

Integrating Mailchimp and Sage CRM

Mailchimp is an email marketing solution that is integrated with Sage CRM to let you create online campaigns, send emails, and track results.

Integrating Mailchimp with Sage CRM makes email marketing easier and more effective.

- No need for multiple contact databases – Sage CRM contacts are pushed to Mailchimp.
- A new email campaign starts with Sage CRM and launches directly into Mailchimp – no need to jump back and forth.
- Campaign results data from Mailchimp is written back to the contact records in Sage CRM.
- An email service provider (ESP) protects your servers from potentially getting blacklisted.

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1. Overview

How it works

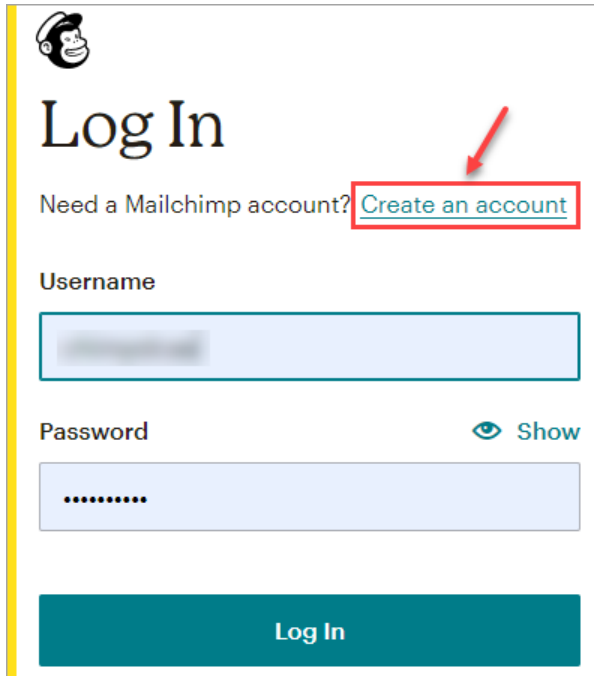
- The System Administrator logs on to Sage CRM and integrates Sage CRM with Mailchimp. This involves creating a Mailchimp account and adding a Mailchimp API key and List ID to Sage CRM so they can communicate with each other.
- The System Administrator specifies how frequently campaign statistics are synchronized from Mailchimp to Sage CRM.
- The System Administrator grants Mailchimp access rights to Sage CRM users.
- The user logs on to Sage CRM and sends information about the Sage CRM contacts to be used in a new Mailchimp campaign to the Mailchimp server.
- The user creates a Mailchimp campaign. This involves designing a template, adding text, and specifying a recipient group.
- The user sends the emails, schedules them to be sent at a specified time, or saves the campaign for future use.
- The Mailchimp server sends campaign emails to the specified recipient group.
- The recipient interaction with the campaign email (opens, clicks, unsubscribes) is returned to the Mailchimp server. The recipient can choose to opt out from the campaign.
- Data from all campaigns is synchronized from the Mailchimp server to Sage CRM. Communication records are created in Sage CRM for each recipient. Recipients who have opted out are flagged and do not receive any further campaign emails.
- The user receives the campaign analysis data.

2. Mailchimp Set Up

For a brief overview, please watch this video: <https://www.screencast.com/t/vdbkfc9Nci8w>

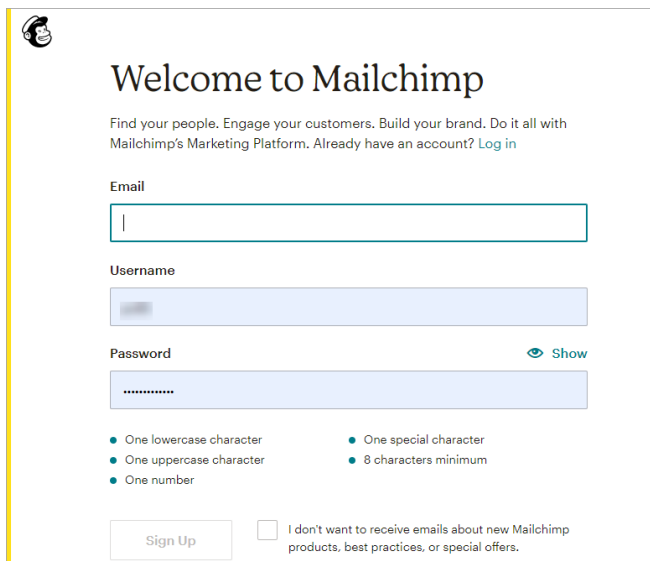
Log In/Create a Mailchimp Account

If an account already exists, simply log in. If not, please select **Create an account** as follows:



The screenshot shows the Mailchimp 'Log In' page. At the top left is the Mailchimp monkey logo. The heading 'Log In' is prominently displayed. Below it, the text 'Need a Mailchimp account?' is followed by a link 'Create an account', which is highlighted with a red rectangular box and a red arrow pointing to it. Below this are two input fields: 'Username' and 'Password'. The 'Password' field has a 'Show' link with an eye icon to its right. At the bottom of the form is a large teal button labeled 'Log In'.

Provide Email/Username/Password and select **Get Started!**



The screenshot shows the Mailchimp 'Welcome to Mailchimp' page. At the top left is the Mailchimp monkey logo. The heading 'Welcome to Mailchimp' is followed by a sub-header: 'Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's Marketing Platform. Already have an account? Log in'. Below this are three input fields: 'Email', 'Username', and 'Password'. The 'Password' field has a 'Show' link with an eye icon to its right. Below the input fields are four bullet points indicating password requirements: 'One lowercase character', 'One uppercase character', 'One number', 'One special character', and '8 characters minimum'. At the bottom left is a 'Sign Up' button. To its right is a checkbox with the text 'I don't want to receive emails about new Mailchimp products, best practices, or special offers.'.

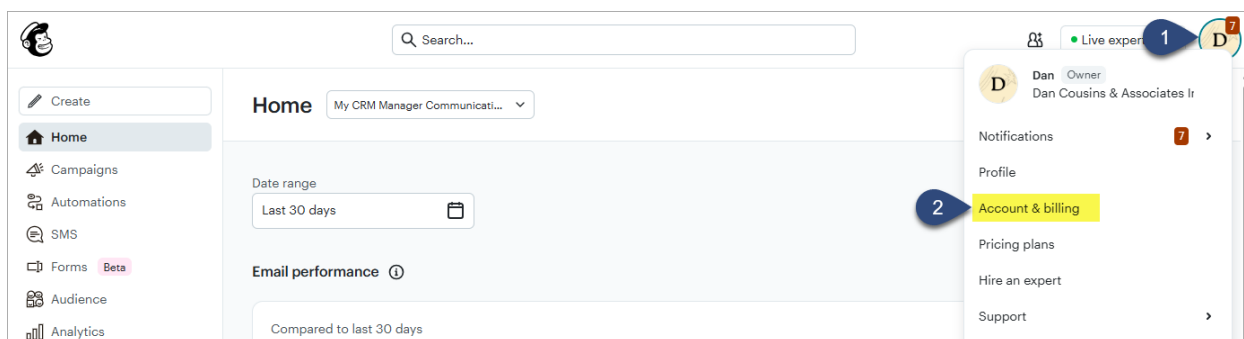
Mailchimp Pricing

*There are four types of Mailchimp pricing plans. On the free plan, you can send 12,000 emails to 2,000 subscribers per month. If you need to send more emails or have more subscribers, you can upgrade to a paid plan. For more information, see [Mailchimp.com/pricing/](https://mailchimp.com/pricing/).

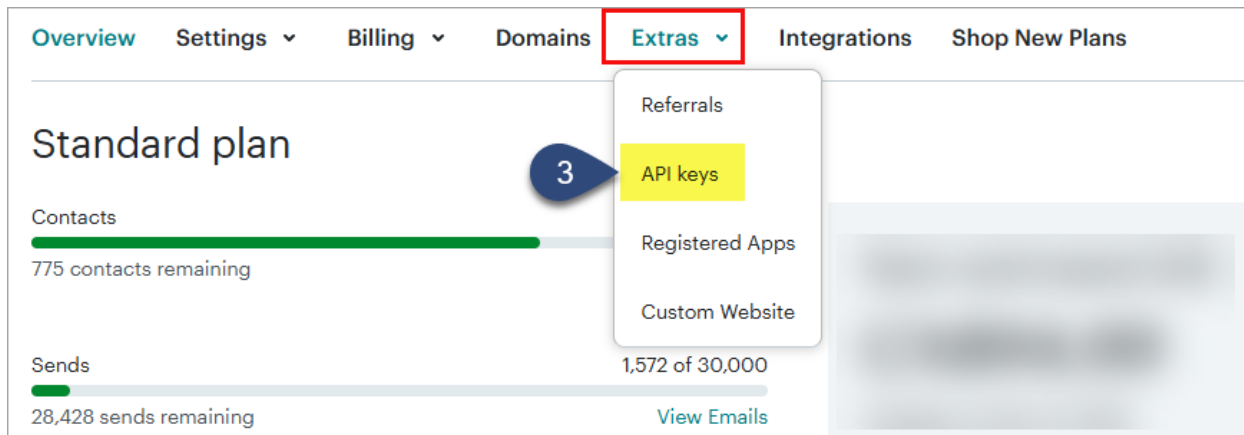
Create an API key

From the profile circle . . .

