



mailchimp

integration guide

powered by springbig 

mailchimp integration: working together

thanks to our awesome integration, you can now keep your springbig customer email lists in sync with MailChimp, letting you create customized email marketing that can be targeted towards your springbig members

in order to initiate a connection with springbig, you will need to create an audience on MailChimp specific to springbig members, then share two very important values that allow us to populate data into the new audience:

- **audience id**
- **api key**

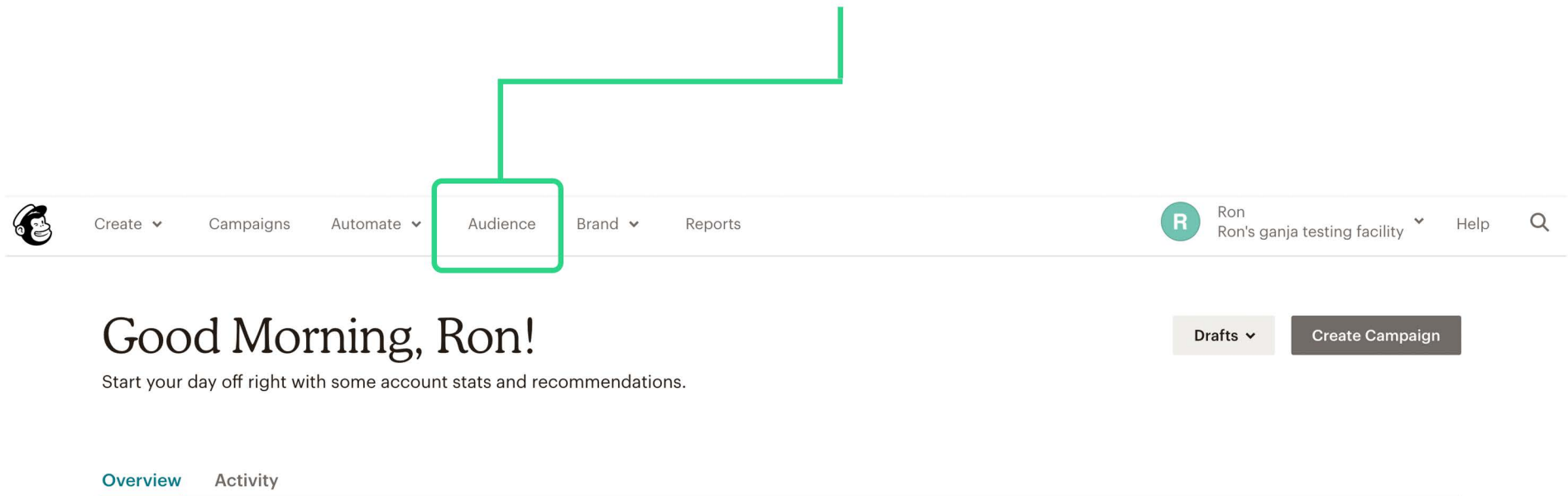
this guide will take you through the steps for both obtaining these values and applying them so that MailChimp and springbig can work together

mailchimp setup: getting started

to get your setup started, you will need to be working from your **MailChimp account** by going to **mailchimp.com** and logging in

step 1

on the MailChimp dashboard, select '**audience**' from the upper navigation bar



step 2

on the audience page click the **'manage audience'** dropdown menu, then select **'view audiences'**

The screenshot shows the Mailchimp Audience page. The navigation bar at the top includes 'Create', 'Campaigns', 'Automate', 'Audience' (highlighted), 'Brand', and 'Reports'. On the right, there's a user profile for 'Ron' and a 'Help' link. The main heading is 'Audience'. Below it, the 'Current audience' is 'Maria Testing'. A message states: 'This audience has 5 contacts. 5 of them are subscribers.' A green line originates from the text 'view audiences' and points to the 'Manage Audience' dropdown menu. This menu is open, showing options: 'Add a subscriber', 'Import contacts', 'Signup forms', 'Surveys', 'Manage contacts', 'Settings', and 'View audiences' (which is highlighted with a blue box). A 'View Contacts' button is also visible. A 'Feedback' button is on the right side of the dropdown menu. At the bottom, there's a promotional banner about real-time user behavior.

Audience

Current audience

Maria Testing ▼

This audience has 5 contacts. 5 of them are subscribers.

