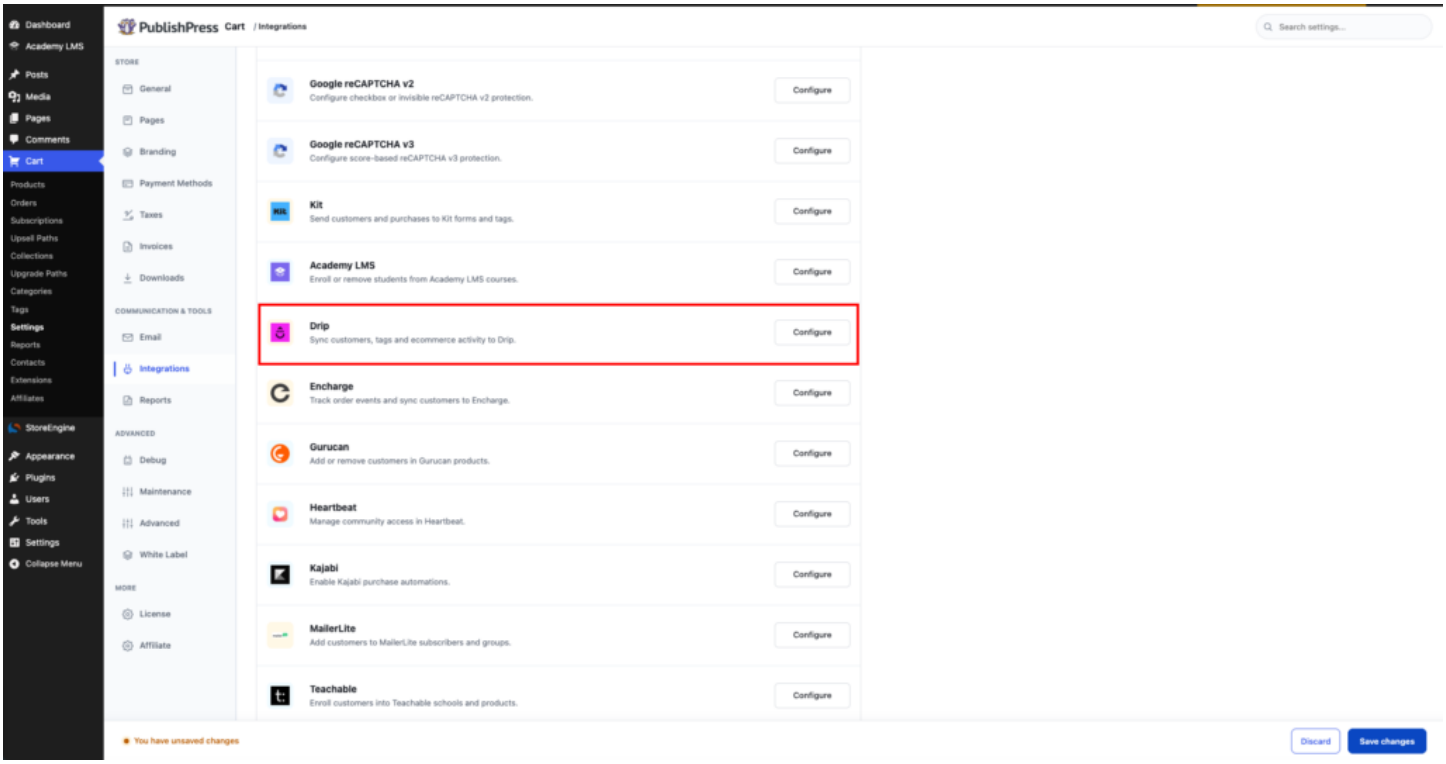
Drip

Integrations · https://publishpress.com/knowledge-base/drip/

Do you use Drip for email marketing? You can integrate your Drip account with PublishPress Cart using your Drip Account ID and API Key.

