Mailchimp Connector

Overview

MailChimp is a web-based email marketing service. It helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results.

DBSync's Mailchimp connector is highly customizable that has the ability to connect your Mailchimp instance with additional applications like Salesforce.

You can also allow Mailchimp Connector to create new leads in Salesforce for email addresses that don't match existing leads, giving your sales team more people to reach out to. The sales team can better understand how their leads are engaging with marketing—right within their CRM.

As a Mailchimp Member, you can also use this connector to integrate Mailchimp with another On-demand, On-premise or SaaS-based applications such as Salesforce.

Prerequisites

To facilitate the data flow between Salesforce and Mailchimp, the user has to do the following

- Have a valid license to DBSync Mailchimp and Salesforce connector.
- Should have a valid username, password to access Mailchimp.
- Should have a valid username, password of the Salesforce Instance.

Steps to Connect a Mailchimp Instance

1. Go to the DBSync connectors page and click on the Mailchimp connector.
2. After that, you will find the "Connect" button and click on the connect button will redirect the user to Mailchimp Login popup.
3. Enter your Username and password of your Mailchimp instance to authenticate your user credentials and grant access to DBSync App.
4. After successful authentication, your Mailchimp username will be displayed on the connector settings page which clearly indicates Mailchimp is connected to DBSync.

Features

- Two-way Sync: CRM and Mailchimp integration use API to sync in both directions between the Mailchimp lists and CRM Leads, Accounts and Contacts modules.
- Custom Mapping: It helps to map various fields of Mailchimp to CRM fields. Apart from default fields.
- DBSync Workflow helps to automate CRM Mailchimp tasks.
- DBSync Logs: This Logs module allows the user to access a detailed log for all sync actions.

Benefits

- DBSync and Mailchimp connector Workflow: It helps to automate CRM Mailchimp tasks. When adding, updating records CRM will sync automatically with Mailchimp based on the workflow conditions.
- DBSync helps to automate periodical sync like daily, weekly and monthly for any set of selected lists.

Frequently Asked Questions

Q: Can I get a trial of DBSync Mailchimp Instance?

A: DBSync is available free for 14 days trial after going through the signup process.

Q: Does this connector be used for bi-directional integration?

A: Yes, and you also have the control to make it uni-directional if you choose.

Q: How frequently can we perform Integration?

A: The DBSync has the ability to trigger data integration for as low as three minutes.

Q: How does DBSync connect to Mailchimp Instance?

A: DBSync connects to the Mailchimp connector called Mailchimp Instance which has inbuilt API methods that open a connection to the Mailchimp application for data retrieval and data insertion.

Q: Does DBSync need to be installed on the same machine as that of Mailchimp Instance?

A: The answer is No, As both of the platforms are available through the cloud and if required can also be installed on-premise.