View Contacts

Manage Audience ▼

- Add a subscriber
- Import contacts
- Signup forms
- Surveys
- Manage contacts
- Settings
- View audiences

Feedback

Bring in real-time user behavior you can act on

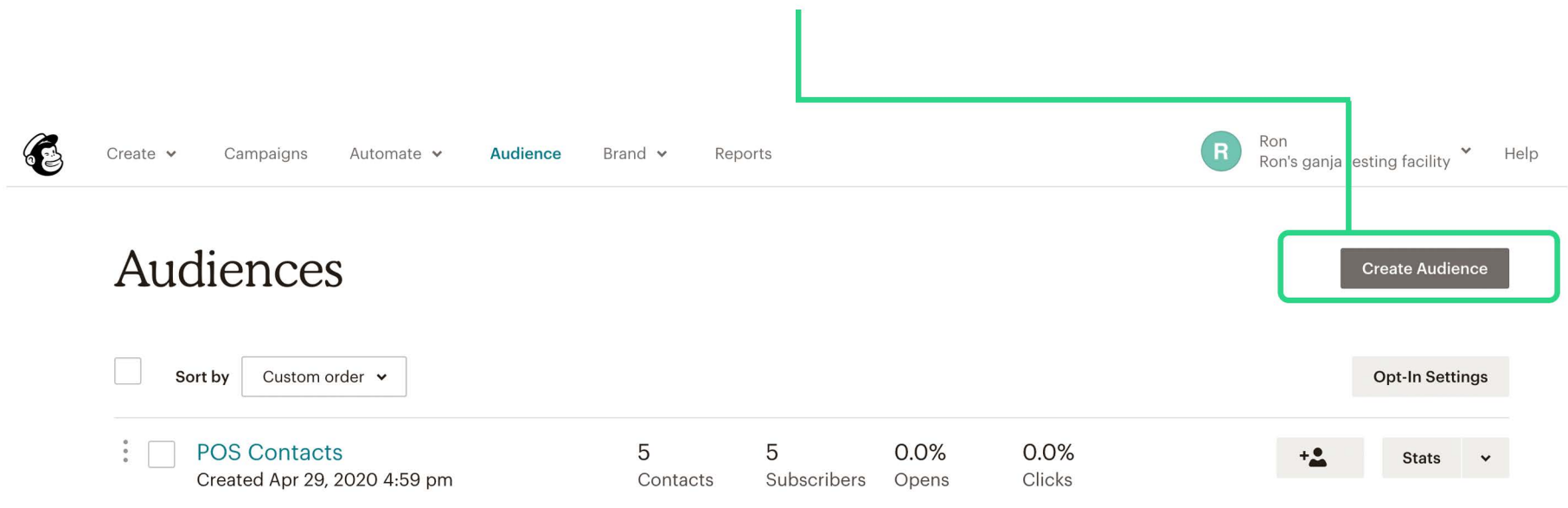
Now you can tailor campaigns based on how users interact with your app. [Learn more about events](#)

mailchimp setup: creating an audience

in order for the integration to properly leverage your contacts, you will need to create a new audience in your MailChimp account

step 3

on the next screen, click on the **'create audience'** button



The screenshot shows the MailChimp interface. At the top, there is a navigation bar with links: Create, Campaigns, Automate, Audience (highlighted), Brand, and Reports. On the right, there is a user profile for 'Ron' with the name 'Ron's ganja testing facility' and a 'Help' link. Below the navigation bar, the main heading is 'Audiences'. To the right of the heading, there is a 'Create Audience' button, which is highlighted with a green box and a green line pointing to it from the text above. Below the heading, there is a 'Sort by' dropdown menu set to 'Custom order'. To the right of the dropdown, there is an 'Opt-In Settings' button. Below these, there is a table of audiences. The table has columns for 'Audience', 'Contacts', 'Subscribers', 'Opens', and 'Clicks'. The first row shows an audience named 'POS Contacts' with 5 contacts, 5 subscribers, 0.0% opens, and 0.0% clicks. To the right of the table, there is a '+ People' button and a 'Stats' dropdown menu.

