



Use Drupal and MailChimp Together



Use Drupal and MailChimp Together

- ▶ What is MailChimp?
- ▶ Why use MailChimp?
- ▶ The MailChimp module for Drupal



What is MailChimp?

- ▶ Email marketing service
- ▶ Create lists of contacts
- ▶ Send them newsletters, invitations reminders, and more
- ▶ Free for less than 2,000 contacts

MailChimp for Content Creators

- ▶ Write and save draft campaigns
- ▶ Design HTML templates compatible with a wide range of devices and email clients

Anytown Ice-Cream semi regular update.

[View this email in your browser](#)



Anytown Ice Cream Updates

Semi-regular updates from your favorite ice-cream shop

Keffiyeh Pinterest freegan, biodiesel selvage raw denim photo booth normcore hoodie. 8-bit hashtag synth Marfa, Wes Anderson keffiyeh fingerstache Odd Future distillery aesthetic yr readymade actually. Neutra shabby chic aesthetic, kitsch art

Anytown Ice-Cream semi regular update.

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Preview your content before sending it.

Open rate

27.0%

Click rate

2.7%

List average

28.7%

List average

3.4%

Industry average (Education and Training)

16.6%

Industry average (Education and Training)

2.3%

| | | |
|---------------|---------------|--------------|
| 741 Opened | 75 Clicked | 6 Bounced |
|---------------|---------------|--------------|

| | | |
|-----------------------|----------------|-------------------------|
| Successful deliveries | 2,741 99.8% | Clicks per unique opens |
| Total opens | 1,149 | Total clicks |
| Last opened | 6/1/15 12:25PM | Last clicked |
| Forwarded | 0 | Abuse reports |

24-hour performance



View detailed metrics for every campaign.

Overview

List performance

Average Open Rate

29%

Average Click Rate

3%

13
Avg Subscribe Rate

25
Avg Unsubscribe Rate

990
Total Unsubscribers

306
Total Cleaned

List growth

☒ Subscribes

☒ Import

☒ Existing

A stacked bar chart showing list growth from April 2012 to April 2015. The y-axis ranges from 0 to 3,500. The bars are stacked with three categories: Existing (light blue), Import (medium blue), and Subscribes (dark blue). The total list size grows steadily from approximately 1,100 in April 2012 to over 3,000 by April 2015. The 'Subscribes' category becomes a significant portion of the total growth starting in early 2013.

MailChimp for Content Creators

- ▶ Write and save draft campaigns
- ▶ Design HTML templates compatible with a wide range of devices and email clients
- ▶ Preview in the browser or send yourself a test email
- ▶ View detailed metrics for every campaign

Why MailChimp?

- ▶ Approved bulk mailer
- ▶ Ensure delivery of emails
- ▶ Abuse monitoring
- ▶ Avoid accidents like CC vs. BCC

The MailChimp Drupal Module

- ▶ drupal.org/project/mailchimp
- ▶ Integrates the official MailChimp API (mailchimp.module)
- ▶ Create signup forms (mailchimp_signup.module)
- ▶ Manage lists (mailchimp_lists.module)
- ▶ Send campaigns (mailchimp_campaign.module)
- ▶ Monitor activity (mailchimp_activity.module)

User account

Create new account

Log in

Request new password

Username *

Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

E-mail address *

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Semi-regular newsletter

☐ Subscribe

Daily flavor updates

☐ Subscribe

Subscription fields on user entities displayed during user registration.

My locations

☒ Aspen

☐ Carbondale

☒ Glenwood Sprints

I'm near these locations.

First Name

Joseph

BIRTHDAY

04/03/1982

Format: 06/02/2015

View subscribers

Segments ▾

Subscribed ▾

Export ▾

| | Email Address | First Name | Last Name | Preferred format | Birthday |
|--------------------------|-----------------------------------|-----------------|-----------------------------------|------------------|----------|
| <input type="checkbox"/> | joe.shindelar+test1@lullabot... > | Joe | Test1 | html | |
| <input type="checkbox"/> | joe.shindelar+test123@lulla... > | Joe | 123 | html | |
| <input type="checkbox"/> | joe.shindelar+admin@lullab... > | Joseph | authenticated user, administrator | html | 05/28 |
| <input type="checkbox"/> | joe.shindelar+anon1@lullab... > | | Site-Install | html | 05/08 |
| <input type="checkbox"/> | joe.shindelar+ttest3@lullabo... > | FIRST NAME TEST | authenticated user | html | |

Map Drupal field values to MailChimp merge fields.

drupalize

me

Drupal Integration

- ▶ Uses fields and entities
- ▶ Map Drupal field values to MailChimp merge fields
- ▶ Integrated with popular contributed modules like Views Bulk Operations and Rules
- ▶ Webhook support

Recap

- ▶ MailChimp is a popular email marketing service with tons of useful features
- ▶ The Drupal MailChimp module integrates MailChimp with your Drupal application

