

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.

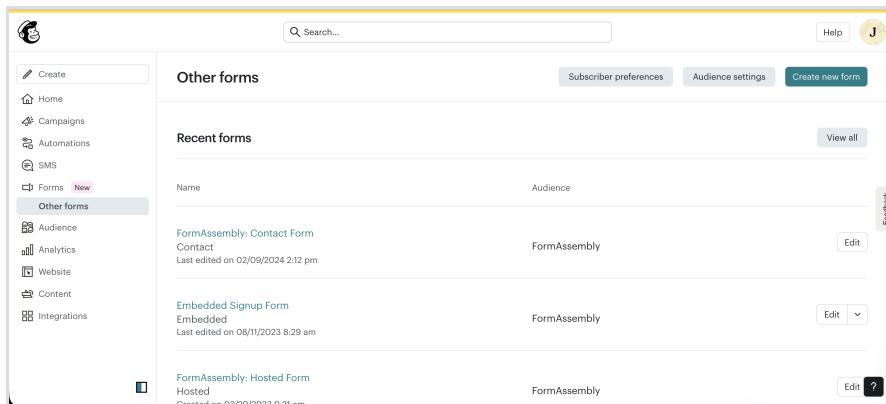
Requirements

- 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**



The screenshot shows the Mailchimp interface with the 'Other forms' section selected in the sidebar. The main area displays a list of recent forms, each with a name, audience, and edit options. The forms listed are:

Name	Audience	Actions
FormAssembly: Contact Form	FormAssembly	Edit
Embedded Signup Form	FormAssembly	Edit
FormAssembly: Hosted Form	FormAssembly	Edit

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

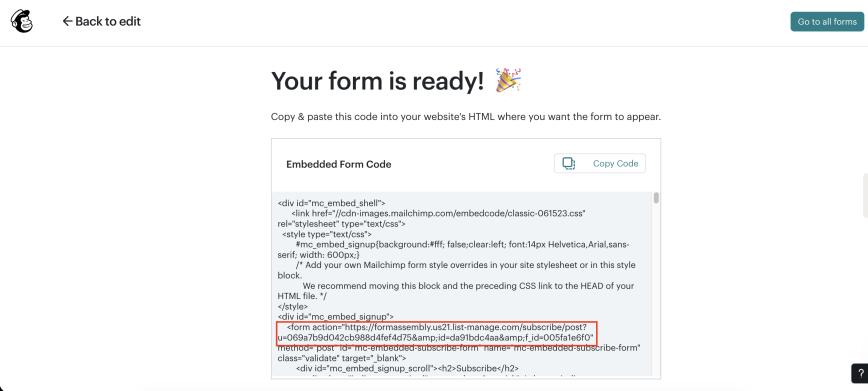
3. Select the **Embedded form** type.

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=XXXXXXXXXXXX&id=XXXXXXX
```



```
<div id="mc_embed_shell">
  <link href="/cdn-images.mailchimp.com/embedcode/classic-061523.css" rel="stylesheet" type="text/css">
  <div type="text">
    *mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; width: 600px;}>
      /* Add your own Mailchimp form style overrides in your site stylesheet or in this style block. We recommend moving this block and the preceding CSS link to the HEAD of your HTML file. */
      <div id="mc_embed_signup">
        <form action="https://formassembly.us21.list-manage.com/subscribe/post?u=069a709d04223884d4f4d75&id=d91bdc4a&f_id=005fe1e0" method="post" target="mc_embed_signup_form" name="mc-embedded-subscribe-form" class="validate" target="blank">
          <div id="mc_embed_signup_scroll">Subscribe</div>
        </form>
      </div>
    </div>
  </div>
</div>
```

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

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

```
u=XXXXXXXXXXXX
```

```
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**



STATUS	<input checked="" type="radio"/> Enabled <input type="radio"/> Disabled
✓ This connector is enabled. The connector will be executed when the associated event is triggered.	
REMOTE SCRIPT	
REMOTE SCRIPT URL	<input type="text" value="https://ACCOUNT.usXX.list-manage.com/subscribe/post"/>
HTTP REQUEST METHOD	<input type="text" value="GET"/>
<input type="checkbox"/> Use HTTP Authentication	

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

FIELD MAPPING	
YOUR FORM FIELDS:	WILL BE SUBMITTED AS... (FIELD NAME)
First Name	MERGE1
Last Name	MERGE2
Email	MERGE0
Additional values	will be submitted as... (field name)
XXXXXXXXXXXXXX	<input type="text" value="u"/>
XXXXXX	<input type="text" value="id"/>
+ Add another custom field	

Save

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. 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**

[+ 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%%,"")	<input type="text" value="MERGE0"/>

8. **Save** your changes

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