



[Knowledge base](#) > [Design and Customizations](#) > [Adding Mailchimp as a custom website code in ShopFactory](#)

Adding Mailchimp as a custom website code in ShopFactory

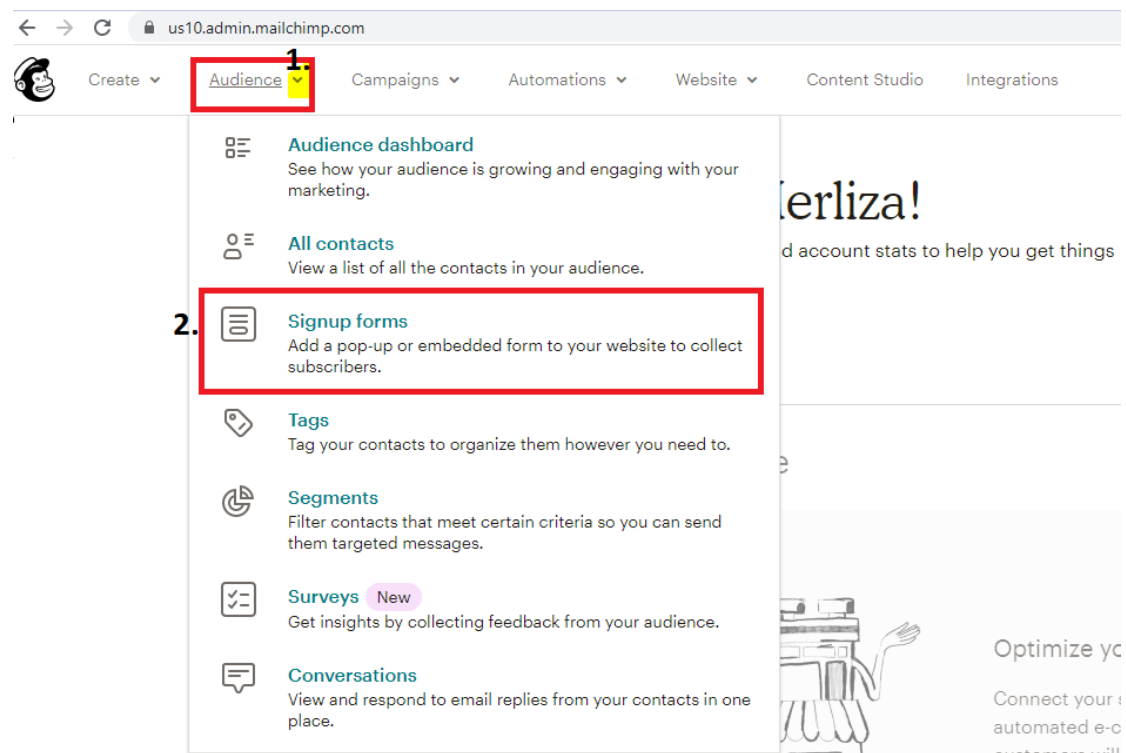
Merliza N. - 2021-11-16 - [Design and Customizations](#)

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, <https://mailchimp.com/>

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

- Click *Audience* dropdown and select *Signup forms*



- 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:

The screenshot displays the 'Pop-up Form Builder' interface. On the left is a sidebar with three icons: 'Style' (Tt), 'Layout' (grid), and 'Settings' (gear). The main area shows a preview of a dark-themed website with a white pop-up form. The form has a title bar with 'Form' and 'Success Message' tabs. The main text of the form reads: 'Subscribe to our newsletter and receive 10% discount code on your first purchase.' Below this are two input fields labeled 'Name *' and 'Email *'. A dashed line with a plus icon separates the form from a black 'Subscribe' button. At the bottom, there is a small text: 'You can unsubscribe at any time or change your mail preferences in Settings.' and a footer: 'Made with Mailchimp'.