Audience	Contacts	Subscribers	Opens	Clicks
POS Contacts Created Apr 29, 2020 4:59 pm	5	5	0.0%	0.0%

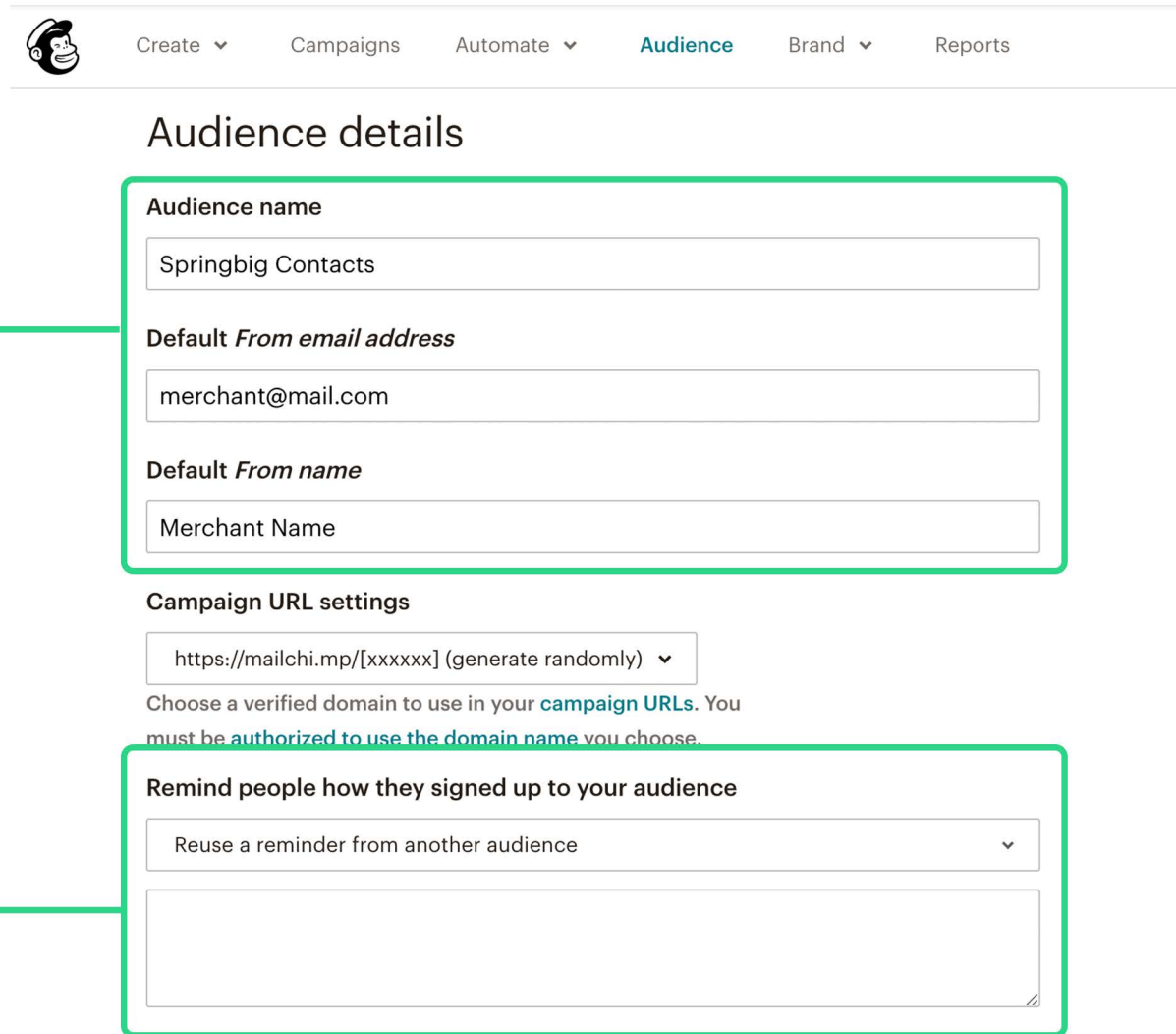
mailchimp setup: audience details

make sure to update the audience details so that your emails are easily identified when they make it to the audience's inboxes

step 4

complete **audience details**

note: this page requires that you enter information under "Remind people how they signed up to your audience"



The screenshot shows the Mailchimp interface with the 'Audience' tab selected. The 'Audience details' section is highlighted with a green box, containing fields for 'Audience name' (Springbig Contacts), 'Default From email address' (merchant@mail.com), and 'Default From name' (Merchant Name). Below this, the 'Campaign URL settings' section shows a dropdown menu with 'https://mailchi.mp/[xxxxxx] (generate randomly)'. A note states: 'Choose a verified domain to use in your campaign URLs. You must be authorized to use the domain name you choose.' The 'Remind people how they signed up to your audience' section is also highlighted with a green box, showing a dropdown menu with 'Reuse a reminder from another audience' and a large text area for a custom message.

