Mailchimp and PublishPress Cart

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

You can use the Mailchimp integration to add customers to a Mailchimp audience when they buy a product. You can also remove customers from an audience, for example when they ask for a refund.

Mailchimp is available in PublishPress Cart Free and Pro.

Before you start

You need:

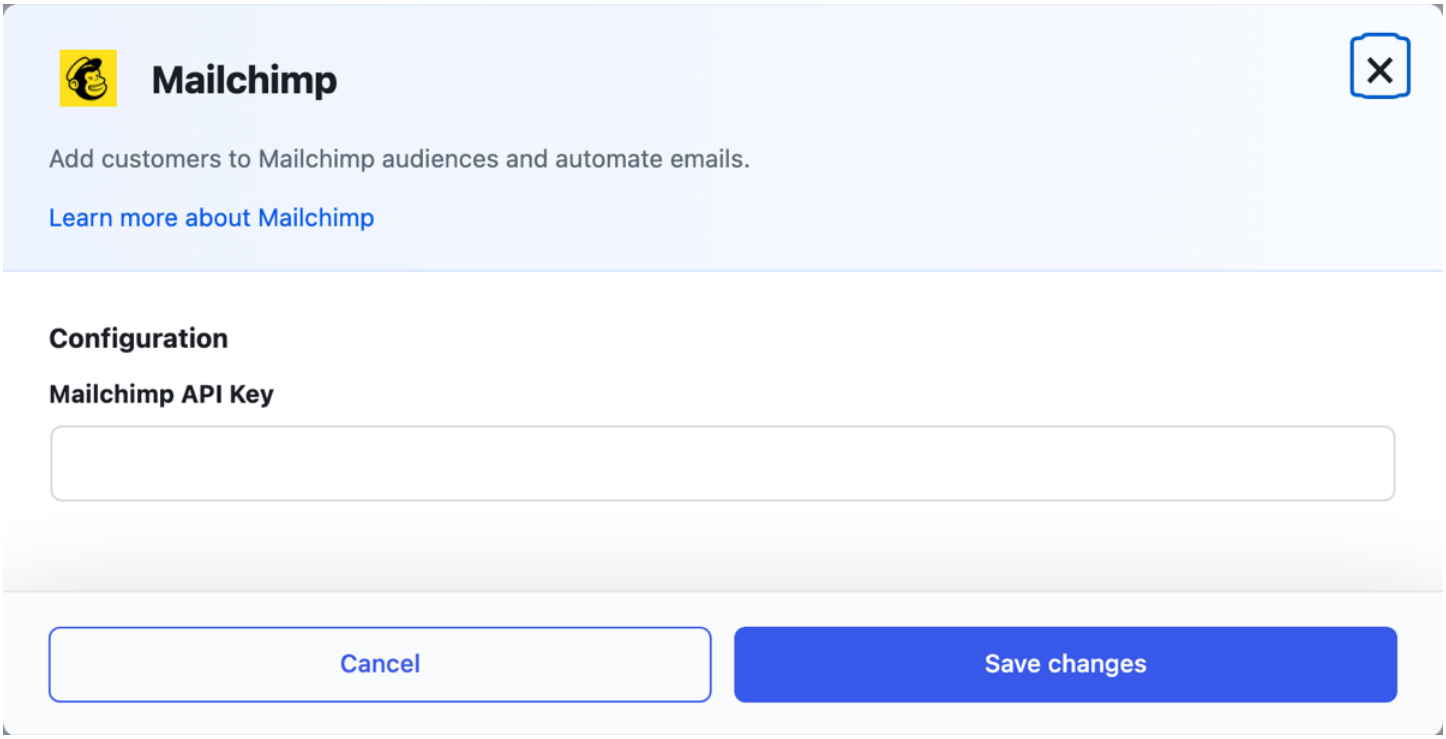
- A Mailchimp account with at least one audience.
- A Mailchimp API key.

Step 1: Get your Mailchimp API key

1. Log in to Mailchimp.
2. Open your profile menu, then go to **Profile → Extras → API keys**.
3. Click **Create A Key**.
4. Copy the new API key.

Step 2: Connect Mailchimp to Cart

1. In WordPress, go to **Cart → Settings → Integrations**.
2. On the **Mailchimp** card, click **Configure**.
3. Paste the key into **Mailchimp API Key**.
4. Click **Save changes**.