- 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, [check out our integrations](#) to get your site connected. [Learn how to connect your website](#)

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

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

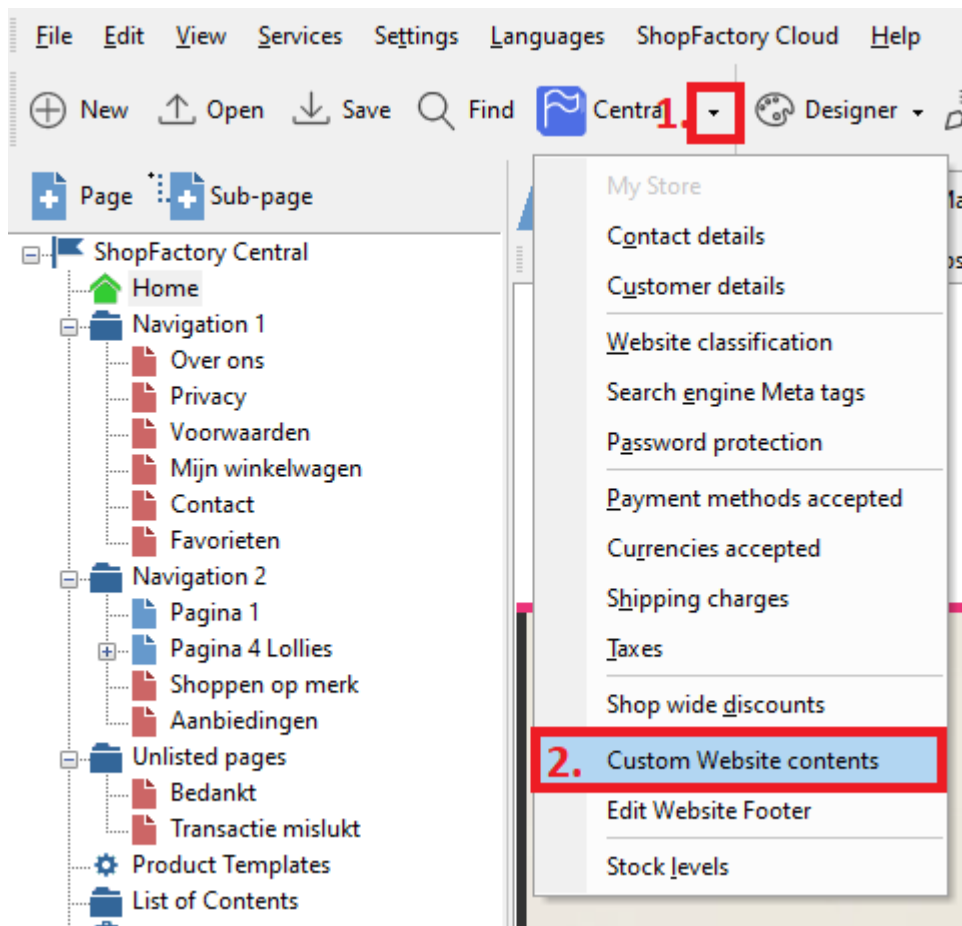
Paste the Mailchimp code in ShopFactory

- 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

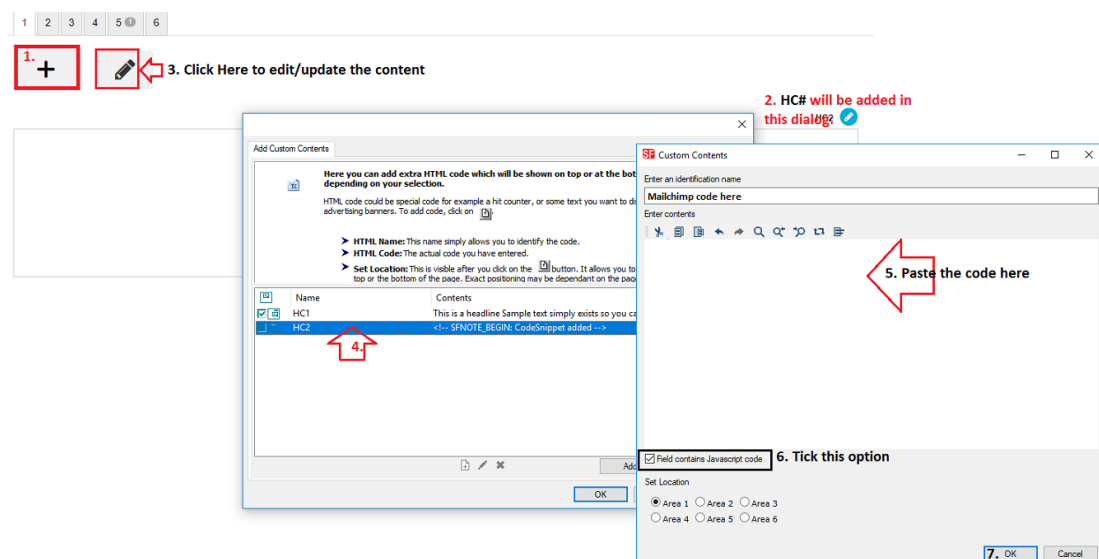


- Click the + button to add a new html code then click on the *Pencil* icon beside it - as shown in below screenshot

