MailChimp Integration

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In this Article

Introduction Requirements View the Template Subscribe respondents to a mailing list Subscribe respondents who opt in with a checkbox

Related Articles

You can use FormAssembly's HTTPS connector to create subscribers in Mailchimp.

If you are working with Groups in Mailchimp, this page will provide additional information.

Finally, it is important to note that you cannot update subscribers through FormAssembly's HTTPS connector, only create new subscribers. In other words, once a respondent has subscribed through a form, they cannot subscribe again to a different group.

Requirements

- FormAssembly HTTPS Connector
- FormAssembly Essentials plan and higher, or legacy Professional and Premier plans

View the Template

Click here to view the template form in our template library.

Subscribe respondents to a mailing list

Before getting started, we need to get some information about your mailing list in MailChimp.

1. Log in to MailChimp and navigate to Audience | Signup forms

2. Click the Select button next to Form builder

3. Select the Mailchimp Hosted Signup form from the Forms and response emails menu

4. Locate the Signup form URL, formatted similarly to:

http://eepurl.com/XXXXXXX

5. Copy this shortened URL and paste it into the address bar of the current (or another) browser tab or window

6. Navigate to the shortened Signup form URL and note that the URL will expand to appear similar to:

https://ACCOUNT.usXX.list-manage.com/subscribe?u=XXXXXXXXXX&id=XXXXXXX

7. Copy this expanded Signup form URL and separate the domain and path from the *u* and *id* query parameters:

https://ACCOUNT.usXX.list-manage.com/subscribe

u=XXXXXXXXXXX

id=XXXXXXX

Then add "/post" to the end of the URL.

https://ACCOUNT.usXX.list-manage.com/subscribe/post

8. In FormAssembly, make sure your form contains fields to collect the respondent's First Name, Last Name, and Email Address

9. Add an HTTPS connector to your form and click Configure

10. Paste the domain and path Signup form URL from Step 7 into the **Remote Script URL** field and set the **HTTP Request Method** to **GET**

EnabledDisabled	✓ This connector is enabled. The connector will be executed when the associated event is triggered.	
REMOTE SCRIPT		
REMOTE SCRIPT URL:		
https://ACCOUNT.us7.list-manage.com/s	subscribe/post	58 f
HTTP REQUEST METHOD:		
GET		~

11. Scroll down to the **Field Mapping** section. You will notice there are two columns: **Your Form Fields** and **Will Be Submitted As...**

a) Your form field for the subscriber's Email address should be submitted as: MERGEO

b) Your form field for the subscriber's First Name should be submitted as: MERGE1

c) Your form field for the subscriber's Last Name should be submitted as: MERGE2

d) Under **Additional values**, enter the **u** and **id** query parameters from the Signup form URL, and enter them as shown in the image

First Name	MERGE1	
Last Name	MERGE2	
Email	MERGE0	
Additional values	will be submitted as (field name)	
XXXXXXXXXXXXX f	u	
XXXXXXX f	id	Remove
+ Add another custom field		

12. Save your changes and enable the HTTPS connector

Subscribe respondents who opt in with a checkbox

To have your respondent opt in to your mailing list with a form checkbox, follow the steps below after completing the video steps:

1. In Form Builder, add a new **checkbox** to your form

Mailing list opt-in Add me to the mailing list

(Question labels may be hidden under Presentation -> Label Placement)

2. Save your changes

3. Navigate to your form's alias list by clicking on:

Notifications -> Show the list of available aliases for this form

4. Locate and make note of the field aliases for your:

- e-mail field
- checkbox field

Field Aliases	
ALIAS	FORM FIELD
(Untitled Section)	
tfa_1	Email:
tfa_2	First Name:
tfa_3	Last Name:
tfa_5	Mailing list opt-in
tfa_6	- Add me to the mailing list

5. Navigate back to the HTTPS connector and click Add another custom field

+ Add another custom field

6. In the Additional values column, add an @IF formula similar to the one below:

@IF(%%tfa_checkbox%%,%%tfa_email%%,"")

- tfa_checkbox should be replaced by the field alias of your checkbox
- tfa_email should be replaced by the field alias of your email field

7. In the will be submitted as... column, type in MERGEO

Your final result will look similar to the screenshot below:

Additional values		will be submitted as (field name)
@IF(%%tfa_6%%,%%tfa_1%%,"")	f	MERGE0

8. Save your changes

Now, respondents will only be added to your mailing list if they check the box!