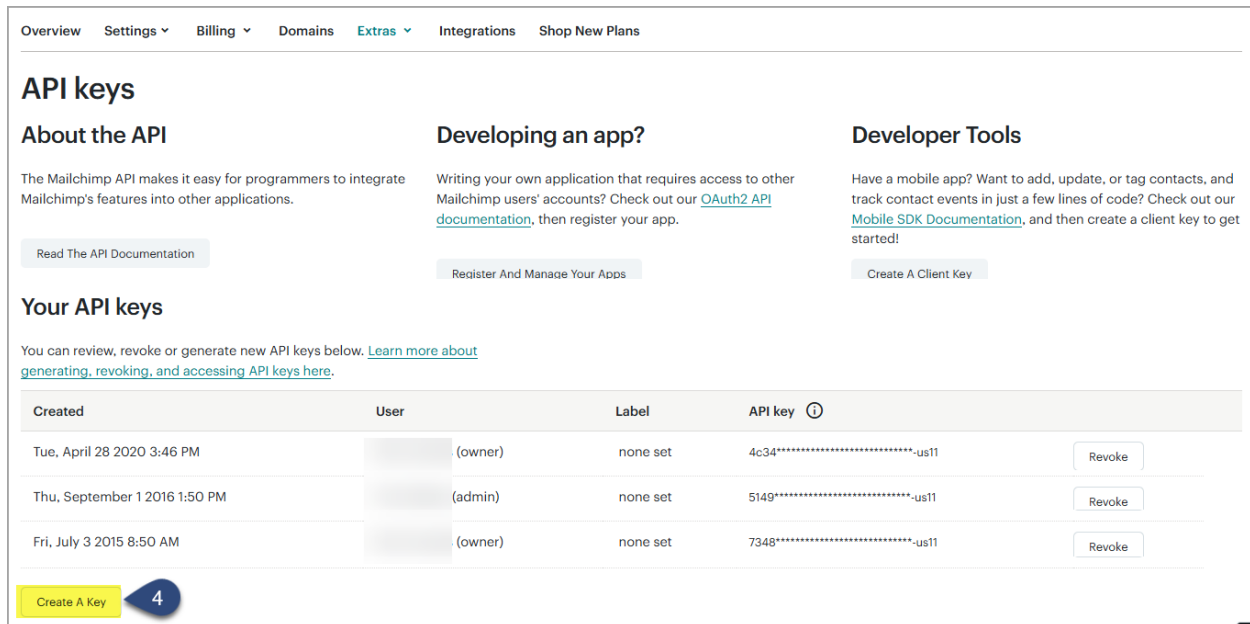
1. Select the circle
2. Select **Account & billing**



3. From **Extras** tab, select **API keys**:



4. Under Your API keys, choose **Create A Key**:



Overview Settings Billing Domains Extras Integrations Shop New Plans

API keys

About the API

The Mailchimp API makes it easy for programmers to integrate Mailchimp's features into other applications.

[Read The API Documentation](#)

Developing an app?

Writing your own application that requires access to other Mailchimp users' accounts? Check out our [OAuth2 API documentation](#), then register your app.

[Register And Manage Your Apps](#)

Developer Tools

Have a mobile app? Want to add, update, or tag contacts, and track contact events in just a few lines of code? Check out our [Mobile SDK Documentation](#), and then create a client key to get started!

[Create A Client Key](#)

Your API keys

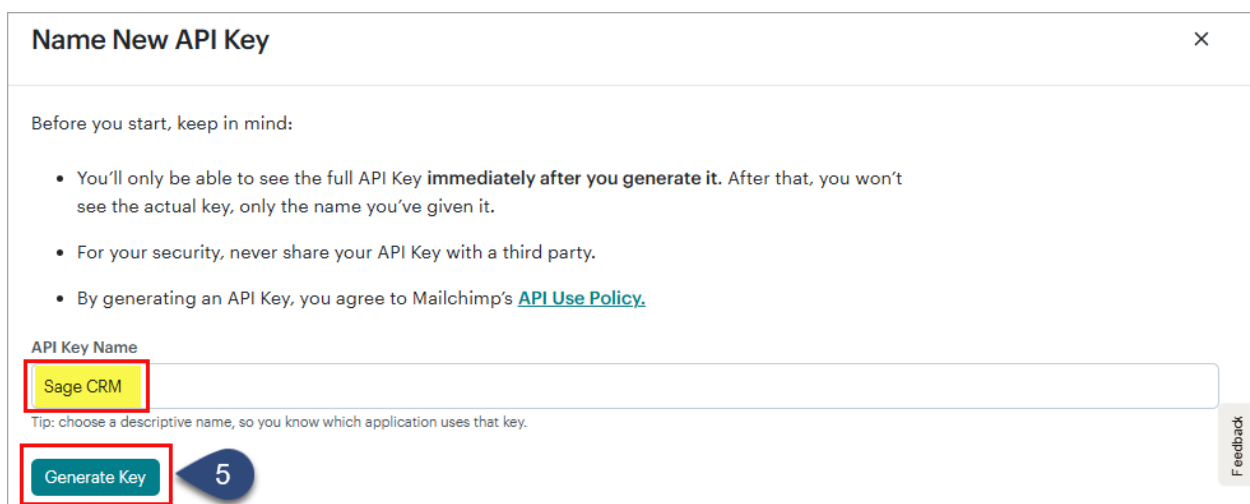
You can review, revoke or generate new API keys below. [Learn more about generating, revoking, and accessing API keys here.](#)

Created	User	Label	API key ⓘ	
Tue, April 28 2020 3:46 PM	(owner)	none set	4c34*****-us11	Revoke
Thu, September 1 2016 1:50 PM	(admin)	none set	5149*****-us11	Revoke
Fri, July 3 2015 8:50 AM	(owner)	none set	7348*****-us11	Revoke

[Create A Key](#) 4

Note: if you already have an API key, you will have to create another one specifically for the CRM integration.

5. Name New API key and Generate Key



Name New API Key

Before you start, keep in mind:

- You'll only be able to see the full API Key **immediately after you generate it**. After that, you won't see the actual key, only the name you've given it.
- For your security, never share your API Key with a third party.
- By generating an API Key, you agree to Mailchimp's [API Use Policy](#).

API Key Name

Sage CRM

Tip: choose a descriptive name, so you know which application uses that key.

[Generate Key](#) 5

[Feedback](#)

6. Copy API key (paste to Notepad)

Copy New API Key

You won't be able to see or copy this API key again. Save it somewhere secure, or use it to connect your application right away.

Note: If you lose this key, you'll need to generate a new key and update any integration that uses it.

Your Key

a96e9a041721c9b11bd63396e8deae9f-us11

Copy To Clipboard

6

Done

Create an Audience ID

From **More Options**,

1. Select **Audience settings**

Contacts
My CRM Manager Communicati...

More options
Add contacts

1

Audience settings

Audience fields and merge tags

Unsubscribe emails

Groups

Archived contacts

Import history

Export history

2. Select **Manage audiences**

Contacts

Audience settings
My CRM Manager Communicati...

2

Manage audiences

Share feedback

Audience name
My CRM Manager Communication
Edit

Audience fields and merge tags
Edit audience fields

Webhooks
Manage webhooks

Google Analytics on archive pages
Edit

Audience ID
85153a83fa

3. Select Create audience

Contacts

Manage audiences

3 Create audience

☐

Sort by: name (A to Z) ▾

☐	Created Apr 28, 2020 3:54 pm My CRM Manager Communication GDPR	Contacts 2K	Email subscribers 2K	Opens 21.89%	Clicks 2.99%	Manage audience ▾
☐	Created May 05, 2021 9:48 am User Guide	Contacts 0	Email subscribers 0	Opens 0.00%	Clicks 0.00%	Manage audience ▾

If you already have an audience, you may see this 'Best practice' message:

Best practice

×

Maintain only one primary audience in Mailchimp, and use [tags](#) and [segments](#) to organize and target your contacts to personalize your marketing.

Create audience
Get more tips

4. Complete the Audience details, Contact information, Form settings, Notifications, and select **Create audience**

Create

Home

Campaigns

Automations

SMS

Forms Beta

Audience

Analytics

Website

Content

Integrations

Contacts

Create audience

Audience details

Audience name

From Sage CRM

Your subscribers will see this. Good example: "Company Newsletter," Bad example: "Cust_11_01_2007"

From email address

sheila@mycrmmanager.com

Your subscribers will see this, and it will be the email they can reply to.

From name

MCM

Your subscribers will see this, and it will be who the email comes from. Use something they'll recognize, like your company name.

Email URL Settings

https://mailchi.mp/[xxxxx] (generate randomly) ▾

Choose a verified domain to use in your [email URLs](#). You must be [authorized to use the domain name you choose](#).

Remind people how they signed up to your audience

User Guide ▾

You are receiving this email because you love us.

Your subscribers will see this at the footer of all emails they receive from you.



Create

Home

Campaigns

Automations

SMS

Forms Beta

Audience

Analytics

Website

Content

Integrations

Contacts

Create audience

Contact information

[Why is this necessary?](#)

Company / Organization

Dan Cousins & Associates Inc.

