

SEOSHOP - MAILCHIMP APP

V2.1 (BETA)



INSTALLATION & USER MANUAL

V2.1 JUNE 20, 2015

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2. INTRODUCTION

SEOshop is a hosted eCommerce solution that allows you to set up and run your own online store. It is one of the fastest growing SaaS e-Commerce platforms of Europe.

Read more about SEOshop at: <http://www.getseoshop.com>

Mailchimp on the other hand is used by more than 3 million people to create, send, and track email newsletters.

Tauros Media's SEOshop-Mailchimp app is result of an endeavour to successfully integrate the 2 platforms. This app is developed for webshop owners who have a SEOshop webshop and want to manage their email campaigns via Mailchimp.

It was developed in co-operation with SEOshop and adheres to highest standards of development practises. It is also tested, approved and supported by SEOshop.

The app itself is very easy to install, configure and use.

Tauros Media's SEOshop-Mailchimp app has following features:

- Its exports your SEOshop newsletter subscription data to your Mailchimp list.
- You can export your SEOshop order data to your Mailchimp account. Exported order data will contain useful information like email id, order date & time, order total amount, shipping cost, tax, SEOshop store id, product id, product SKU, product name etc.
- It will export customer data like first name, last name, email address, location etc.
- You can use order and customer data to create segmentation criteria in a list and design your email campaigns in more focussed and concentrated ways.
- It is also compatible with Mailchimp eCommerce360 feature. You can send campaigns from your Mailchimp account and orders generated in SEOshop as a result of that campaign can be tracked in Mailchimp reports section.

3. PACKAGE

3.1. SEOshop-Mailchimp app. You can subscribe to the app from SEOshop App store.

3.2. App installation & user manual. You can download this or request it via mail.

4. REQUIREMENTS

4.1. Valid subscription of SEOshop webshop and working knowledge of its backoffice.

4.2. Valid Mailchimp account and working knowledge of its backend.

If you do not already have a Mailchimp account, you can create from here:

<https://login.mailchimp.com/signup?>

From this point onwards we will assume that you have already subscribed to SEOshop and Mailchimp services.

5. MAILCHIMP CONFIGURATION

Before you start using SEOshop-Mailchimp app you need to take following 2 actions in your Mailchimp account.

5.1. Create a 'list' that will hold your SEOshop data.

You can know more about creating lists in Mailchimp from here:

<http://kb.mailchimp.com/article/how-do-i-create-a-new-list>

You can also use any of your existing Mailchimp lists if you want.

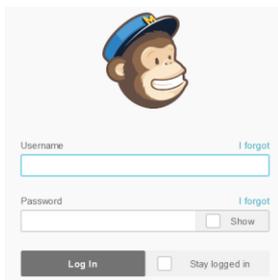
5.2. Create an API key for the app.

The app will need an API key to connect your SEOshop and Mailchimp account.

Read more about API keys here: <http://kb.mailchimp.com/article/where-can-i-find-my-api-key>

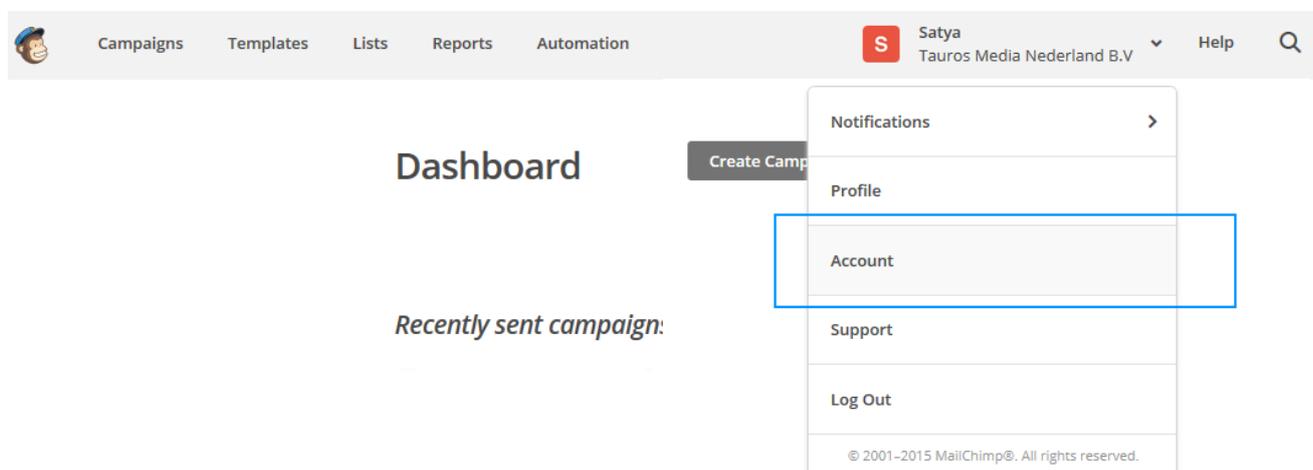
5.2.1 To create a new API key login to your (already existing) Mailchimp account:

