

MailChimp Integration

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Introduction

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](#).

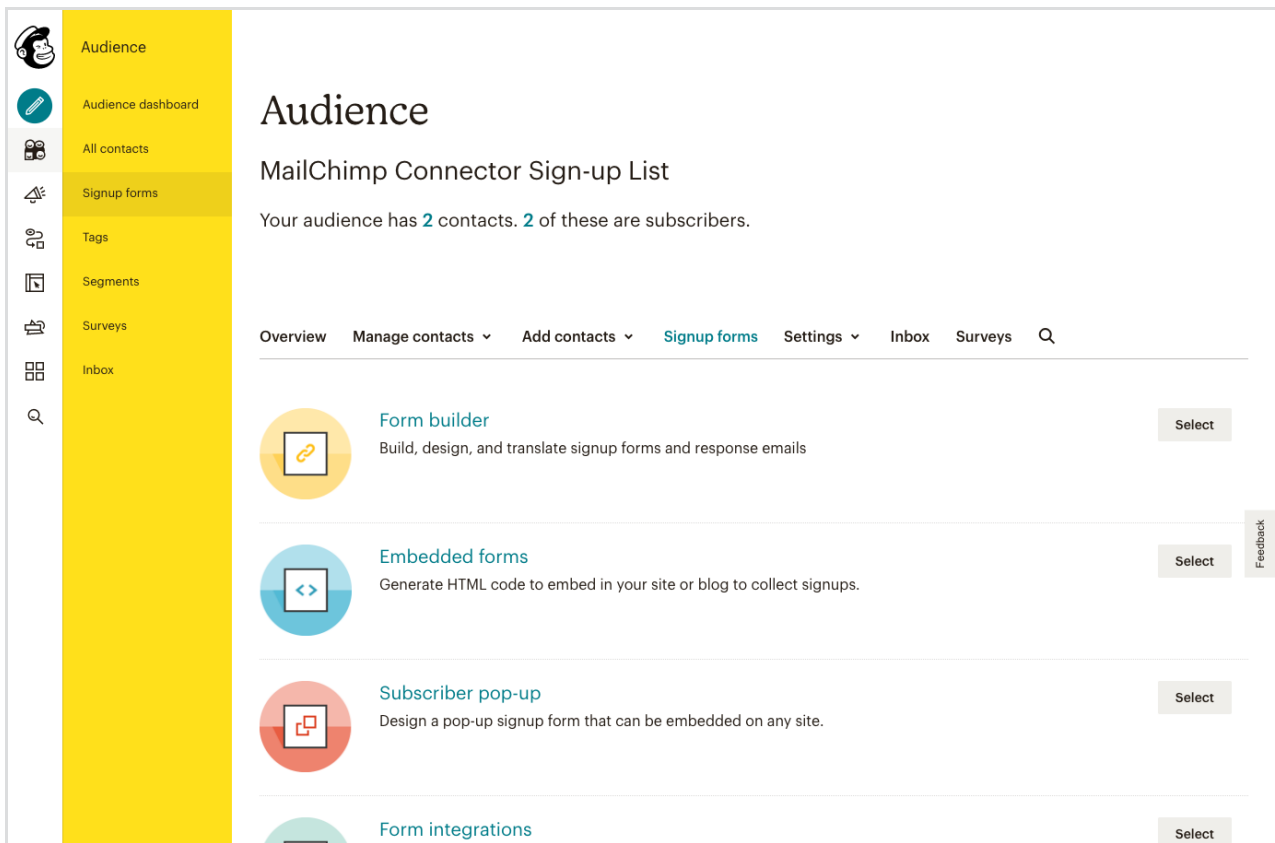
Finally, it is important to note that you cannot update subscribers through FormAssembly's HTTPS connector, only create new subscribers. In other words, once a respondent has subscribed through a form, they cannot subscribe again to a different group.

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. Login to MailChimp and navigate to **Audience | Signup forms**
2. Click the **Select** button next to Form builder
3. Select **Signup form** from the **Forms and response emails** menu
4. Locate the **Signup form URL**, formatted similar 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=XXXXXXXXXXXX&id=XXXXXX
```

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=XXXXXXXXXXXX
```

```
id=XXXXXX
```

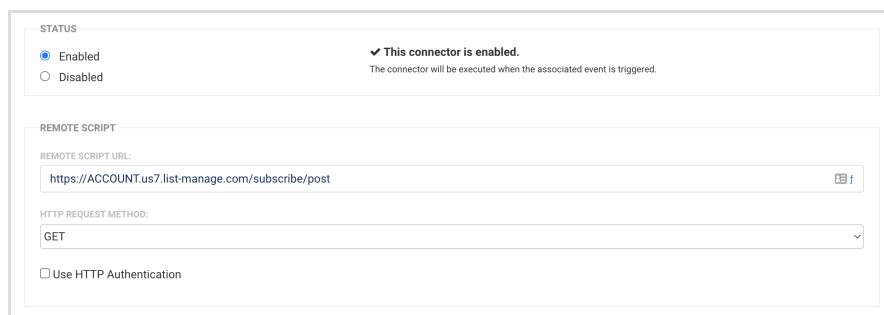
Then add "/post" to the end of the URL.

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 E-mail Address

9. Add a [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**



The screenshot shows the configuration interface for a connector in FormAssembly. It is divided into two main sections: STATUS and REMOTE SCRIPT.

- STATUS:** Contains radio buttons for "Enabled" (selected) and "Disabled". To the right, a checkmark indicates "This connector is enabled." with a sub-note: "The connector will be executed when the associated event is triggered."
- REMOTE SCRIPT:** Contains a text input field for "REMOTE SCRIPT URL:" with the value "https://ACCOUNT.us7.list-manage.com/subscribe/post". Below it is a dropdown menu for "HTTP REQUEST METHOD:" set to "GET". At the bottom, there is a checkbox for "Use HTTP Authentication" which is currently unchecked.

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 **E-mail address** should be submitted as: **MERGE0**

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

FIELD MAPPING

YOUR FORM FIELDS:	WILL BE SUBMITTED AS... (FIELD NAME)
First Name	<input type="text" value="MERGE1"/>
Last Name	<input type="text" value="MERGE2"/>
Email	<input type="text" value="MERGE0"/>
Additional values	will be submitted as... (field name)
<input type="text" value="XXXXXXXXXXXXXXXXX"/> f	<input type="text" value="u"/>
<input type="text" value="XXXXXXX"/> f	<input type="text" value="id"/> Remove
 <input type="button" value="+ 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:

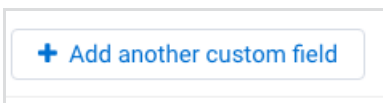
Notifications -> Show the list of available aliases for this form

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**



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 e-mail field

7. In the **will be submitted as...** column, type in **MERGE0**

Your final result will look similar to the screenshot below:

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

8. **Save** your changes

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