) associated with them

Required email footer content

Enter contact info about this list and a permission reminder in case someone reports you for spamming.

Email beamer

You can manage the requirements, visibility in MailChimp and more here. You can also delete merge tags as necessary:

Field label and type	Required?	Visible?	Put this tag in your content:	Default merge tag value	
<input type="text" value="Email Address"/> email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* EMAIL * or * MERGE0 *		
<input type="text" value="First Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* <input type="text" value="FNAME"/> * or * MERGE1 *	<input type="text" value="Default merge tag value"/>	
<input type="text" value="Last Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* <input type="text" value="LNAME"/> * or * MERGE2 *	<input type="text" value="Default merge tag value"/>	
<input type="text" value="Birthday"/> date	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* <input type="text" value="BIRTHDAY"/> * or * MERGE3 *	<input type="text" value="Default merge tag value"/>	
Date format	<input type="text"/>				

For all other MailChimp support, please use their help center.