<https://login.mailchimp.com>



The image shows the Mailchimp login page. It features the Mailchimp monkey logo at the top left. Below the logo are two input fields: 'Username' and 'Password'. Each field has a 'I forgot' link to its right. The password field also has a 'Show' button. At the bottom left is a 'Log In' button, and at the bottom right is a checkbox labeled 'Stay logged in'.

5.2.2 It will show your Mailchimp dashboard once you successfully login. From there, go to 'Account'.



The image is a screenshot of the Mailchimp dashboard. The top navigation bar includes 'Campaigns', 'Templates', 'Lists', 'Reports', and 'Automation'. On the right, there is a user profile section for 'Satya Tauros Media Nederland B.V.' with a search icon. The main content area shows 'Dashboard' and 'Recently sent campaign:'. A dropdown menu is open on the right side, listing 'Notifications', 'Profile', 'Account' (highlighted with a blue box), 'Support', and 'Log Out'. At the bottom of the dropdown, it says '© 2001-2015 MailChimp®. All rights reserved.'

5.2.3 Once on Account page go to Extras > API keys

Tauros Media Nederland B.V

Account settings ▾ Billing ▾ **Extras ▾** Integrations Rewards ▾

Current Plan: *Forever Free*

Subscribers 4 of 2,000 Sends 7 of 12,000

11,993 sends remaining Sends remaining will reset Jul 1

[Plans & Credits](#)

5.2.5 On this page you need to create a new API key which will then be used in app configuration. Click on 'Create a Key' button and it will create a new key automatically.



5.2.6 Keep this new key you created handy. You will need it during app configuration step.

API keys

About the API

The MailChimp API makes it easy for programmers to integrate many of MailChimp's features into other applications. Interested in learning more?



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.



Your API keys

API keys provide full access to your MailChimp account, so keep them like a secret. [Tips on keeping API keys safe.](#)

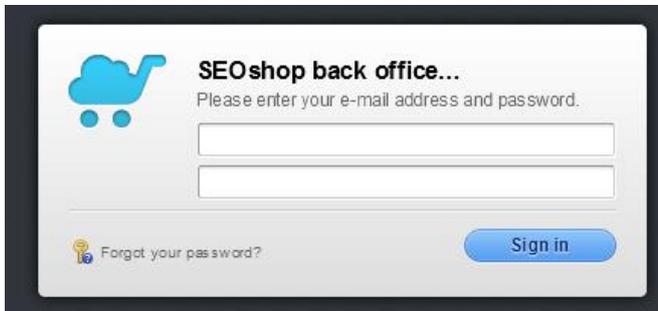
Created	User	Label	API Key	QR Code	Status
Jun 20, 2015 06:17 am	Satya Singh (owner)	Your label here	2ac806e10029b7770e84c06680-us7	QR	Disable