Company address line 1 Address line 2 Optional

2869 Bloor St W Suite 279

City State / Province / Region ZIP / Postal code

Toronto ON M8X 1B3

Country Phone number Optional

Canada

###-###-####



Create

Home

Campaigns

Automations

SMS

Forms Beta

Audience

Analytics

Website

Content

Integrations

Contacts

Create audience

Form settings

☐ Enable double opt-in
Send contacts an opt-in confirmation email when they subscribe to your audience

☐ Enable GDPR fields
Customize your forms to include GDPR fields. [If your business handles the personal data of EU citizens, GDPR applies to you.](#)

Notifications

Sent to chimp@dcaa.ca [Edit](#)

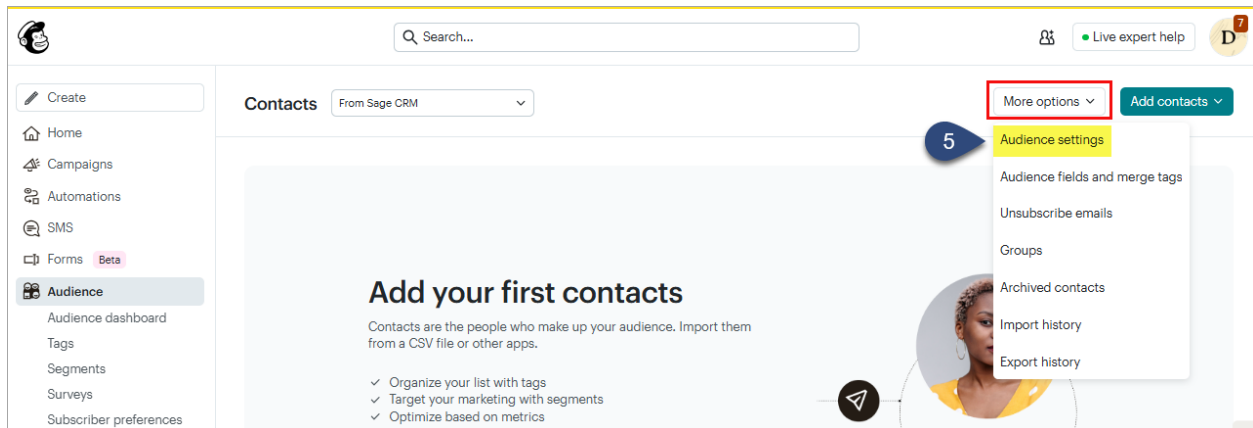
☐ Daily summary
Summary of subscribe/unsubscribe activity

☐ Subscribe notifications
Notify me each time a contact subscribes to my emails

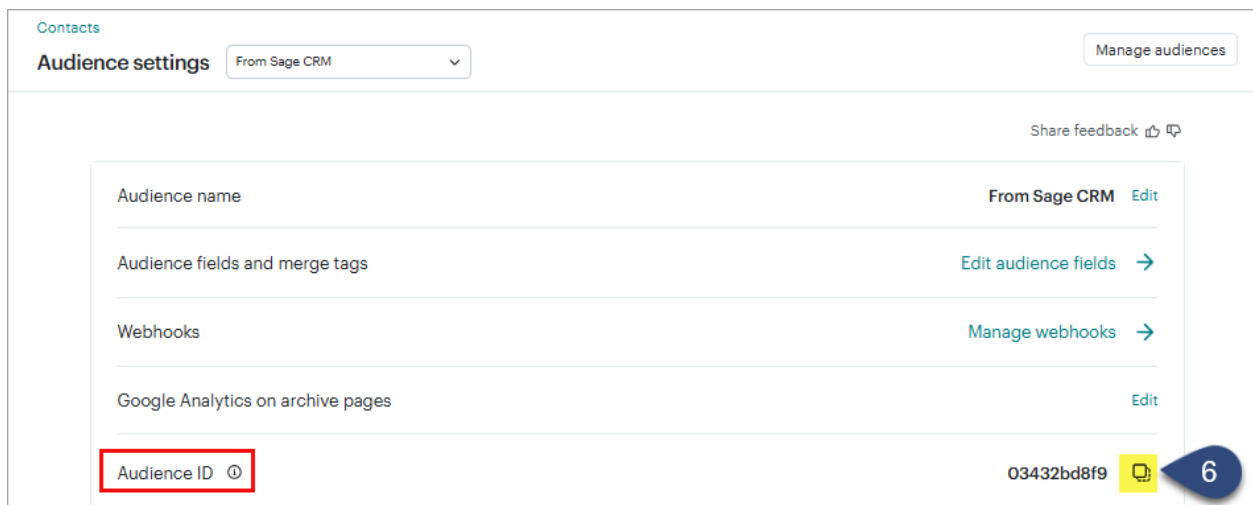
☐ Unsubscribe notifications
Notify me each time a contact unsubscribes to my emails

Create audience 4

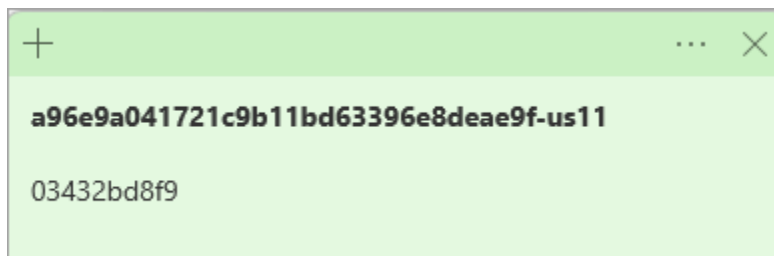
5. From Manage audience (of new audience), select Audience settings



6. Copy Audience ID (paste to Notepad)



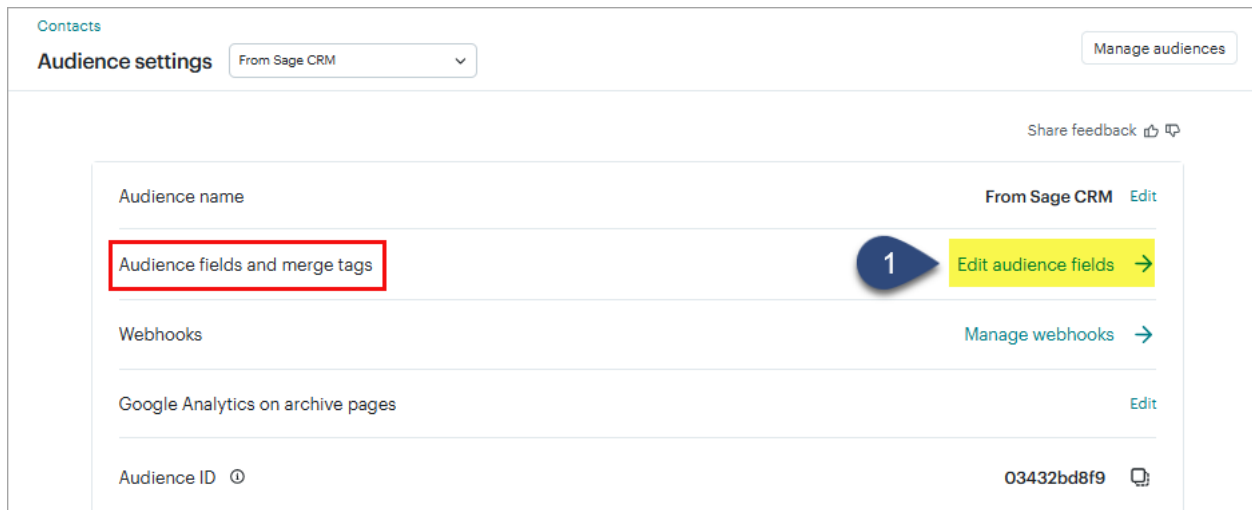
Paste to Notepad:



Remove existing default audience fields

Before leaving the screen, delete all `*|MERGE|*` fields in the Mailchimp Audience

1. Select **Edit audience fields**



Contacts

Audience settings From Sage CRM Manage audiences

Share feedback

Audience name From Sage CRM Edit

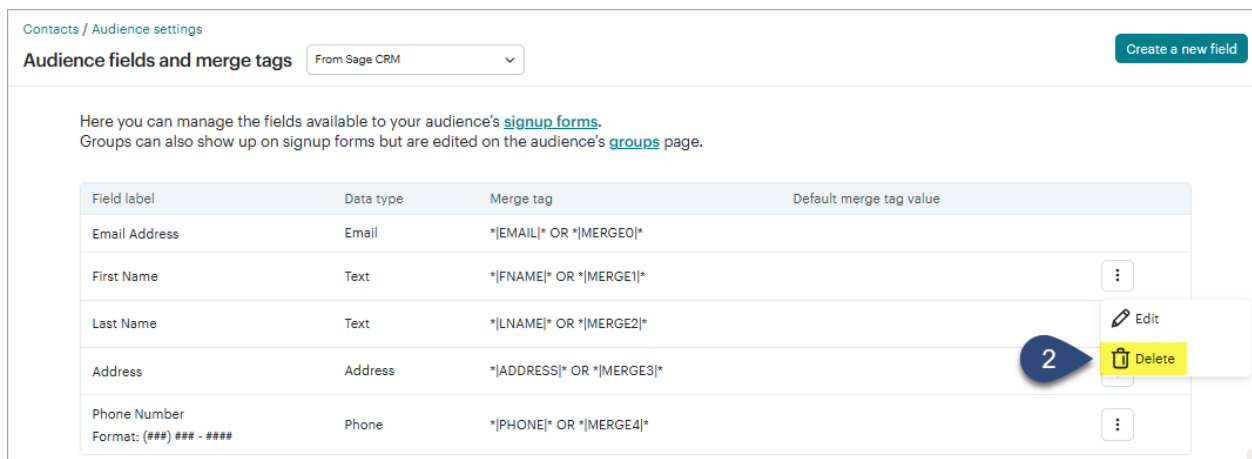
Audience fields and merge tags 1 Edit audience fields →