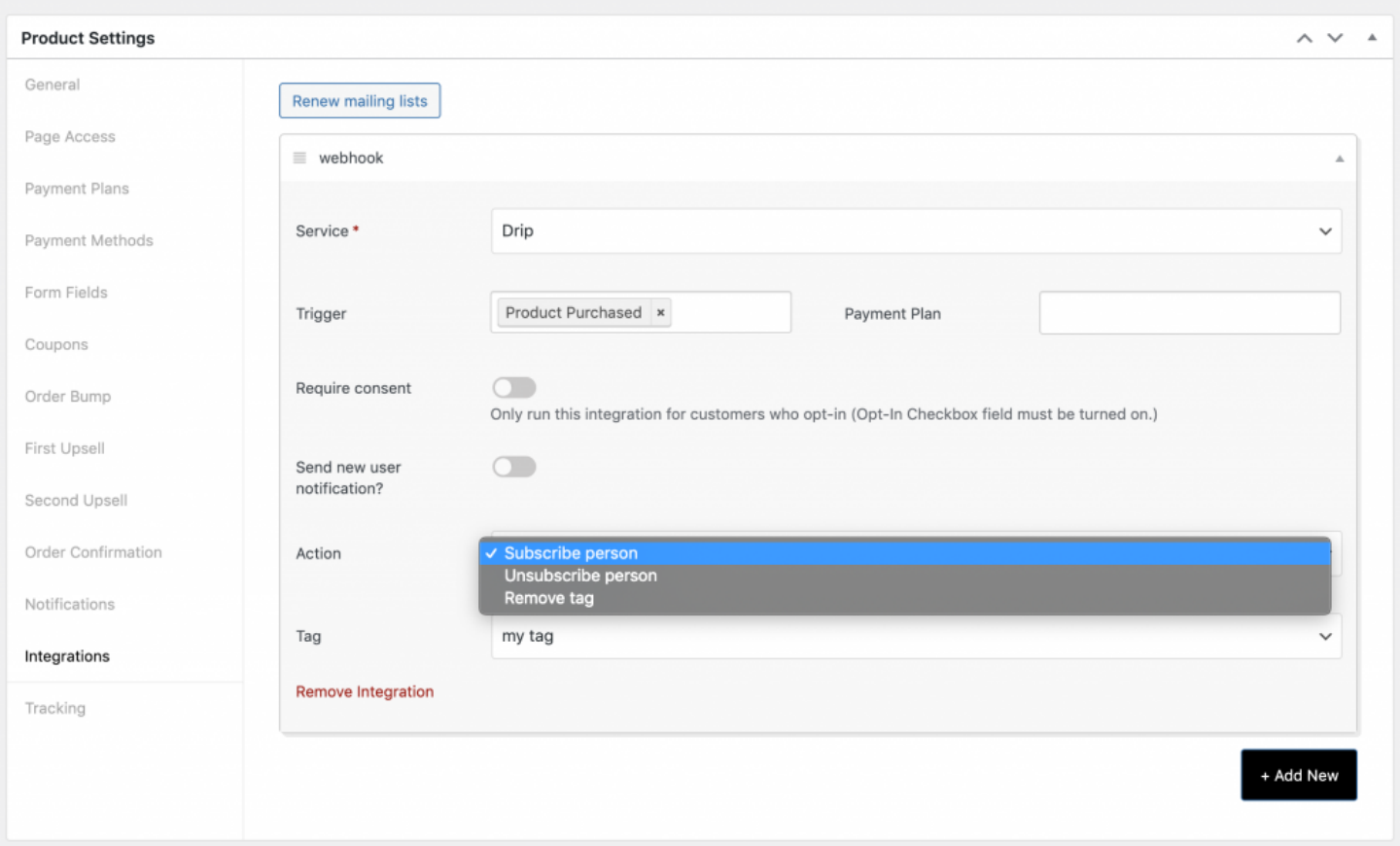
How To Integrate Drip With PublishPress Cart

Log in to your Drip Dashboard. In the navigation menu, select Settings > Account. Scroll down and copy your Account ID. Then head over to the WordPress Dashboard, select PublishPress Cart > Settings > Integrations and paste your Account ID into the matching field box.



From here you can set up a Drip integration by going to a PublishPress Cart product and selecting “Drip” from the services menu in the Integrations tab. You’ll see a Drip tag dropdown with a list of all the tags you previously created in Drip. Choose the tag you would like to link to this product.

In the example below the following will occur from the settings chosen. When a product is purchased with any payment plan a person is subscribed to the tag 'my tag' in Drip.



You have the option to enable Required Consent. If turned on, only customers who have given consent will be added to the tag. Note, you will also need to turn on the Opt-in Checkbox in the Form Fields tab for this feature to work.

You also have the option to send the user a notification of their subscription status. Turn on the buttons in the middle of the form to enable either of these features.

Once you have finished filling out all the settings needed for your product, complete the order form by selecting Publish or Update.