Mailchimp Integration

Download the PDF of this article.

In this Article

Related Articles

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.
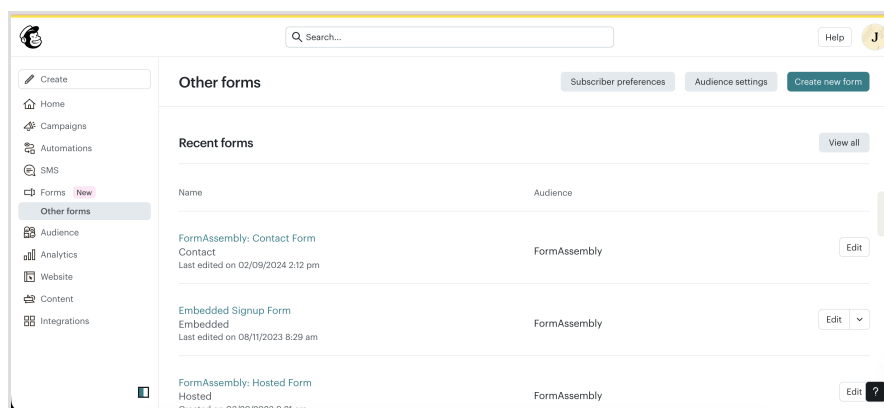

Requirements

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

---

Subscribe respondents to a mailing list

Before getting started, we need to get some information about your mailing list in Mailchimp.
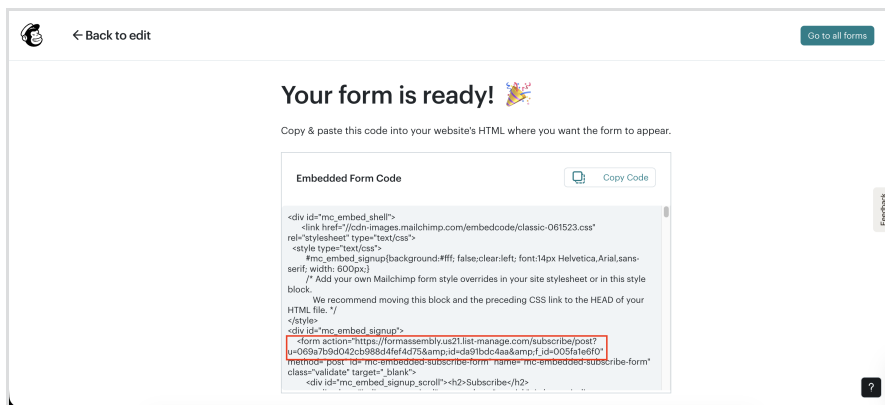
1. Log in to Mailchimp and navigate to **Forms | Other forms**

2. Click the **Create new form** button at the top of the page.

3. Select the **Embedded form** type.

4. Assign a form name and select your audience, then click **Continue to form builder.**

5. Finish creating your form in Mailchimp, then click **Continue.**

4. Locate the **form URL** in the **Embedded Form Code** section

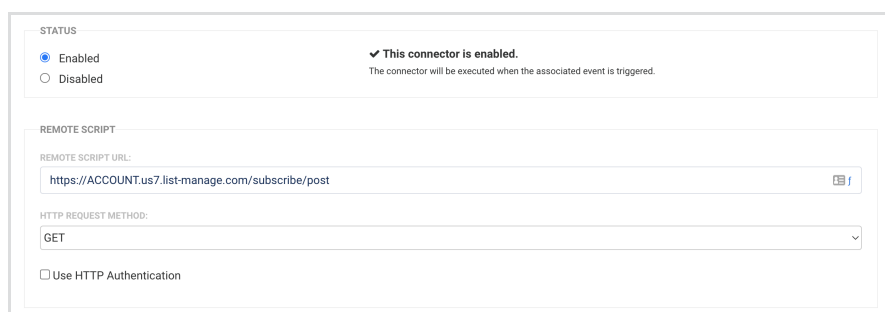https://ACCOUNT.usXX.list-manage.com/subscribe/post?u=XXXXXXXXXXX&id=XXXXXXX

7. Separate the domain and path from the *u* and *id* query parameters:

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

u=XXXXXXXXXXX

id=XXXXXXX

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 of the form URL from Step 7 into the **Remote Script URL** field and set the **HTTP Request Method** to **GET**

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

- Your form field for the subscriber's **Email address** should be submitted as: **MERGE0**
- Your form field for the subscriber's **First Name** should be submitted as: **MERGE1**

- Your form field for the subscriber's **Last Name** should be submitted as: **MERGE2**
- Under **Additional values**, enter the **u** and **id** query parameters from the Signup form URL, and enter them as shown in the image

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

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

2. **Save** your changes

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

- email field
- checkbox field

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 email 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%%,"")	ƒ	MERGE0

8. **Save** your changes

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