Webhooks Manage webhooks →

Google Analytics on archive pages Edit

Audience ID 03432bd8f9

2. Delete ALL existing Merge tags (except for read only Email Address)



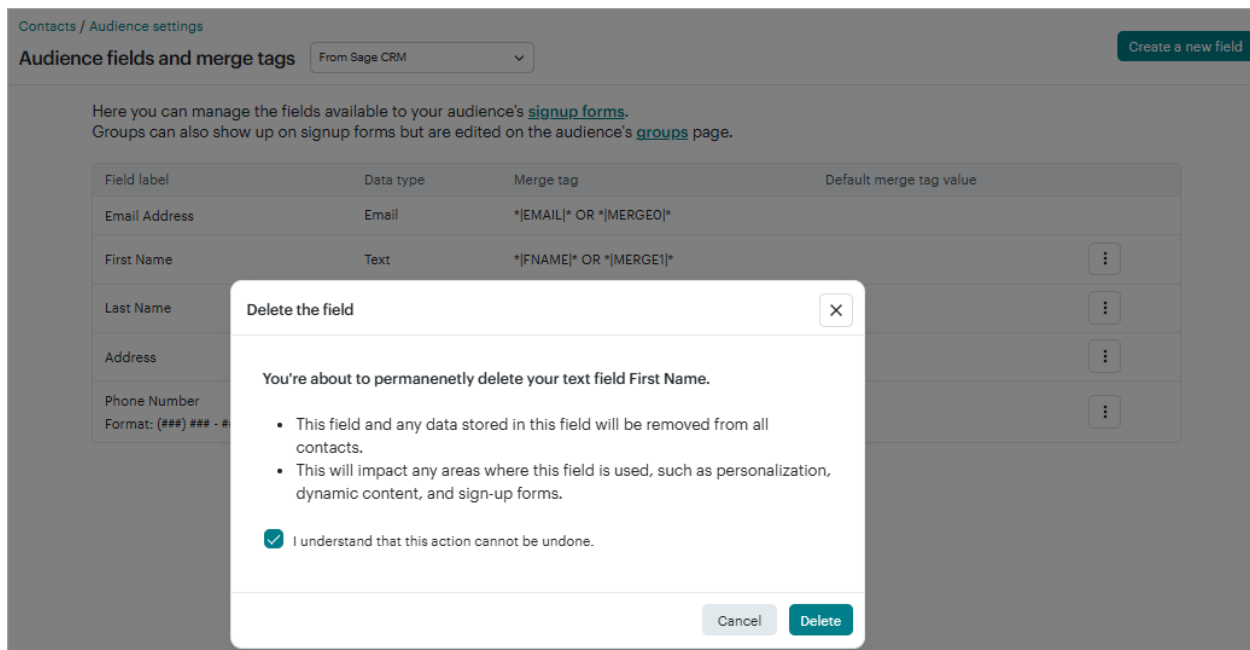
Contacts / Audience settings

Audience fields and merge tags From Sage CRM Create a new field

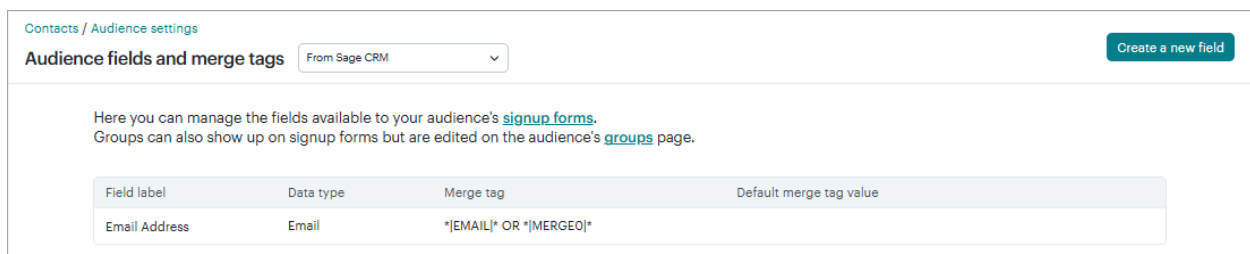
Here you can manage the fields available to your audience's [signup forms](#). Groups can also show up on signup forms but are edited on the audience's [groups](#) page.

Field label	Data type	Merge tag	Default merge tag value	
Email Address	Email	* EMAIL * OR * MERGE0 *		
First Name	Text	* FNAME * OR * MERGE1 *		
Last Name	Text	* LNAME * OR * MERGE2 *		
Address	Address	* ADDRESS * OR * MERGE3 *		2 Delete
Phone Number Format: (###) ### - ####	Phone	* PHONE * OR * MERGE4 *		

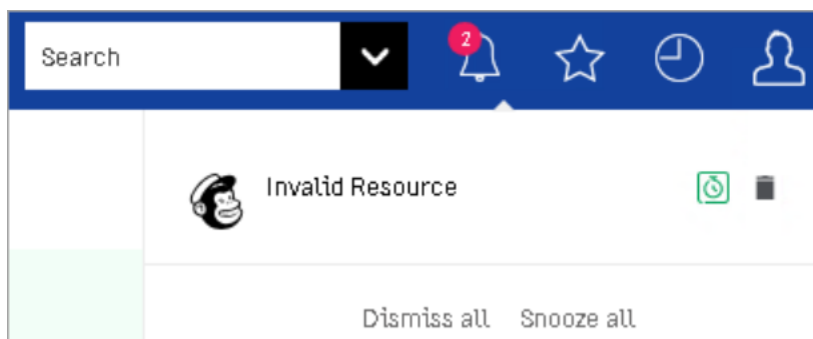
To delete a field, confirm the deletion by checking the box and selecting Delete



When all merge tags have been deleted, the screen should look like this:

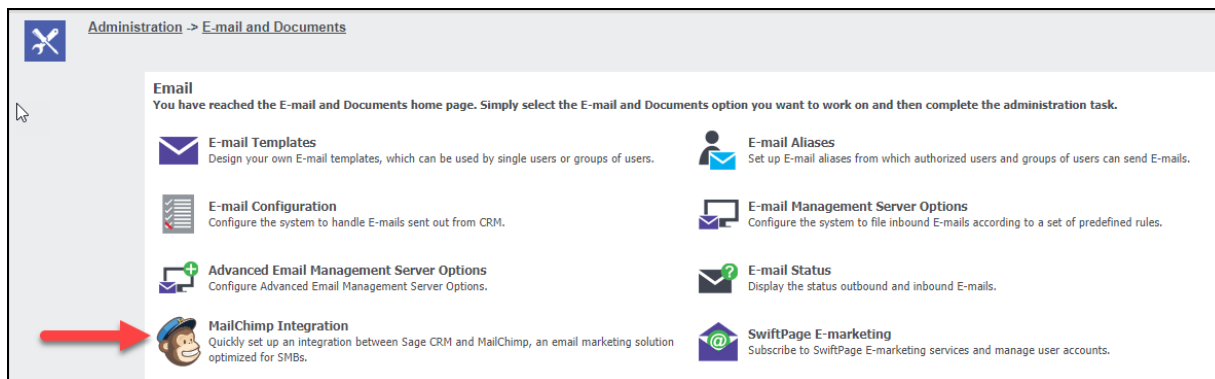


If you do not do this, you will receive the following error in CRM when attempting to send data from CRM to Mailchimp:



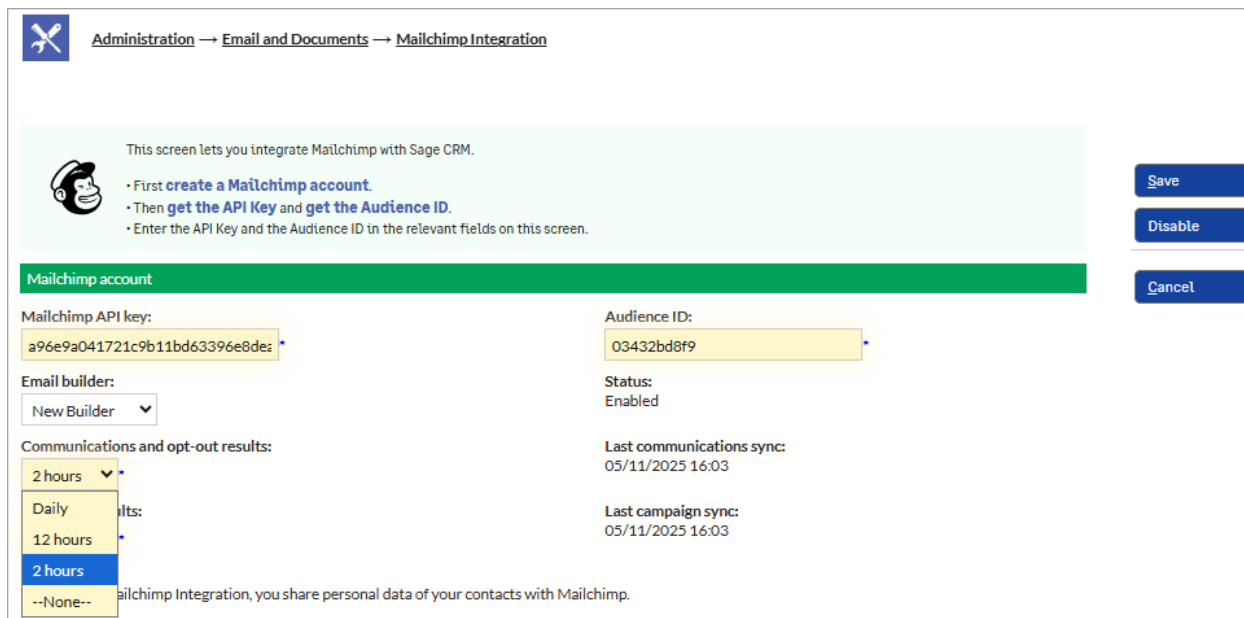
3. CRM Set Up

Go to **Administration > Email and Documents > Mailchimp Integration**



Add API Key and Audience ID

Copy and Paste API Key and Audience ID (referred to as List ID in 2019 R1 and back) from Notepad –



Set synchronization frequencies:

- Communications and Opt out results** – specify how often a communication record is created for each email recipient and how often opt out messages are applied to remove recipients from a campaign.
- Campaign results** – specify how often campaign statistics are synchronized from Mailchimp to CRM.

Save

Confirmation messages appears if Mailchimp is successfully integrated with CRM:


Administration -> E-mail and Documents -> MailChimp Integration

MailChimp has been successfully integrated with Sage CRM.



This screen lets you integrate MailChimp with Sage CRM.

- First [create a MailChimp account](#).
- Then [get the API Key](#) and [get the List ID](#).
- Enter the API Key and the List ID in the relevant fields on this screen.