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

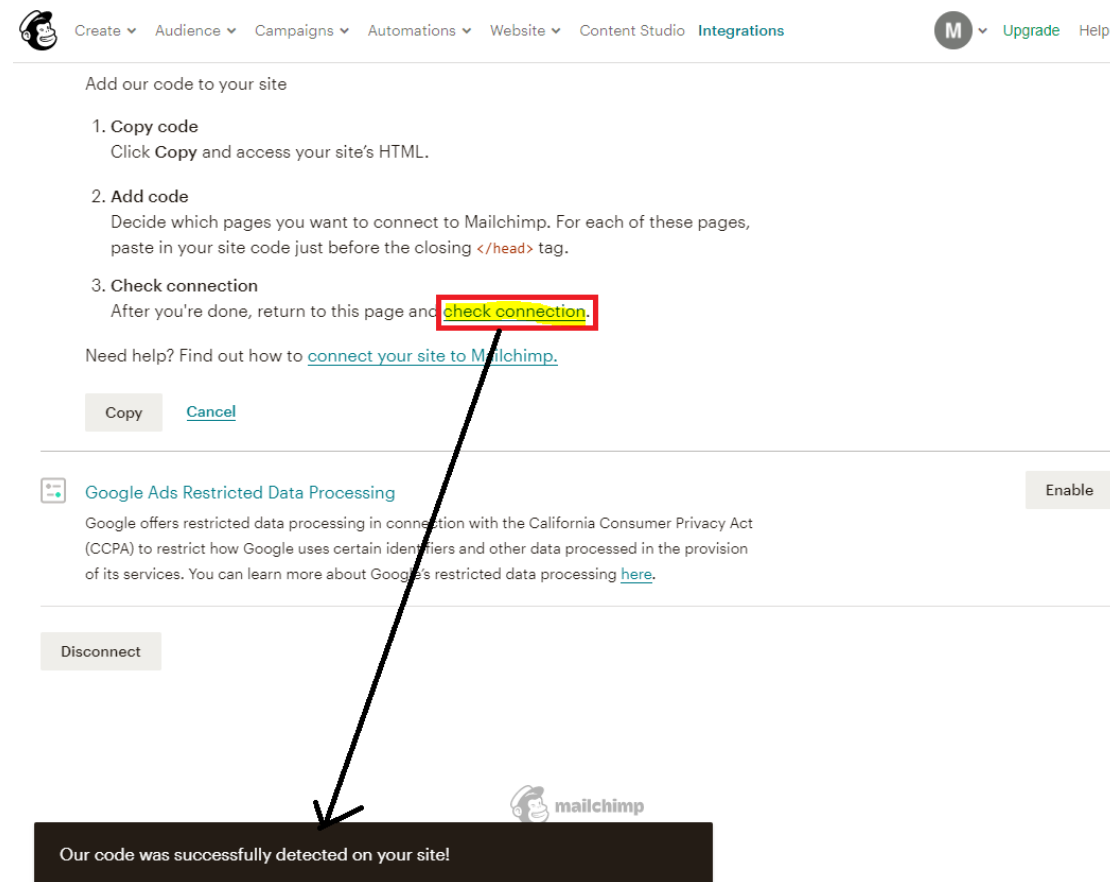
- Paste the Mailchimp code in the contents box, add an identification name

