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Adding Mailchimp as a custom website code in ShopFactory

Merliza N. - 2021-11-16 - Aspecto y personalización

You can add a Mailchimp custom site code such as popup subscription and embedded form via custom HTML dialog and Plugins content block in ShopFactory.

Create custom pop-up forms in Mailchimp and connect it to your SF store. Sign up for a free Mailchimp account here, <u>https://mailchimp.com/</u>

Then start designing your own pop-up form that can be added into your shop in ShopFactory.

- Click Audience dropdown and select Signup forms

| $\leftarrow \rightarrow$ | C 🔒 us1 | 0.admin.ma | ilchimp.com | | |
|--------------------------|----------|------------|---|------------------------------------|---------------------------------|
| 6 | Create 🗸 | Audienc | e ⊂ Campaigns ∽ Automations ∽ Website ∽ | Content Studio | Integrations |
| | | 0= | Audience dashboard See how your audience is growing and engaging with your marketing. | erliza! | |
| | | ÔE | All contacts View a list of all the contacts in your audience. | d account stats to help you get th | |
| | 2. | | Signup forms Add a pop-up or embedded form to your website to collect subscribers. | | |
| | | ٢ | Tags Tag your contacts to organize them however you need to. | 5 | |
| | | G | Segments Filter contacts that meet certain criteria so you can send them targeted messages. | | |
| | | ¥= | Surveys New Get insights by collecting feedback from your audience. | | Optimize vc |
| | | Ţ | Conversations View and respond to email replies from your contacts in one place. | TOS | Connect your a automated e-c |

- Choose the Signup form you want to use i.e. Subscriber pop-up (that allows you to design a pop-up signup form that can be embedded on any site.)

- Design the form using the form builder as shown in the example below:

| Pop-up Form | n Builder | | Preview | Save & Publish |
|-------------|-----------|---|---------|----------------|
| Pop-up Form | n Builder | | Preview | Save & Publish |
| | | You can unsubscribe at any time or change your mail preferences in Settings. Made with <u>Mailchimp</u> | | |

- Save and publish the form

- Connect your site to publish your pop-up form by going to Integrations -> Custom Website - enter your Shop URL to connect it.

- Click "Copy To Clipboard"

| | × |
|--|---|
| Connect your site to publish your pop-up form | |
| You'll need to add some code to the <head> of your website to get it connected. If you have an e-commerce store, <u>check out our integrations</u> to get your site connected. <u>Learn how to connect your website</u></head> | |
| We'll connect your website to your ShopFactory Testing audience. | |
| Enter your website URL Required | |
| testing.shopfactory.com | |
| Code for testing.shopfactory.com | |
| <script id="mcjs">!function(c,h,i,m,p) {m=c.createElement(h),p=c.getElementsByTagName(h) [0],m.async=1,m.src=i,p.parentNode.insertBefore(m,p)} (document,"script","https://chimpstatic.com/mcjs- connected/js/users/66ce5712e9ce36567de5a057c/597eab8fb37a5dbcd2ff00b1b.j s");</script> | |
| Copy To Clipboard | |
| I'll do this later Check Connection | า |

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For more information on getting your Mailchimp code - refer to their Help article, <u>https://mailchimp.com/help/about-integrations/#Connect_your_custom_website</u>

Paste the Mailchimp code in ShopFactory

- you can paste the Mailchimp subscribe popup code in any content block. It will also work in custom HTML areas with "Field contains javascript code" ticked. The custom HTML code area is more suitable for the Mailchimp popup code as there won't be any visible elements initially.

- The Mailchimp form embed code will work when pasted in any block, but best suited to the custom code block and Mailchimp block under Plugins dropdown in the block editor. Pasting into custom HTML code area will also work.

Adding your pop-up code in the Custom Website contents area:

- Click Central dropdown -> Custom Website Contents



- Click the + button to add a new html code then click on the *Pencil* icon beside it - as shown in below screenshot

- Double-click on the newly added custom html to open the custom contents box - #4 in below screenshot

- Paste the Mailchimp code in the contents box, add an identification name

- Important: Tick "Field contains Javascript code" and select location as "Area 1" -> click OK -> Finish

| - | this dialog? |
|--|------------------------------|
| Add Custom Contents | Si Custom Contents - |
| Here you can add extra HTML code which will be shown on top or at the bo depending on your selection. | Enter an identification name |
| HTML code could be special code for example a hit counter, or some text you want to d | ii Mailchimp code here |
| advertising banners. To add code, click on D. | Enter contents |
| HTML Name: This name simply allows you to identify the code. | |
| HTML Code: The actual code you have entered. Set Location: This is visible after you click on the Button. It allows you to top or the born of the page. Exact positioning may be dependent on the page. | 5. Paste the code here |
| Name Contents | |
| HC1 This is a headline Sample text simply exists so you o | |
| | |
| | 6. Tick this option |
| | Set Location |
| | |

- Save and Publish your shop so that the changes are uploaded online. (The popup form will appear on your website once you have connected your Shop URL in the last step below.)

- Go back to your Mailchimp account: Integrations -> Custom Website to **Check connection**.

| Create v Audience v Campaigns v Automations v Website v Content Studio Integrations | rade Help |
|---|-----------|
| Add our code to your site | |
| 1. Copy code Click Copy and access your site's HTML. | |
| Add code Decide which pages you want to connect to Mailchimp. For each of these pages, paste in your site code just before the closing tag. | |
| 3. Check connection After you're done, return to this page and <mark>check connection</mark> . | |
| Need help? Find out how to <u>connect your site to Mulchimp.</u> | |
| Copy Cancel | |
| Google Ads Restricted Data Processing | Enable |
| Google offers restricted data processing in connection with the California Consumer Privacy Act | |
| (CCPA) to restrict how Google uses certain identifiers and other data processed in the provision | |
| of its services. You can learn more about Google's restricted data processing <u>here</u> . | |
| Disconnect | |
| a mailchimp | |
| Our code was successfully detected on your site! | |

An example of the pop-up form on a website:

| | | Login Sign Up Search Phrase X Q |
|---|--|---------------------------------|
| ShopFactory Sar ShopFactory Sample Store | Subscribe to our newsletter and receive 10% discount code on your first purchase. | Checkout Shop by Brand Specials |
| Test Filter Page Multiple Styles Gift V | Name | |
| | Email Subscribe You can unsubscribe at any time or change your mail preferences in Settings. | |
| This is a short description | Made with Mailchimp | |

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Adding your embed form in ShopFactory using the Plug-ins content block in the Description section:

| Plug-ins -1 | | | | |
|--|--|--------------------------------------|--------------|--|
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