Copy this API key and keep it for later use

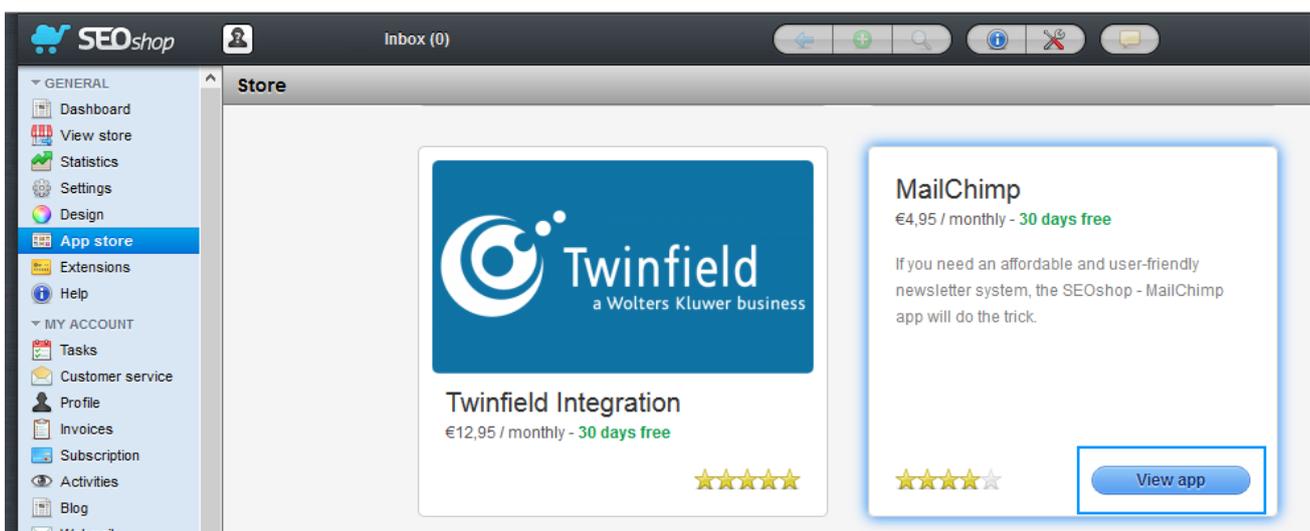
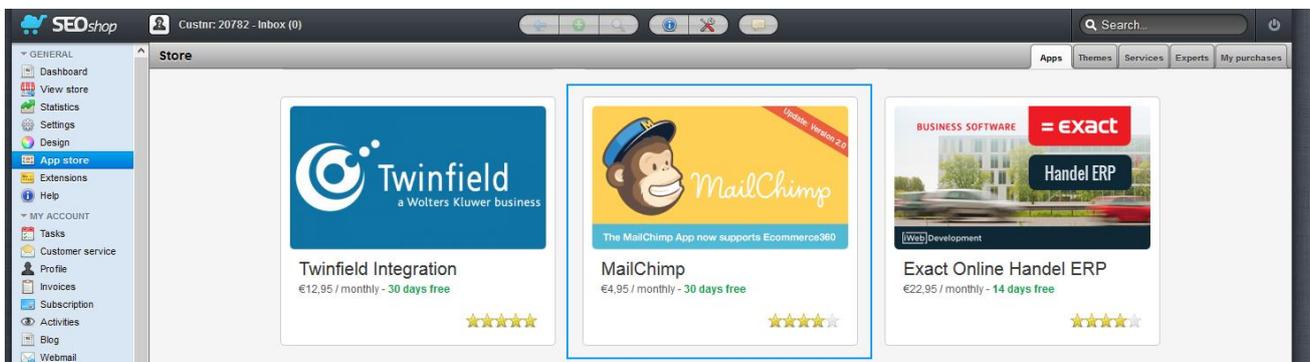
This completes your Mailchimp configuration.