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



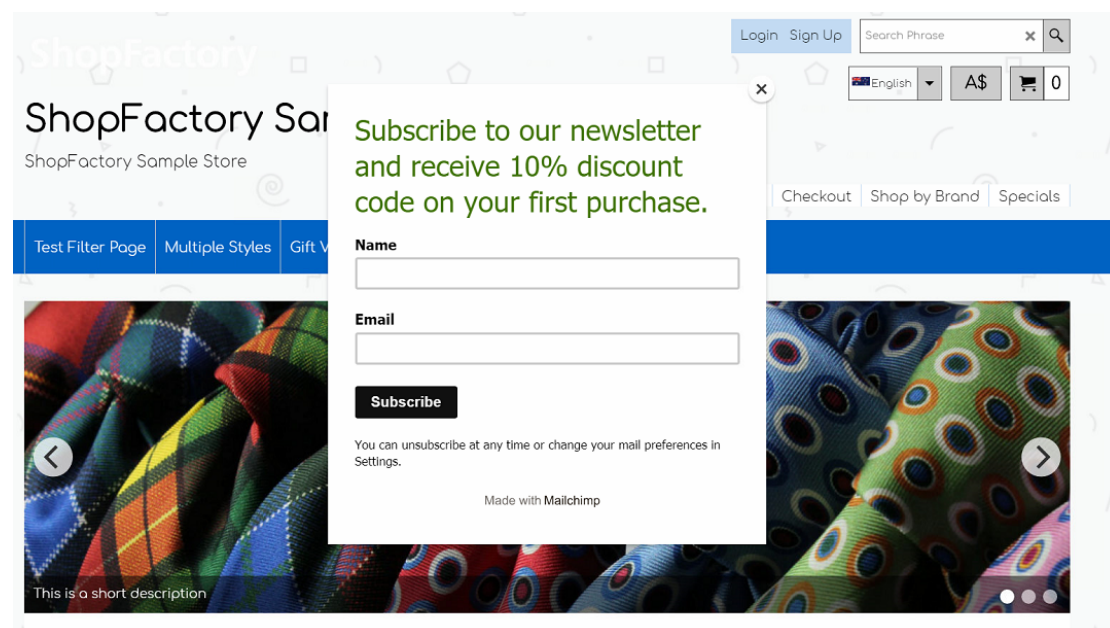
- Save and Publish your shop so that the changes are uploaded online. (The popup form will appear on your website once you have connected your Shop URL in the last step below.)

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



The screenshot shows the Mailchimp Integrations page. At the top, there's a navigation bar with links like 'Create', 'Audience', 'Campaigns', 'Automations', 'Website', 'Content Studio', and 'Integrations'. Below this, the page title is 'Add our code to your site'. There are three numbered steps: 1. Copy code (Click Copy and access your site's HTML.), 2. Add code (Decide which pages you want to connect to Mailchimp...), and 3. Check connection (After you're done, return to this page and **check connection**). A red box highlights the 'check connection' text, and a black arrow points from it to a dark banner at the bottom that says 'Our code was successfully detected on your site!'. Below the steps, there's a 'Need help?' link and a 'Copy' button. Further down, there's a section for 'Google Ads Restricted Data Processing' with an 'Enable' button. At the bottom left, there's a 'Disconnect' button. The Mailchimp logo is visible in the bottom right corner of the main content area.

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



The screenshot shows a website for 'ShopFactory Sample Store'. A Mailchimp pop-up form is displayed in the center, titled 'Subscribe to our newsletter and receive 10% discount code on your first purchase.' The form has fields for 'Name' and 'Email', and a 'Subscribe' button. Below the button, it says 'You can unsubscribe at any time or change your mail preferences in Settings.' and 'Made with Mailchimp'. The background of the website shows a colorful patterned fabric. The top of the website has a navigation bar with 'Login', 'Sign Up', and a search bar. There are also links for 'Checkout', 'Shop by Brand', and 'Specials'.

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

The screenshot displays the ShopFactory editor interface. On the left sidebar, the 'Plug-ins' section is highlighted with a red box and labeled '1.'. Below it, various social media and marketing widgets are visible, including 'facebook Comments', 'Click to tweet', 'Instagram', and 'mailchimp' (which is also highlighted with a red box and labeled '2.'). An arrow points from the 'mailchimp' widget to a 'Custom HTML block' dialog box. The dialog box has a title bar 'Custom HTML block' and contains the text '3. Paste the code here'. At the bottom of the dialog, there are 'CANCEL' and '4. OK' buttons. The main editor area shows a 'Welcome' message and a 'Drag content blocks here' instruction. The top navigation bar includes tabs for 'Page content', 'Introduction', 'Custom Contents', and 'Custom Website contents'.