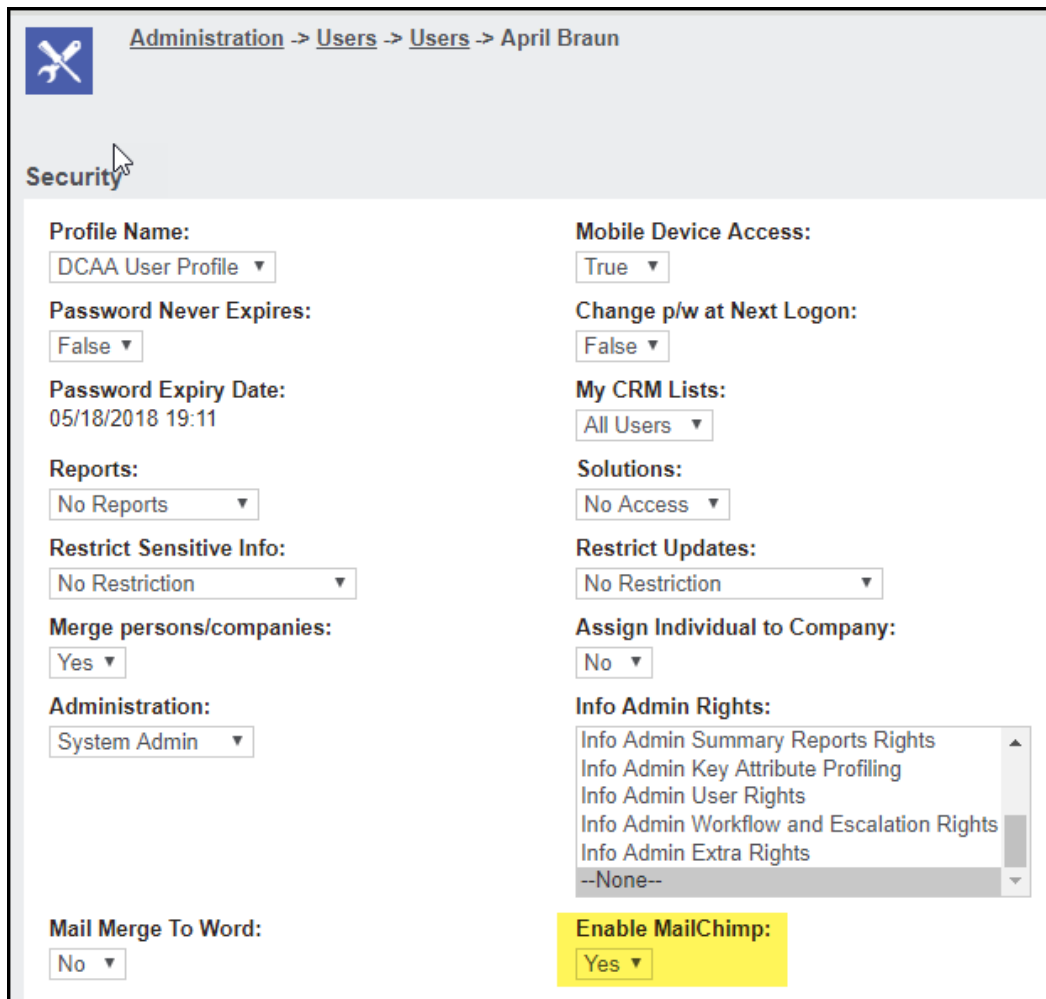
MailChimp Account

MailChimp API Key: e075e0b147689439e6ff319a30cacd89-us18	MailChimp List ID: 1decacfe18	Status: Enabled
Communications and Opt out results: 2 hours	Last synchronization:	
Campaign results: 2 hours	Last synchronization:	

Note: After you've integrated Sage CRM and Mailchimp, you can change the Audience/List ID. If you change it to another Audience/List ID on the existing Mailchimp account, all campaigns remain active. However, if you change it to an Audience/List ID on a different account, all campaigns are disabled and campaign statistics are not updated automatically or manually. You can't revert to the old Audience/List ID. This means that if campaigns are disabled, you can't re-enable them.

Enable Mailchimp in the User Profile

Go to the individual user in the Administration – User section and choose Yes from Enable Mailchimp:



Administration -> Users -> Users -> April Braun

Security

Profile Name:
DCAA User Profile ▼

Password Never Expires:
False ▼

Password Expiry Date:
05/18/2018 19:11

Reports:
No Reports ▼

Restrict Sensitive Info:
No Restriction ▼

Merge persons/companies:
Yes ▼

Administration:
System Admin ▼

Mobile Device Access:
True ▼

Change p/w at Next Logon:
False ▼

My CRM Lists:
All Users ▼

Solutions:
No Access ▼

Restrict Updates:
No Restriction ▼

Assign Individual to Company:
No ▼

Info Admin Rights:
Info Admin Summary Reports Rights
Info Admin Key Attribute Profiling
Info Admin User Rights
Info Admin Workflow and Escalation Rights
Info Admin Extra Rights
--None-- ▼

Mail Merge To Word:
No ▼

Enable MailChimp:
Yes ▼

Save

User must have access to Lead entity (security profile).

4. Working with Mailchimp and Sage CRM

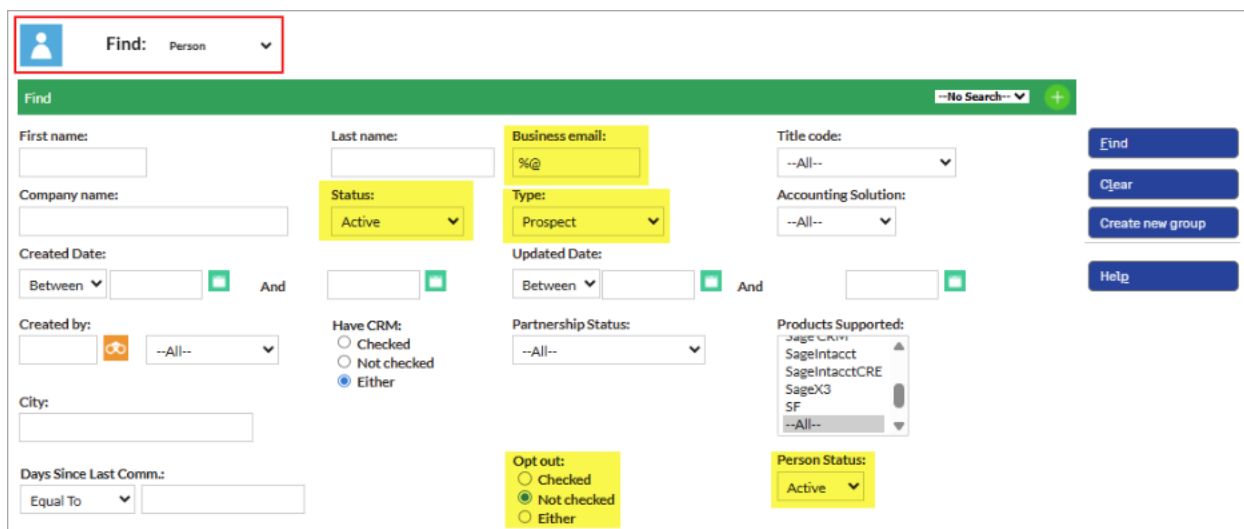
Remember – you must be logged into your Mailchimp account before you send from CRM to Mailchimp.

Create Sage CRM Group

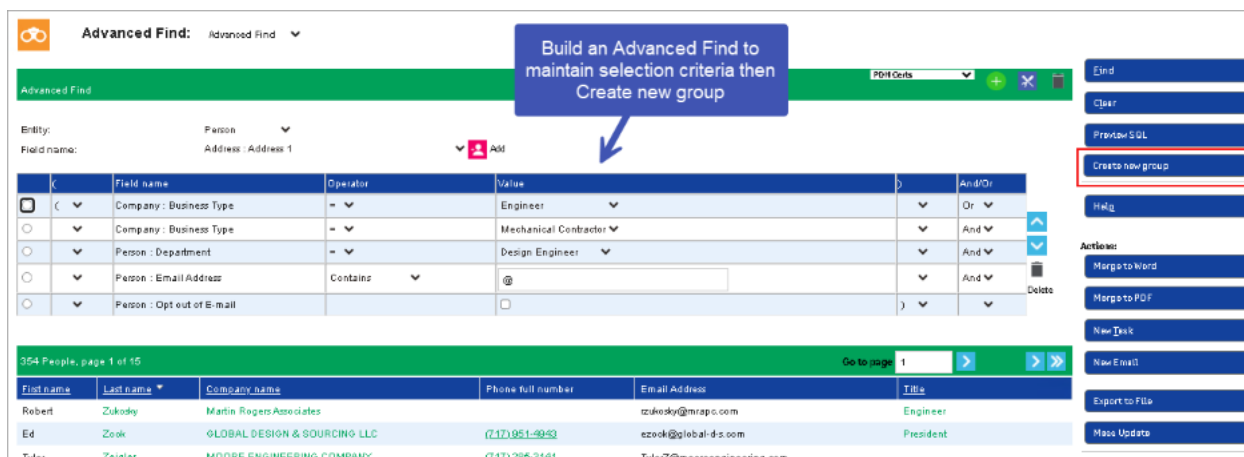
Create/access group to which email will be sent.