Mailchimp logo | Create ▾ | Campaigns | Automate ▾ | **Audience** | Brand ▾ | Reports

Audience details

Audience name
Springbig Contacts

Default From email address
merchant@mail.com

Default From name
Merchant Name

Campaign URL settings
https://mailchi.mp/[xxxxxx] (generate randomly) ▾
Choose a verified domain to use in your [campaign URLs](#). You must be [authorized to use the domain name](#) you choose.

Remind people how they signed up to your audience
Reuse a reminder from another audience ▾

mailchimp setup: form settings

step 5

next, configure form settings
to your choosing

when you are happy with
your settings, click on the
'save' button

[Create](#) ▾[Campaigns](#)[Automate](#) ▾[Audience](#)[Brand](#) ▾[Reports](#)

Form Settings

- ☐ Enable double opt-in
Send contacts an opt-in confirmation email when they subscribe to your audience.
- ☐ Enable GDPR fields
Customize your forms to include GDPR fields.

Notifications Sent to rmishiyev@springbig.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

[Save](#)[Cancel](#)

mailchimp setup: audience id

the page will reroute to the new audience page. now springbig needs the **'audience id'**

step 6

click on the **'settings'** dropdown menu and select **'audience name and defaults'**

The screenshot shows the Mailchimp Audience page. At the top, there is a navigation bar with the following items: Create, Campaigns, Automate, Audience (highlighted in blue), Brand, and Reports. Below this is the main heading 'Audience'. Underneath, there is a section for 'Current audience' with a dropdown menu showing 'Springbig Contacts'. Below that, it says 'Your audience has 0 contacts. 0 of these are subscribers.' At the bottom, there is a secondary navigation bar with the following items: Overview, Manage contacts, Add contacts, Signup forms, Settings (highlighted in blue), Conversations, and Surveys. A green box is drawn around the 'Settings' dropdown menu, which is open, showing two options: 'Audience name and defaults' (highlighted in light blue) and 'GDPR fields and settings'. A green line connects the 'Settings' dropdown menu to the 'Audience name and defaults' option.

Create ▾ Campaigns Automate ▾ Audience Brand ▾ Reports

Audience

Current audience

Springbig Contacts ▾

Your audience has 0 contacts. 0 of these are subscribers.

Overview Manage contacts ▾ Add contacts ▾ Signup forms Settings ▾ Conversations Surveys 🔍

Audience name and defaults

GDPR fields and settings

step 7

copy the 'audience id' that is located to the right hand side in red font

The screenshot shows the Mailchimp 'Audience' settings page. At the top, there's a navigation bar with 'Create', 'Campaigns', 'Automate', 'Audience' (highlighted), 'Brand', and 'Reports'. On the right, a user profile for 'Ron' is visible. The main heading is 'Audience'. Below it, 'Current audience' is set to 'Springbig Contacts'. A message states 'Your audience has 0 contacts. 0 of these are subscribers.' A secondary navigation bar includes 'Overview', 'Manage contacts', 'Add contacts', 'Signup forms', 'Settings' (highlighted), 'Conversations', and 'Surveys'. The main section is titled 'Audience name and campaign defaults'. It features a text input for 'Audience name' containing 'Springbig Contacts'. Below this is a blue informational box about changing the signup form title. To the right, a green-bordered box highlights the 'Audience ID' field, which contains the text 'Some plugins and integrations may request your Audience ID. Typically, this is what they want: 2561ec7dea.' A vertical green line connects the 'Audience ID' box to the 'Settings' menu item in the secondary navigation bar.

Create ▾ Campaigns Automate ▾ Audience Brand ▾ Reports

R Ron
Ron's ganja tes

Audience

Current audience

Springbig Contacts ▾

Your audience has 0 contacts. 0 of these are subscribers.

