Unica Link V12.1.5 Mailchimp Connector User Guide

Contents

Chapter 1. Introduction to Mailchimp

The Mailchimp connector uploads contact information to an audience in Mailchimp, populating the merge field defined for the Audience.

It then creates a segment of the audience for the uploaded contacts, and optionally runs or schedules a Mailchimp campaign to target the segment. The connector then polls Mailchimp on a scheduled basis to gather the results of the campaign, and to report back whether emails were delivered, bounced, opened or links clicked within the emails.

Chapter 2. Pre-requisites

To use the Mailchimp connector you must first have an account with Mailchimp.

The connector requires the following:

- An audience is created in Mailchimp to receive the uploaded contacts.
- An email template is defined in Mailchimp.
- An API key has been created for the Mailchimp account.

Chapter 3. Configuration

To use Mailchimp,a connection must be configured by a Unica administrator.

The connection properties are:

- **Base URL**– The base URL to the Mailchimp data center, for example: `https://us7.api.mailchimp.com/3.0`
- **User ID** – The Mailchimp user.
- **API Key** – The API key for the user. This can be generated from the Mailchimp site.
- **Activity Fetch Frequency** - The frequency at which email events (sent/open/click etc) are periodically downloaded from Mailchimp.
- **Activity Fetch Units** - The time unit (Hours/Minutes/Seconds) of the activity fetch frequency.

The activity fetch parameters determine how frequently Mailchimp is polled for campaign activity results. This should be set at a value that offers a compromise between response time and processing overhead. A reasonable frequency is 15 minutes.

Chapter 4. Test connection

When defining a connection, the **Test** button can be pressed. This invokes a query operation on Mailchimp to ensure that the server can be reached and that the connection parameters are valid.

Chapter 5. Configuring a Touchpoint or Process box

When the Mailchimp connector is configured from a Touchpoint in Journey, or a process box in Campaign, these properties are displayed:

- **Contact Action** - Specify whether you want to upload contacts to a Mailchimp audience, or whether you want to upload contacts and then run or schedule a Mailchimp campaign.
- **Audience** - The Mailchimp audience to populate. Pressing the Fetch button will obtain a list of audiences in the Mailchimp account.
- **New Email Campaign** – The name of the campaign to be created in Mailchimp.
- **Email Template** – The email template to use for the campaign. Press the **Fetch** button to obtain a list of available templates.
- **Email Subject** – The subject of the email. This can contain merge tags by using the syntax `"|*field*|"`. Ensure that any merge fields specified in the subject correspond to the available merge fields in the selected audience.
- **Preview Text** – The preview text for the email. This can also contain merge tags.
- **Sender's Name** – The name of the sender to include in emails.
- **Reply To Email** – The email address responses should be sent to.
- **Group Contacts By Tag** - Enable this option to group your contact uploads for a specific Mailchimp email campaign. If there are multiple touchpoints or process boxes within a Journey or Campaign each can use the same tag name, such that contacts are grouped under the same segment. A typical use case would be to set **Contact Action to Upload** contacts in one or more touchpoints/process boxes, and then to set **Contact Action to Upload** contacts and run campaign in the final box. In this way the Mailchimp campaign will be sent to all contacts with the same tag name
- **Tag Name** - The tag to be used to group your contact uploads for a specific Mailchimp email campaign. This is available when **Group Contacts By Tag** is enabled.
- **Campaign Action** - Whether to run or schedule the campaign once it has been created. If the value is specified as **Run the campaign**, the Mailchimp campaign will be sent as

soon as the email contacts have been uploaded. If set to **Schedule the campaign**, a future date can be specified when the campaign will be sent.

• **Scheduled Date/Time** – If the campaign is being scheduled to a later data, this specifies the date and time to schedule the campaign. The minutes value must be 00, 15, 30 or 45. If minutes are set to any other value, Mailchimp will fail the scheduling.

• **Fetch Results End Date** – The last date on which activity results will be fetched from Mailchimp. This date is exclusive, so set the date to a day beyond the last day of which you wish to poll for results.

Chapter 6. Event tracking

After a Mailchimp campaign is started, the Mailchimp connector periodically polls Mailchimp to discover email activity.

The connection property **Activity Fetch Frequency** determines how often Mailchimp is polled. The connector reports these email events:

- hard bounce
- soft bounce
- open
- click

Click events are reported whenever someone clicks on a link within the email.

The connector polls for events until the **Fetch Results End Date** is reached.