The easiest way to create a group is via a search:

1. Find > Person

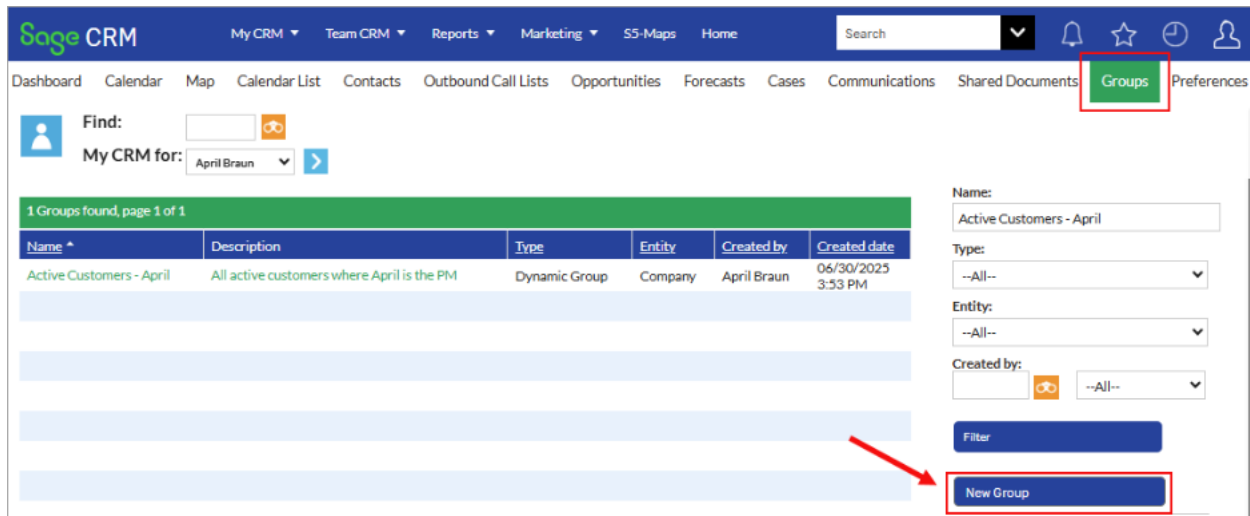


2. Person-level Advanced Find – use this method to specify criteria via statements



Find name	Last name	Company name	Phone full number	Email Address	Title
Robert	Zukosky	Martin Rogers Associates	(717) 951-9953	rzukosky@mraps.com	Engineer
Ed	Zook	GLOBAL DESIGN & SOURCING LLC	(717) 285-2141	ezook@global-d-s.com	President
Tyler	Zeigler	MOORE ENGINEERING COMPANY	(717) 285-2141	TylerZ@mooreengineering.com	

Groups can also be created from the **Groups** tab (MyCRM > Groups):



Sage CRM

My CRM Team CRM Reports Marketing S5-Maps Home

Dashboard Calendar Map Calendar List Contacts Outbound Call Lists Opportunities Forecasts Cases Communications Shared Documents **Groups** Preferences

Find: 

My CRM for: April Braun 

1 Groups found, page 1 of 1

Name ^	Description	Type	Entity	Created by	Created date
Active Customers - April	All active customers where April is the PM	Dynamic Group	Company	April Braun	06/30/2023 3:53 PM

Name:

Type:

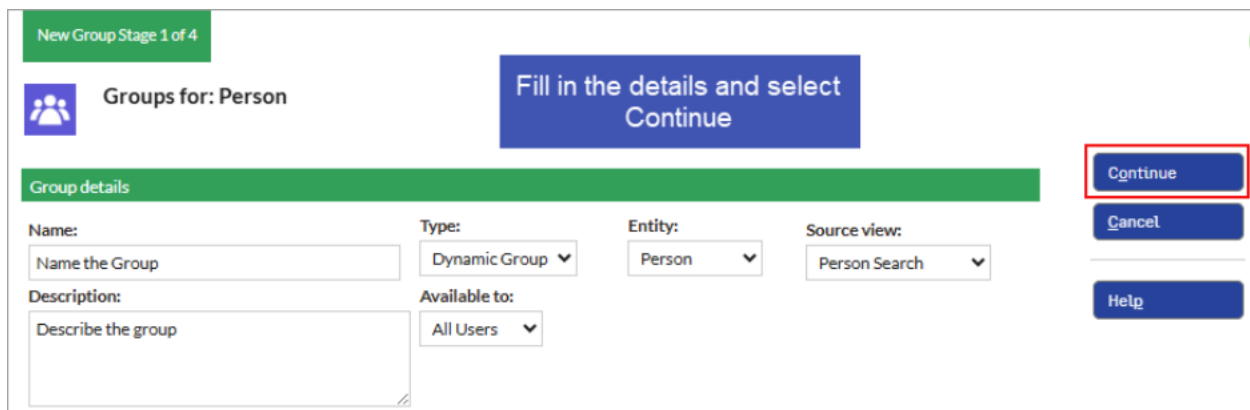
Entity:

Created by:

 Filter

New Group

Complete steps 1 through 4:



New Group Stage 1 of 4

 **Groups for: Person**

Fill in the details and select Continue

Group details

Name:

Type:

Entity:

Source view:

Description:

Available to:

Continue

Cancel

Help



New Group Stage 2 of 4

 **Groups for: Person**

Select column(s), Add to Search Criteria, and select Continue

Select column

Person : Mailing List

Person : Middle

Person : Opt out **a**

Person : pers_lastdowndate

Person : pers_lastdowndoc

Person : Person Status

Person : Person

+ Add to Group Contents **b** **+ Add to Search Criteria**

+ Add to Sort On **+ Add Key Attribute Data**

☐ Advanced Find

Continue

Previous

Cancel

Help

Group contents

Person : First name

Person : Last name

Person : Created Date

Person : Created by

Person : Business email

Person : Title code

Person : Title

Company : Company name

Company : Type

Person : Mailing List

Search criteria

Person : Opt out

Person : Business email

Choose the fields to be displayed in the group results

Delete

Delete

New Group Stage 3 of 4

 Groups for: Person

Search criteria for list

Define search criteria, and select Continue

Opt out:

☐ Checked

☒ Not checked

☐ Either

Person - Business email:

☒ Contains

☐ Between AND

☐ Is empty

Continue

Previous

Cancel

Help

New Group Stage 4 of 4

 Groups for: Person

Review the group results and select Save

Group details

Name: Name the Group

Type: Dynamic Group

Entity: Person

Source view: Person Search

Description: Describe the group

Available to: All Users

12230 People, page 1 of 490

Go to page: 1

First name	Last name	Created	Date	Created by	Business email	Title code	Title	Company name	Type	Mailing List Date	Last Comm.	Days Since Last Comm.	Total Comm.	Opt out
Dave		09/15/2004	4:44 pm	Dan Cousins	dave@mycrmmanager.com		Marketing Manager		Prospect	05/20/2009		6012		1
Dan	Cousins	09/15/2004	4:52 pm	Dan Cousins	dan.cousins@mycrmmanager.com	Sage 100/300	President Sales	My CRM Manager	Sagepartner	10/28/2025	7		1591	
Kathy		09/16/2004	10:17 am	Dan Cousins				B	Prospect	12/08/2010		5445		4

Save

Previous

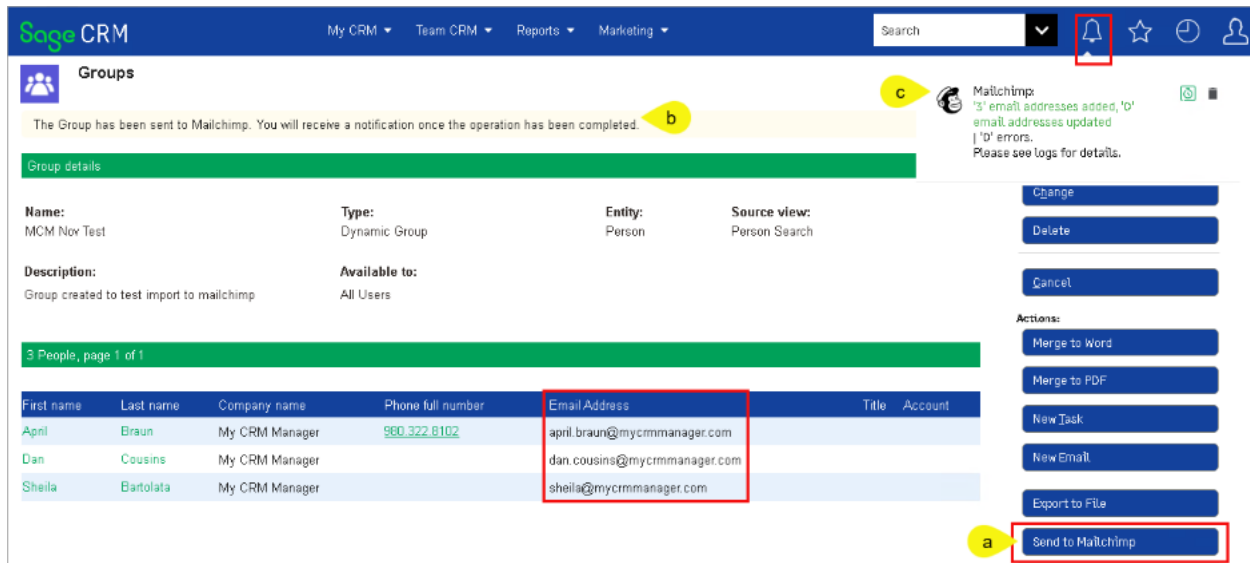
Cancel

Adhere to the following criteria when creating the group:

- Group 'Name' cannot exceed 80 characters
- Group contents must include Person Email Address
- Person Email Address field must contain '@'
- Person Opt Out must be unchecked

Note: if you use a **static** group, you can't add new people to the group. Most groups are typically **dynamic** so the group updates when a new person that meets the criteria is added to CRM.

Sage CRM Group must include **Email column** or **Send to Mailchimp** button won't appear



Groups

The Group has been sent to Mailchimp. You will receive a notification once the operation has been completed.