6. APP INSTALLATION IN SEOSHOP

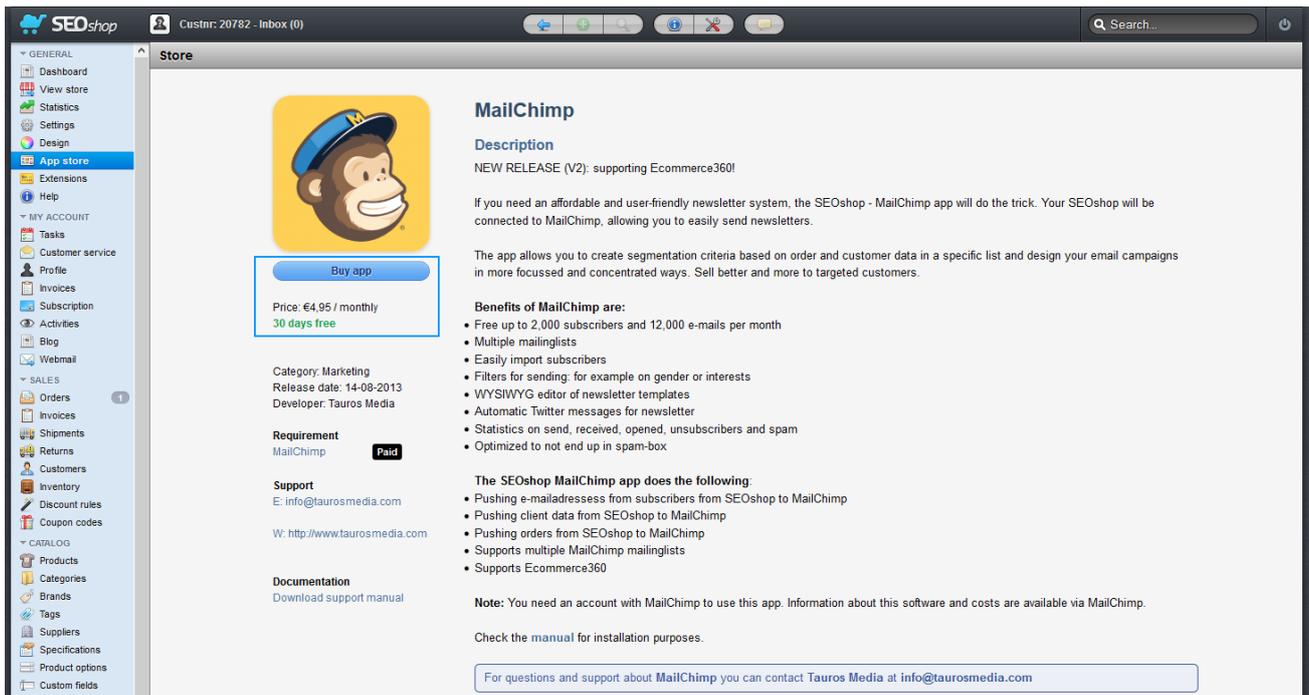
6.1 To install the app you need to login to your SEOshop backoffice.
<https://seoshop.webshopapp.com/backoffice/>



6.2 Once logged in, go to the 'App store' and look for Mailchimp app block as shown in the image. Click on 'View app' button to go to the app description page.



6.3 Once on app description page, you can read about the app, provide your ratings, reviews and most importantly buy this app. You can do so by clicking on the 'Buy app' button.



6.4 Once you click on 'Buy app' button it will ask you to fill in your SEOshop admin username and password. Note that you have to use SEOshop admin account details which have enough access to install an app. Fill in the access details and click on 'Next/Volgende' button to continue.



6.5 On this step SEOshop will inform you that the app will access your customer and order data. Click on 'Grant access / Goedkeuren' to continue.



The app needs write access to automatically insert eCommerce360 tracking code to your SEOshop using API.

That will be the only time when the app will be writing something to your SEOshop.

After the installation, the app will only read data from your SEOshop.

Once you approve, you will be redirected to the app login page and informed that the app was successfully installed.

6.6 You will receive your app access details (username and password) on the email id which was used during installation of the app. Please retrieve these details from your inbox and keep them handy and safe.

This completes the SEOshop-Mailchimp app installation process. Now let's configure the app.