Overview Manage contacts ▾ Add contacts ▾ Signup forms Settings ▾ Conversations Surveys Q

Audience name and campaign defaults

Audience name

Springbig Contacts

Want to change your signup form title?
The signup forms and confirmation emails for your audience use the original audience

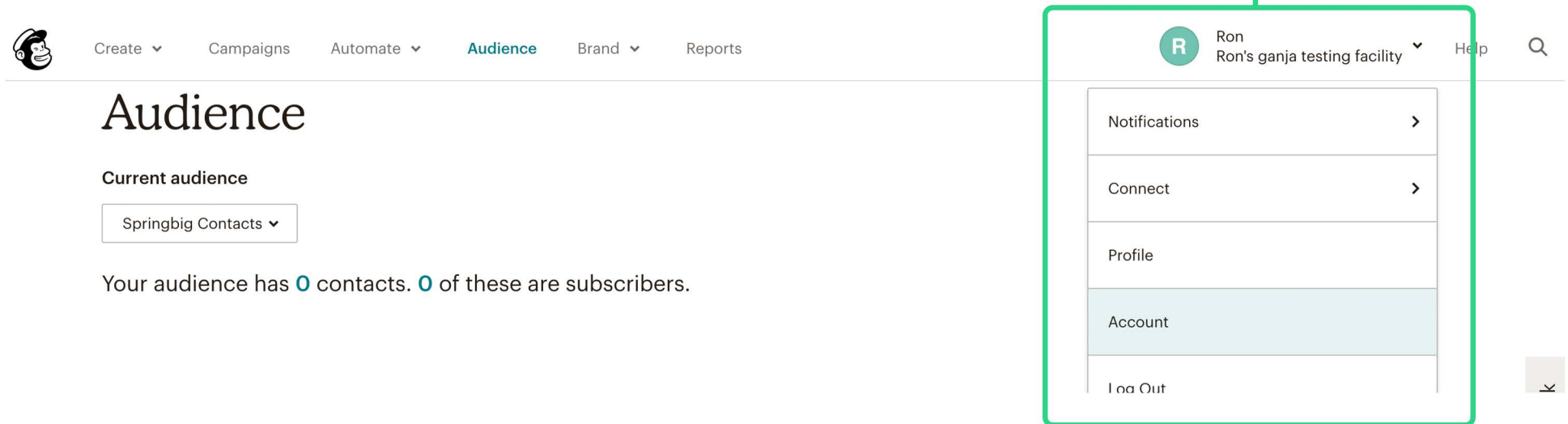
Audience ID
Some plugins and integrations may request your Audience ID.
Typically, this is what they want: 2561ec7dea.

mailchimp setup: accessing api key

lastly, for the MailChimp software to communicate with the springbig platform, springbig needs your **'api key'**

step 8

to get your **'api key'** navigate to the main dropdown menu for your account located at the top right hand side and select **'account'**



The screenshot shows the MailChimp 'Audience' page. The top navigation bar includes 'Create', 'Campaigns', 'Automate', 'Audience' (highlighted), 'Brand', and 'Reports'. The main heading is 'Audience'. Below it, 'Current audience' is set to 'Springbig Contacts'. A message states: 'Your audience has 0 contacts. 0 of these are subscribers.' On the right, a dropdown menu is open, showing options: 'Notifications', 'Connect', 'Profile', 'Account' (highlighted), and 'Log Out'. A green line connects the text 'select 'account'' to the 'Account' option in the dropdown.

MailChimp Audience page showing the 'Account' option in the dropdown menu.

Navigation bar: Create, Campaigns, Automate, Audience, Brand, Reports.

Current audience: Springbig Contacts.

Your audience has 0 contacts. 0 of these are subscribers.