Group details

Name: MCM Nov Test **Type:** Dynamic Group **Entity:** Person **Source view:** Person Search

Description: Group created to test import to mailchimp **Available to:** All Users

3 People, page 1 of 1

First name	Last name	Company name	Phone full number	Email Address	Title	Account
April	Braun	My CRM Manager	980.322.8102	april.braun@mycrmmanager.com		
Dan	Cousins	My CRM Manager		dan.cousins@mycrmmanager.com		
Sheila	Bartolata	My CRM Manager		sheila@mycrmmanager.com		

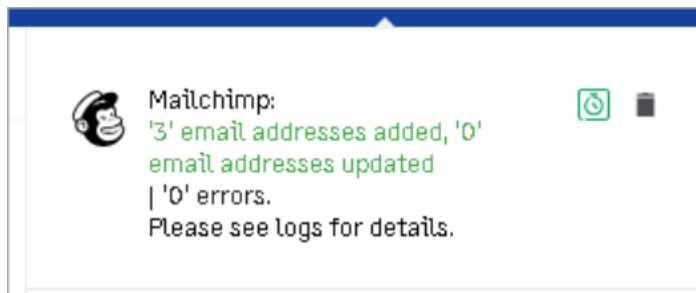
Actions:

- Change
- Delete
- Cancel
- Merge to Word
- Merge to PDF
- New Task
- New Email
- Export to File
- Send to Mailchimp**

Mailchimp:
'3' email addresses added, '0' email addresses updated | '0' errors. Please see logs for details.

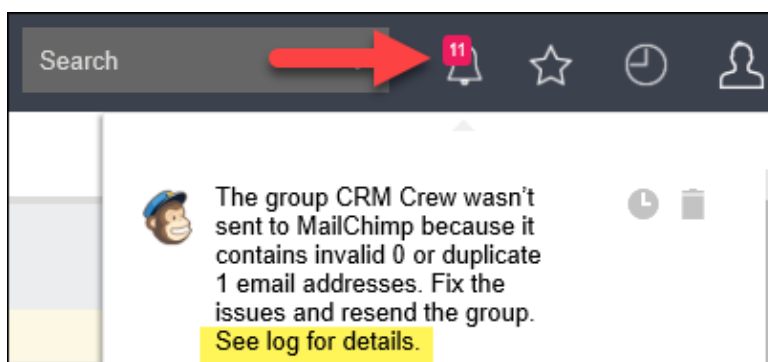
- Select Send to Mailchimp
- See confirmation that group has been sent to Mailchimp
- Receive notification once the operation is complete.

Sample message of successful operation notification:



Mailchimp:
'3' email addresses added, '0' email addresses updated | '0' errors. Please see logs for details.

Sample message of failed send:



The group CRM Crew wasn't sent to MailChimp because it contains invalid 0 or duplicate 1 email addresses. Fix the issues and resend the group. See log for details.

To diagnose error messages, select the Mailchimp Integration Logs:


Administration -> System -> Logging
1

Logging

System Logging Level:
0 - Off

SQL Logging Level:
All queries over the threshold

Query duration logging threshold (milliseconds):
0

.Net Logging:
1 - Minimum

Log files

Select log files: MailChimp Integration Logs
2

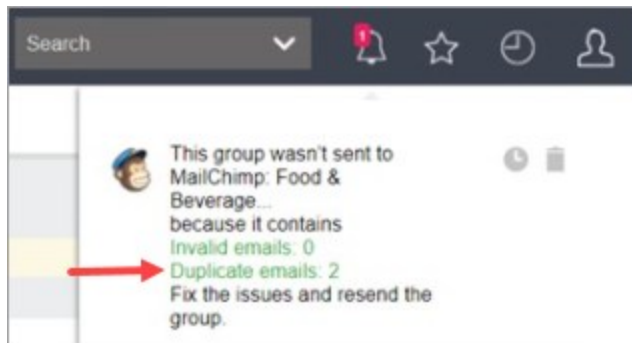
Log Date	Log Size	View Log
12/10/2019	1 KB	 3

Sample error log info:

```
The ASMITH@MINNOWASKO.COM is duplicate email from the Group name BDNY Contacts
The CHINTAN1983@HOTMAIL.COM is duplicate email from the Group name BDNY Contacts
```

Duplicate Emails

If you attempt to send a group to Mailchimp that contains duplicated email addresses, you will get a notification:



Click on the 'Duplicate emails' hyperlink to view a new dynamic group that has been created containing the records with the duplicate email addresses. The group is called the same name as the original group, but with the suffix '_error'.

Group Details

Name:

Food & Beverage (Spring 2020)

Error

Type:

Dynamic Group

Entity:

Person

Source View:

Person Search

Description:

MailChimp Group Error

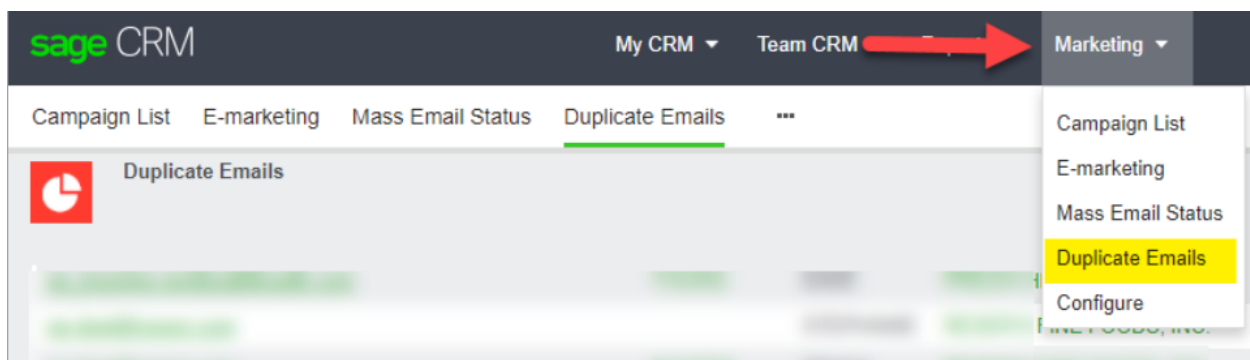
Available To:

Info Admin

4 People, Page 1 of 1

Last Name	First Name	Company Name	Phone Full Number	Business E-mail	Territory
Brooks	Terry	Great Lakes Food Market	(503) 555-7555	marketingadmin@demossagecrm.com	Food & Beverage
Brown	Harri	Great Lakes Food Market	(503) 555-7555	marketingadmin@demossagecrm.com	Food & Beverage
Team	Sales	Let's Stop N Shop	(415) 555-5938	Jaime.Yorres@demossagecrm.com	Food & Beverage
Yorres	Jaime	Let's Stop N Shop	(415) 555-5938	Jaime.Yorres@demossagecrm.com	Food & Beverage

To see all duplicate emails detected in CRM, go to **Marketing > Duplicate Emails**

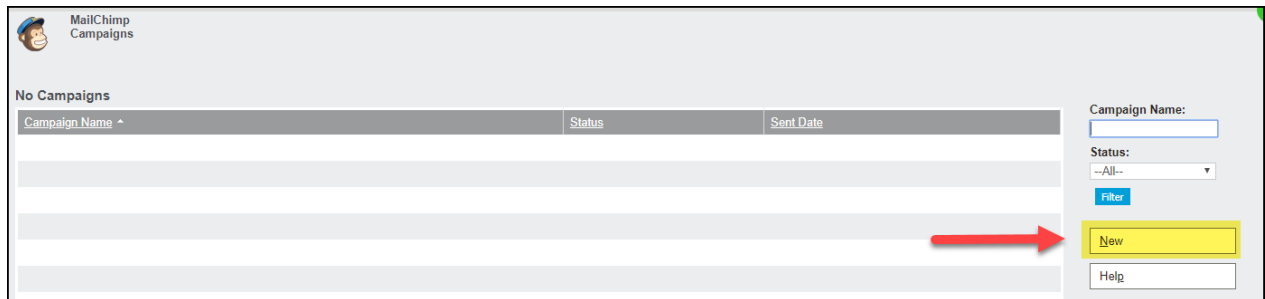


Screen lists all Company, Person and Lead records that have the same email address.

Create Mailchimp Campaign

Go to **My CRM > Mailchimp Campaigns**

Select **New**



Enter campaign details:

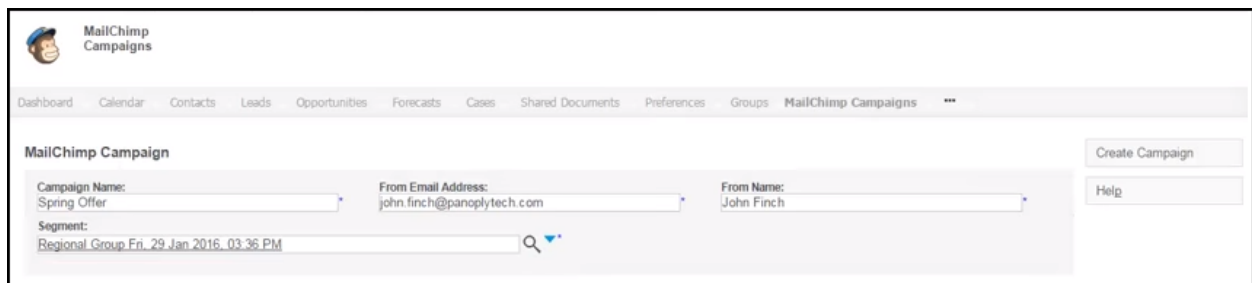
Enter **Campaign Name** – do not use special characters

Enter **From Email Address** = address from which the campaign will email

Enter **From Name** = sender name

Choose **Segment** = group to which emails will be sent in Mailchimp

***Only groups that have been sent to Mailchimp will display as segment options.**



Select **Create Campaign**

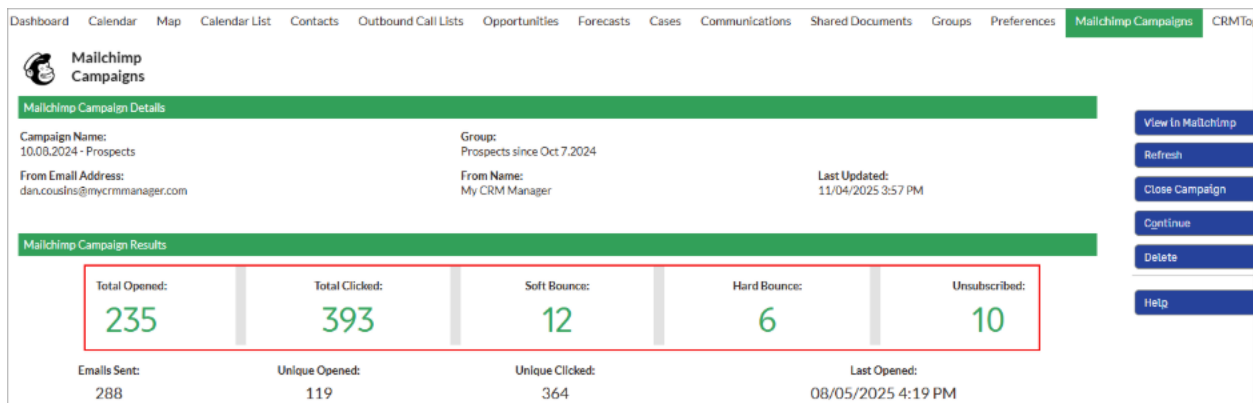
Mailchimp opens in new browser. (If you don't see this, check your browser pop up blocker.)