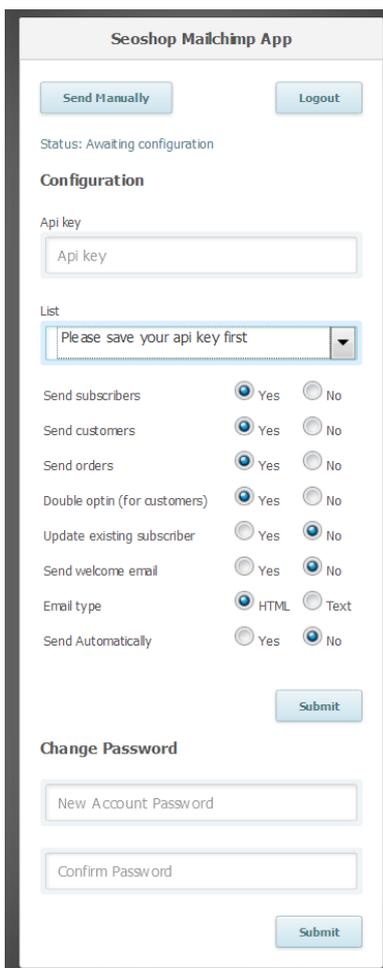
7. APP CONFIGURATION

7.1 Before you can start using the app you will have to login to app interface to configure it initially. Use the following URL to login to your SEOshop-Mailchimp app interface:
<http://seoshop.taurosmedia.com/seochimp/>



The app login details were sent to you via email after app installation process from SEOshop app store.

7.2 Once logged in you will see following interface.



7.3 Configuration options description:

Mailchimp Api key: You have to fill in your Mailchimp API key here. This has to be a valid key otherwise the app will not work. Refer to section 5.2 of this manual to know more about Mailchimp API keys.

List: This dropdown will show you the lists available in your Mailchimp account. Note that the list options will not show up initially. You have to first fill in a valid API key and click on 'Submit' button. This will connect the app to your Mailchimp account and then you can select a 'list' from the dropdown.

Send subscribers: Select yes if you want to export your SEOshop newsletter subscription data to Mailchimp. It will export customer data like first name, last name, email address, location etc. You can also choose to not send customer data by selecting no.

Send customers: Select yes if you want to export your SEOshop customer data to Mailchimp. It will export customer data like first name, last name, email address, location etc. Note that this option will also add all your SEOshop customers to Mailchimp list, even those customers who have not subscribed to your SEOshop newsletter. You can also choose to not send customer data by selecting 'no'. Note that eCommerce360 tracking won't work if you select 'no' here, since it won't be able to send customer data.

Send orders: Select yes if you want to export your SEOshop order data to Mailchimp. It will send order data like email id used, order date & time, order total amount, shipping cost, tax, SEOshop store id, product id, product SKU, product name, category id, category name etc. You can also select to not send order data by selecting 'no'. Note that eCommerce360 tracking won't work if you select 'no' here, since it won't be able to send order data.

Note that sending customer and order data to Mailchimp does not mean that you will be able to see or manage that data in Mailchimp interface. It will be only available to you in the form of segment criteria in the list. Although, some customer data can be seen via eCommerce360 report section or via individual subscriber overview section.

Double optin: Select yes if you want to use the double option feature of Mailchimp. Read more about it at: <http://kb.mailchimp.com/article/how-does-confirmed-optin-or-double-optin-work> If double optin is enabled, the subscribed emails won't show in the list until customer clicks the link in the email they get for confirmation.

Important: You cannot disable 'Newsletter confirmation mail' in your SEOshop as of now. There is no such default configuration available in its backoffice. On the other hand Mailchimp strongly suggests that you use their 'Double optin' feature. So your subscribers will receive 2 subscription confirmation mails (one from SEOshop and one from Mailchimp). They will have to confirm to Mailchimp for sure, otherwise their data won't be exported to Mailchimp. The best course of action for now is to re-frame your SEOshop subscription mail saying something like:

*Thank you for your Newsletter subscription request.
You will be receiving a verification link soon via a separate email from Mailchimp. Please verify your subscription there.*

And then you edit and customize your Mailchimp verification mail to be the main one.

Update existing subscriber: Select yes if you want to update existing data in your Mailchimp list.

Send welcome mail: Select yes to send a welcome mail to the new subscriber. If double optin is enabled, selecting welcome email as yes will have no effect.

Email type: Mailchimp lets you & subscribers choose the email type. HTML is recommended.

