Mailchimp integration

Credentials and WSM Configuration (API + List Name)

If you want to use and enable MailChimp integration on your webstore, setting up your MailChimp Account is the first step.
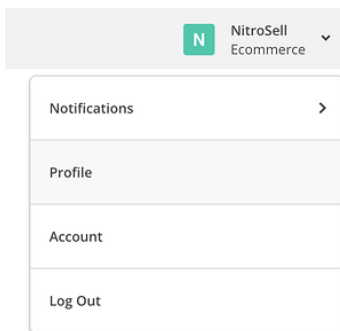
Creating MailChimp Account

1. Browse to **MailChimp**.

2. Press the **sign up** button, give MailChimp your **email, a username and a password**.

3. MailChimp emails you a confirmation that you use to activate your account.

4. MailChimp asks you for further details.

Creating API Key

Once your account has been created you need generate an **API key** to enable communication with MailChimp.

1. At the top of the **Dashboard** is menu with **Account** in it.

2. Mousing over account will open a menu with **Profile** on it.

3. From your profile go to **Extras → API keys:**

4. To generate your API key click the button **Create A Key.**

Create List on MailChimp

1. Browse to **MailChimp** and from the **Dashboard** go to **Lists.**

2. Press the **create list button**, you need to give the list a **name –** this is the name that your customers will see when they sign up.

3. You need to select an **email** that the customers will see the email coming from, perhaps something such as newsletter@yourcompanyname.com and another email that will get the responses they send.

Use created API Key and List Name with WSM

Copy your API key and List Name from MailChimp to WSM (provide your credentials in the right order (separated by "/"):
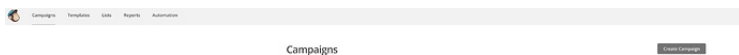
1. API key.

2. Mailing List Name.

3. Campaign Name.

**Adding a Campaign Name is Optional

Creating MailChimp Campaign

1. Browse to MailChimp and create a campaign

Press the create **campaign button**, you need to give the campaign a name, this is the name that you will be using for collecting data from your customers orders.

Enable WSM option to support MailChimp Campaigns
Provide your Campaign name from MailChimp after "/"