1. Choose campaign template
2. Add details
3. Send

View Campaign Results in CRM

Once the campaign has been sent, view the results of the campaign in CRM. **Results are limited to those records that are Type = Customer or Prospect**

Go to **My CRM > Mailchimp Campaigns**



Mailchimp Campaign Details

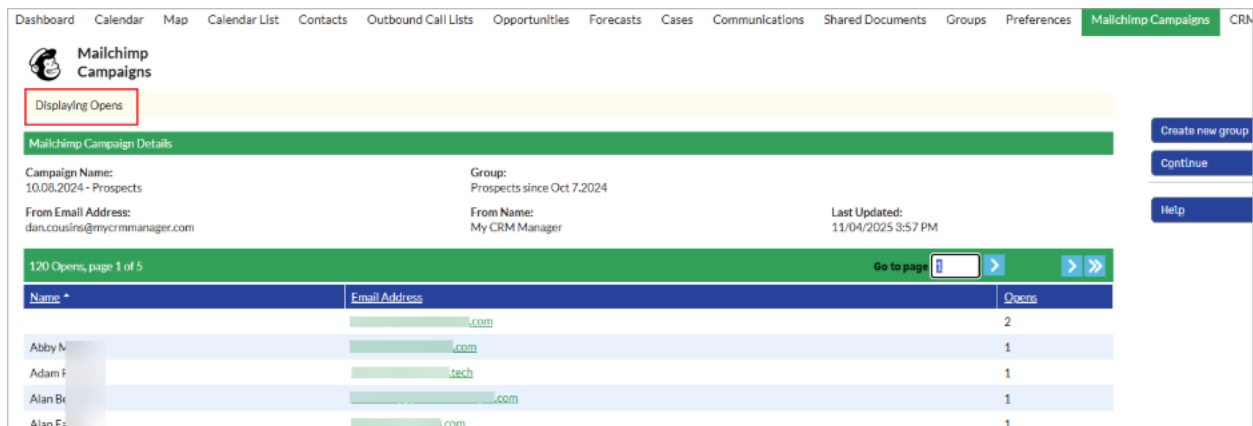
Campaign Name: 10.08.2024 - Prospects
 From Email Address: dan.cousins@mycrmmanager.com
 Group: Prospects since Oct 7.2024
 From Name: My CRM Manager
 Last Updated: 11/04/2025 3:57 PM

Mailchimp Campaign Results

Total Opened: 235	Total Clicked: 393	Soft Bounce: 12	Hard Bounce: 6	Unsubscribed: 10
Emails Sent: 288	Unique Opened: 119	Unique Clicked: 364	Last Opened: 08/05/2025 4:19 PM	

Buttons: View In Mailchimp, Refresh, Close Campaign, Continue, Delete, Help

Click on any green number in the Marketing Campaign Results to see more details (ex. Total Opened):



Mailchimp Campaign Results

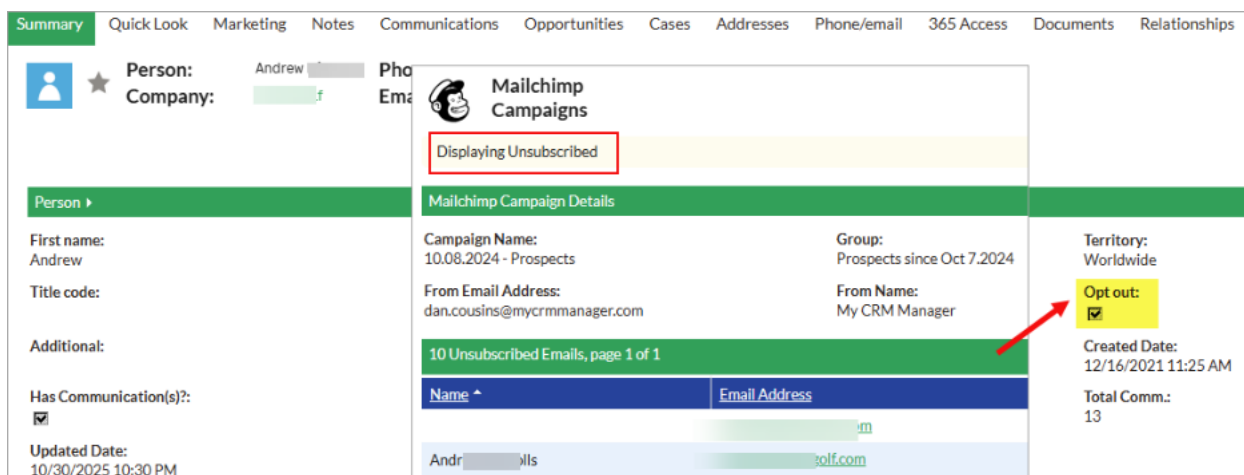
Displaying Opens

120 Opens, page 1 of 5

Name	Email Address	Opens
Abby M	...com	2
Adam F	...tech	1
Alan B	...com	1
Alan E	...com	1

Buttons: Create new group, Continue, Help

Unsubscribed – when someone unsubscribes, their person record is updated in CRM:



Person: Andrew

Mailchimp Campaigns

Displaying Unsubscribed

Mailchimp Campaign Details

Campaign Name: 10.08.2024 - Prospects
 From Email Address: dan.cousins@mycrmmanager.com
 Group: Prospects since Oct 7.2024
 From Name: My CRM Manager

10 Unsubscribed Emails, page 1 of 1

Name	Email Address
Andr...	...self.com

Territory: Worldwide

Opt out: ☒

Created Date: 12/16/2021 11:25 AM
 Total Comm.: 13

See other Mailchimp campaign specifics under the person-level 'Communications' and 'Marketing' tabs.

Communication Record

A communication record is created in the recipient's Communication tab.

Summary	Quick Look	Marketing	Notes	Communications	Opportunities	Cases	Addresses	Phone/email	365 Access	Documents	Relationships	Consent
Person: Abby Phone: Company: Email: abby@.com												
1 Communication, page 1 of 1												
Date/time	Person	Subject	Details	Created date	Created by	Updated date	External attendees	User	About	Status		
	Abby	10.08.2024 - Prospects		10/08/2024 9:37 AM	0	10/08/2024 9:37 AM						

Email Out

Person: Abby Phone:
 Company: Email: [abby@.com](#)

Email Out

Links: Abby
 Sent:
 From: My CRM Manager
 To: [abby@.com](#)
 Cc:
 Bcc:
 Subject: 10.08.2024 - Prospects

Links to Mailchimp

Mailchimp has sent an email to: [abby@.com](#) for campaign: 10.08.2024 - Prospects [View Campaign](#)

Marketing tab

The Mailchimp Campaign Results for a person are displayed in the Marketing tab at the person level.

Summary Quick Look Marketing Notes Communications Opportunities Cases Addresses Phone/email 365 Access Documents Relationships Consent

Person: Abby Phone:
 Company: Email: [abby@.com](#)

Marketing information

CRM solution implemented:
 IT budget:
 Current supplier: -None selected-
 Preferred database:
 Current supplier description:

Mailchimp Campaign Results for Current Person

1 Campaigns, page 1 of 1

Campaign Name	Group	Status	Email Open Count	Clicked Urls	Email Bounced	Unsubscribed
10.08.2024 - Prospects	Prospects since Oct 7.2024	Sent	1	0	No	No

This block can be removed

When the person is part of a Mailchimp campaign, the results are shown

See the highlighted fields below to identify where a person's record was sent to Mailchimp and they have not unsubscribed:

	★ Person: April Braun	Phone: 980 322-8102
	Company: My CRM Manager	Email: april.braun@mycrmmanager.com
Person ▶		
First name: April	Last name: Braun	Person Status: Active
Title code: Manager	Title: Project Manager	Territory: Worldwide
	This record was sent to: Mailchimp	Opt out: ☐

If the person unsubscribes, 'This record was sent to' field will be blank and 'Opt out' will be checked.

	★ Person: Andrew	Phone:
	Company: f	Email: andrew@.com
Person ▶		
First name: Andrew	Last name: 	Person Status: Active
Title code:	Title:	Territory: Worldwide
	This record was sent to:	Opt out: ☒

5. Support

The Mailchimp website is a great tool for learning how to create attractive email templates and content. See the Mailchimp knowledgebase page for information and videos: <https://kb.Mailchimp.com/>

If any assistance is required during the integration set up between Mailchimp and Sage CRM, please contact My CRM Manager.