Process automatically: Select yes if you want to send SEOshop data automatically to Mailchimp. This is recommended since that will make the app send SEOshop data to Mailchimp on regular basis.

Submit: Click on submit button to save the configurations. It will show the following message:

Status: Configured and waiting

Note that you will have to submit the twice to get options in 'List id' field.

On first submission the app will connect to the Mailchimp api and then only it will be able to fetch the list data from Mailchimp API. So then select your list and submit again.

You can also manually add the data in export queue by clicking on '**Send manually**' button.

It will display the following message once it has been added to the queue:

Status: In Queue

Your data will be exported to Mailchimp on the next cron run.

That's it. Your SEOshop-Mailchimp app configuration is done.

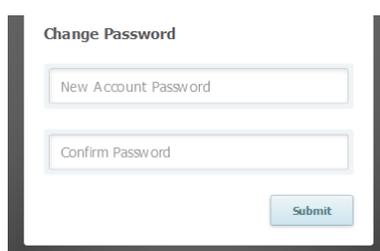
If all instructions were followed correctly then your SEOshop will be connected to your Mailchimp account successfully.

You are now ready to use Mailchimp features on your SEOshop newsletter subscribers.

If you have configured it to process automatically then it will sync your SEOshop data with Mailchimp list the next time cron runs. Cron is set to run 24 hours at an interval of 30 mins.

Or you can choose to queue it manually as explained above.

Change password: You can change your SEOshop-Mailchimp app password from 'Change password' section.



Logout: To logout from the app interface use the logout button present in top right corner.



8. ECOMMERCE360

The SEOshop-Mailchimp app is now compatible to eCommerce360 feature of Mailchimp. This makes it possible to track individual visitors to your website from your MailChimp campaigns, capture order information, and pass it all back to MailChimp. From there you can view purchase details, conversions, and total sales on the Reports page in your account. You'll even be able set up segments based on your subscribers' purchase activity.

Every campaign you want to track needs to be properly tagged by MailChimp. To set up the tracking you'll need to navigate to the Campaign info step of the Campaign Builder. On this step click on the eCommerce360 link tracking checkbox.

Campaign Info

Campaign with eCommerce360 activated Basic - 1 Column

Name your campaign

Campaign with eCommerce360 activated
Internal use only. Ex: "Newsletter Test#4"

Email subject 126 characters remaining

Your email subject here!

How do I write a good subject line? • [Emoji support](#)

From name 89 characters remaining

Taurosmedia
Use something subscribers will instantly recognize, like your company name.

From email address

satya@taurosmedia.com

Tracking

- Track opens**
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)
- Track clicks** Required on free accounts
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.
- Track plain-text clicks** Required on free accounts
Track opens and clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)
- eCommerce360 link tracking**
Track visitors to your website from your MailChimp campaigns, capture order information, and pass that information back to MailChimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)
- ClickTale link tracking**
Gain insight to how subscribers interact with your email content. Requires ClickTale on your website.
- Goal tracking** Paid accounts only

Use Conversations to manage replies Paid accounts only
When enabled, we'll generate a special reply-to address for your campaign. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.

Personalize the "To:" field
Include the recipient's name in the message using [merge tags](#) to make it more personal and help avoid spam filters. For example, *|FNAME|* *|LNAME|* will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.

Specify *|MERGETAGS|* for recipient name

|FNAME|

[Back](#) [Recipients](#) > **[Setup](#)** > [Template](#) > [Design](#) > [Confirm](#)

MailChimp will automatically append two tags to each URL in the email campaign. They are mc_cid and mc_eid where cid is the internal MailChimp campaign id and eid is the unique, MailChimp-generated id for the list member.