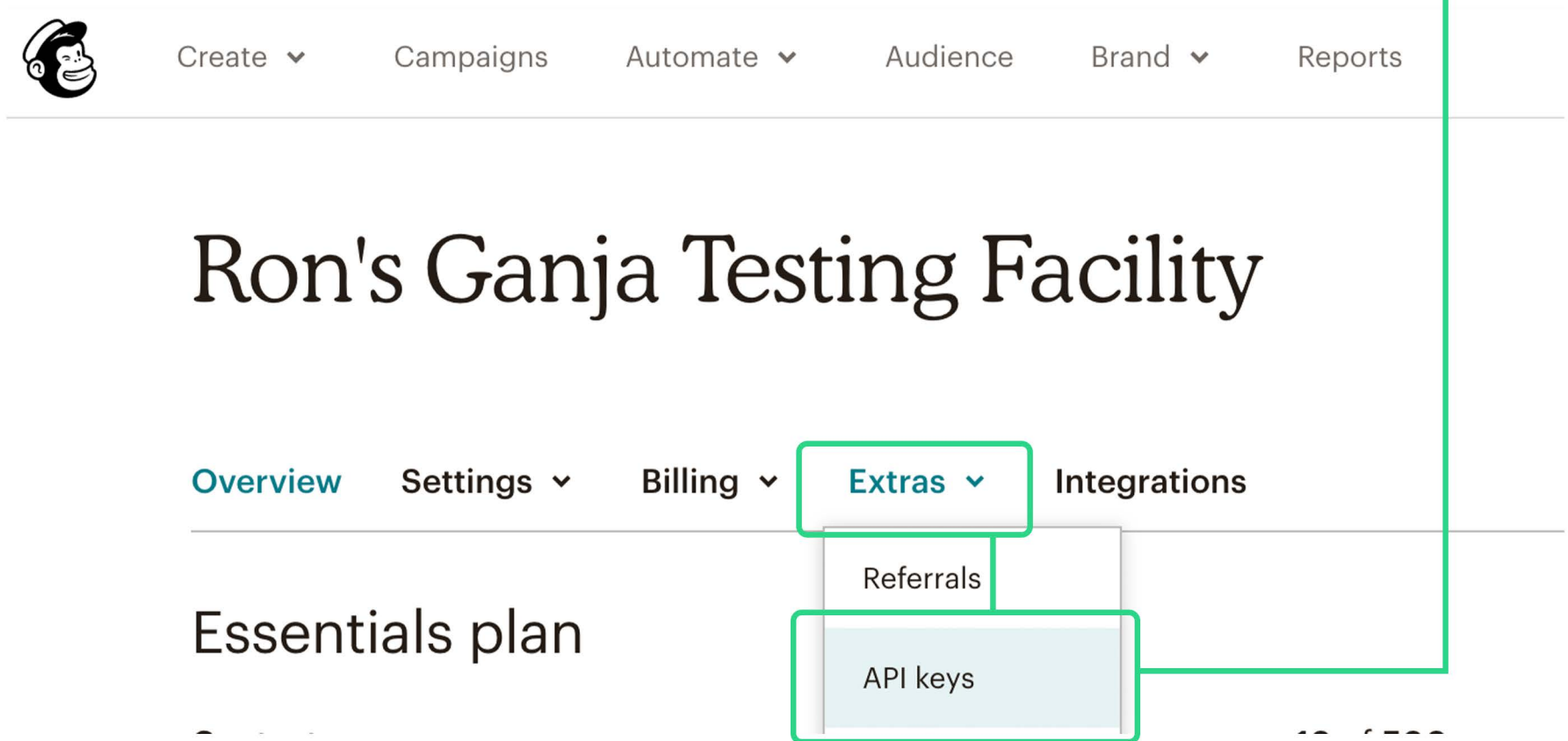
Dropdown menu options: Notifications, Connect, Profile, Account, Log Out.

mailchimp setup: accessing api key^{part 2}

from the MailChimp account page, you will be able to access the extras menu

step 9

select the 'extras' dropdown menu, then select 'api keys'



mailchimp setup: copy api key

next ... wait for it...

step 10

... you guessed it- copy the **'api key'**



Create ▾

Campaigns

Automate ▾

Audience

Brand ▾

Reports

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
Apr 24, 2020 2:19 pm	Ron Spring (owner)	none set	32aa97748564c3ab13fd04424eef

step 11

finally, send both **api key** and **audience id** to your springbig account manager to schedule your integration

how does this integration work?

we suggest not creating any columns for this new audience.
springbig will create the columns on the go-live date

when the integration goes
live, springbig will create
custom columns for the
newly created audience



when a new customer is on springbig
that includes an email, we will share that
customer to the mailchimp audience



for existing customers that have emails
in their profile, we will share that
customer when their profile is updated

	Purpose
	Recreational
	Medical and Recreational
	Medical
	Medical

Toggle Columns ▾

- ☒ First Name
- ☒ Last Name
- ☒ Address
- ☒ Phone Number
- ☒ Springbig ID
- ☒ Birthday
- ☒ Gender
- ☒ Purpose