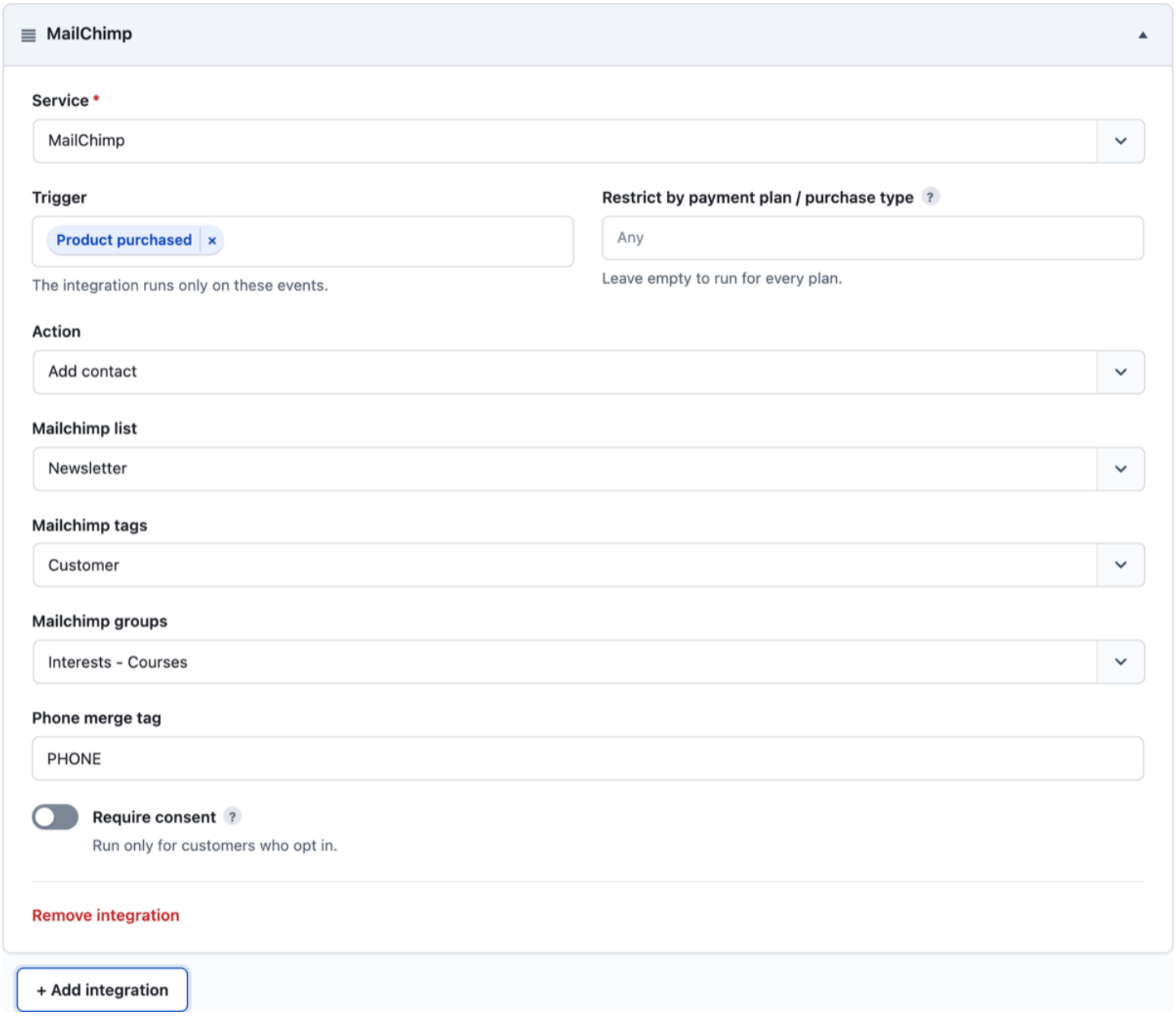


MailChimp shows in the product **Service** list after you save the key.

When you save the key, Cart loads your groups and tags from Mailchimp. Cart loads your audiences when you open a product **Integrations** tab.

Step 3: Add the integration to a product

1. Go to **Cart → Products** and open a product.
2. Open the **Integrations** tab.
3. Click **+ Add integration**.
4. In **Service**, select **MailChimp**.
5. In **Trigger**, select the event that runs the integration, for example **Product purchased**.
6. In **Action**, select **Add contact** or **Remove contact**.
7. In **Mailchimp list**, select the audience.
8. Optional: select one or more **Mailchimp tags** and **Mailchimp groups**.
9. Optional: in **Phone merge tag**, enter the merge tag of your phone field in Mailchimp, for example `PHONE`.
10. Click **Publish** or **Update**.



For the full list of triggers and the **Restrict by payment plan / purchase type** field, see Integrations Overview.

What Cart sends to Mailchimp

When the action is **Add contact**, Cart adds or updates the contact with:

Mailchimp field	Value from the order
Email	Customer email

Mailchimp field	Value from the order
`FNAME`	Customer first name
`LNAME`	Customer last name
Your phone merge tag	Customer phone (only when you set **Phone merge tag**)

Cart sets the contact status to **Subscribed**. Cart then adds the selected groups and tags.

When the action is **Remove contact**, Cart removes the contact from the selected audience. Mailchimp archives the contact.

Ask customers for consent

You can add a contact only when the customer agrees to join your list.

1. On the product **Integrations** tab, turn on **Show opt-in checkbox**.
2. Optional: change the **Opt-in checkbox label**.
3. Optional: turn on **Make opt-in checkbox required**.
4. In the Mailchimp integration, turn on **Require consent**.

When **Require consent** is on, Cart skips the integration for customers who do not tick the checkbox.

Check that it works

1. Buy the product with a test email address.
2. Open the order in **Cart → Orders**. The **Order Notes** box shows a line for each Mailchimp step, for example "added to list ID".
3. In Mailchimp, find the test email in the audience.

Video guide to PublishPress Cart and Mailchimp

Embedded media: https://www.youtube.com/embed/xyGHVCoE02I?feature=oembed