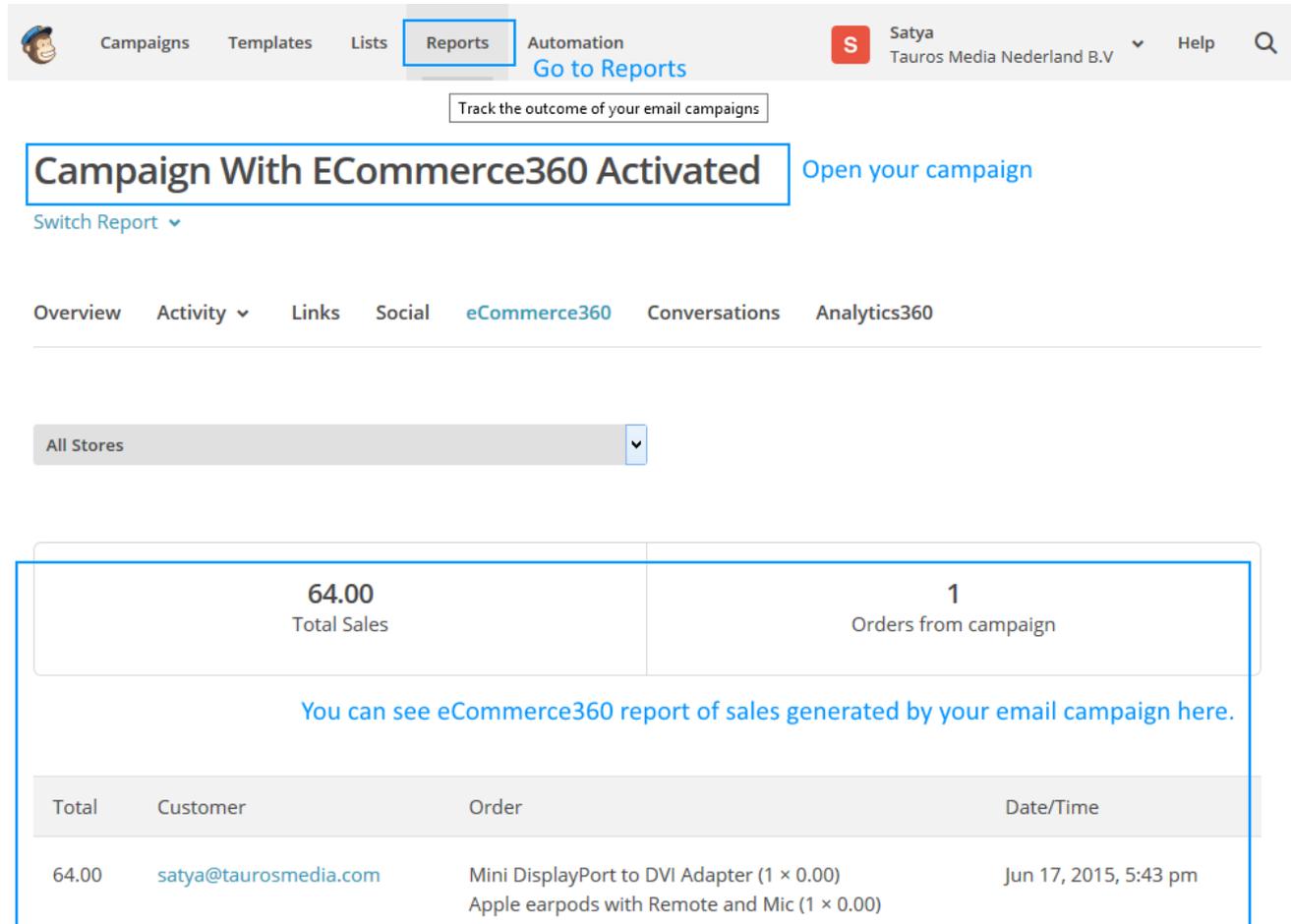
EX: http://www.webshop.com/product-name.html?mc_cid=574d221485&mc_eid=18a4204133

Now when a visitor (who came to your webshop by clicking on links in your marketing campaign mail) to the site completes a purchase through your shopping cart, the app will attach the order details to the subscriber's profile in MailChimp for segmentation purposes.

We'll also pass the purchase details back to your MailChimp campaign reports and the 'Top Fives' chart on the MailChimp Dashboard.

eCommerce360 data can be viewed in a few different places within your MailChimp account.
<http://kb.mailchimp.com/integrations/other-integrations/review-ecommerce-data>

1. One of the sections is Reports > Click on your campaign > E-commerce.
 This page will list all details of a particular campaign.



The screenshot shows the MailChimp interface. At the top, there's a navigation bar with 'Reports' highlighted. Below it, a sub-header reads 'Campaign With eCommerce360 Activated' with a 'Switch Report' dropdown and an 'Open your campaign' link. A secondary navigation bar includes 'Overview', 'Activity', 'Links', 'Social', 'eCommerce360', 'Conversations', and 'Analytics360'. A dropdown menu shows 'All Stores'. The main content area features a summary card with '64.00 Total Sales' and '1 Orders from campaign'. Below this is a link: 'You can see eCommerce360 report of sales generated by your email campaign here.' At the bottom, a table lists order details.

Total	Customer	Order	Date/Time
64.00	satya@taurosmedia.com	Mini DisplayPort to DVI Adapter (1 × 0.00) Apple earpods with Remote and Mic (1 × 0.00)	Jun 17, 2015, 5:43 pm

2. eCommerce360 data will also be displayed at the order details level of the subscriber's profile in MailChimp, so you can create segments and Automation workflows based on purchase activity.

More details here: <http://kb.mailchimp.com/lists/managing-subscribers/view-a-subscriber-profile-page>

satya@taurosmedia.com
 Satya Singh
 ★★★★★ Subscribed: Jun 17, 2015 09:07 am

VIP Unsubscribe Delete 4 of 4

Want To Track VIPs?

685.55 Total Revenue Generated	10 Total Orders	6 Campaigns Opened	3 Links Clicked
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Order #	Date	Campaign	Product	Cost	Order
8056696	Jun 17, 2015, 5:43 pm	Test eCom360 campaign	Mini DisplayPort to DVI Adapter Apple earpods with Remote and Mic	1 × 0.00 1 × 0.00	
7592656	May 28, 2015, 12:15 pm	N/A	Apple 30-pin to USB cable	1 × 0.00	
1185762	Mar 22, 2014, 4:50 am	N/A	mini iPad Smart Cover - Green	1 × 0.00	

Read more about Ecommerce360 data at:
<http://kb.mailchimp.com/article/how-do-i-view-ecommerce-data-in-my-mailchimp-account/>
<http://kb.mailchimp.com/article/what-kind-of-reports-are-available-in-mailchimp/>

Explaining how to use the data in Mailchimp is beyond scope of this manual. You can learn to use Mailchimp in best possible way from their website. These are some useful links for starters:

- <http://mailchimp.com/resources/>
- <http://www.mailchimp.com/support/online-training/>
- <http://mailchimp.com/features/segmentation-and-groups/>
- <http://kb.mailchimp.com/article/how-do-i-create-a-new-campaign/>

We hope this app meets all your email integration & marketing requirements.

Feel free to contact us with feedback or queries related to this app at info@taurosmedia.com. Write to satya@taurosmedia.com for app support. We will be more than glad to assist you with your queries.

* App support will be provided in English language only.

9. CHANGE LOG

V 1.0.	* App launched, Manual created.
V 2.0.	* Ecommerce360 compatibility added, Manual updated.
V 2.1.	* Ecommerce360 tracking code gets inserted automatically.

10. FAQ

WHERE CAN I SEE MY SEOSHOP ORDER DATA IN MAILCHIMP INTERFACE?

You cannot access your SEOshop order data in Mailchimp interface. Order/customer data is only available in Mailchimp for list segmentation purposes. Read more about segments at: <http://mailchimp.com/features/segmentation-and-groups/>

HOW CAN I CUSTOMIZE MY MAILCHIMP MAILS?

This article explains exactly how to customize all those confirmation emails <http://eepurl.com/gOGY>

11. CONTACT

Questions about SEOshop-Mailchimp app should be directed towards [Tauros Support](#)

T | +31(0) 20 772 13 09

E | info@taurosmedia.com

Questions about SEOshop should be directed towards [SEOshop Support](#)

T | +31(0) 20 820 23 91

E | info@getseoshop.com

Questions about Mailchimp should be sent towards [Mailchimp Support](#)

W | <http://kb.mailchimp.com/>

E | customersupport@mailchimp.com