



[Kennisbank](#) > [Design](#) > [Adding Mailchimp as a custom website code in ShopFactory](#)

## Adding Mailchimp as a custom website code in ShopFactory

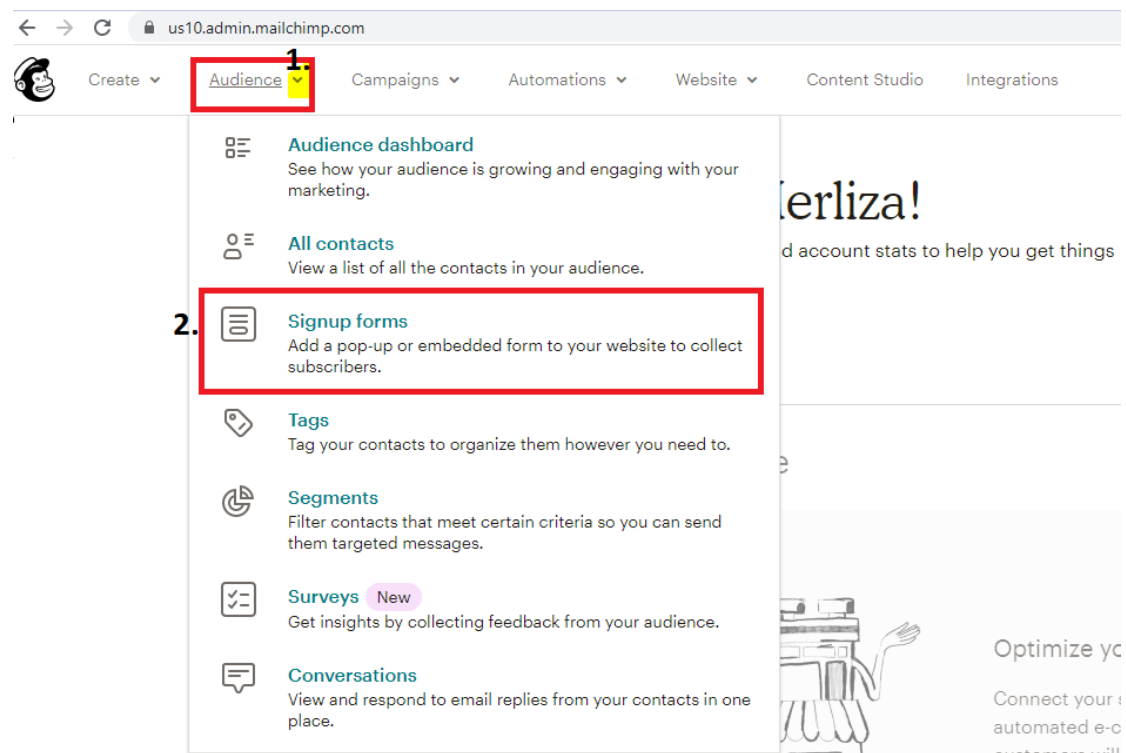
Merliza N. - 2021-11-16 - [Design](#)

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 menu items: 'Style' (represented by 'Tt'), 'Layout' (represented by a grid icon), and 'Settings' (represented by a gear icon). The main area shows a preview of a dark-themed web browser window. The browser's address bar indicates the URL 'testing.shopfactory.com'. Inside the browser window, there is a pop-up form titled 'Subscribe to our newsletter and receive 10% discount code on your first purchase.' in green text. The form includes two input fields labeled 'Name \*' and 'Email \*', a 'Subscribe' button, and a footer that says 'You can unsubscribe at any time or change your mail preferences in Settings.' and 'Made with Mailchimp'. Above the form, there are tabs for 'Form' and 'Success Message'. A small 'Edit' link is visible in the top right corner of the browser window's header.

- 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](https://mailchimp.com/help/about-integrations/#Connect_your_custom_website)

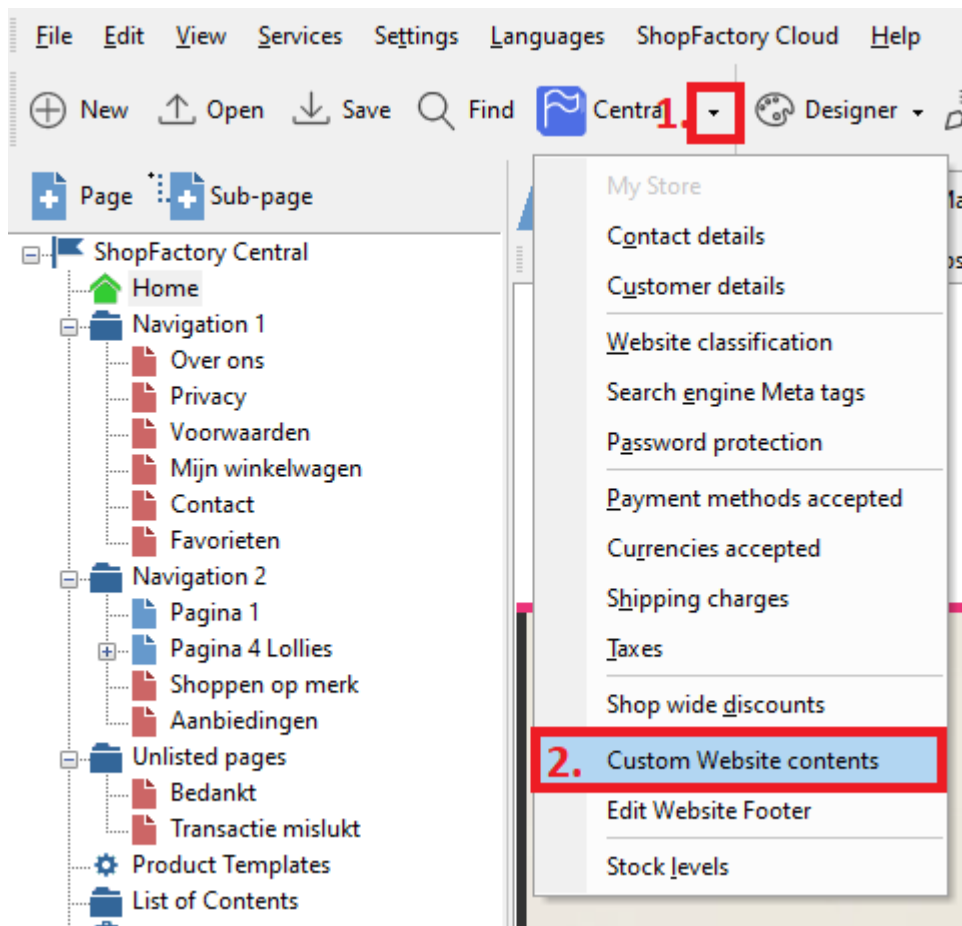
### Paste the Mailchimp code in ShopFactory

- 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

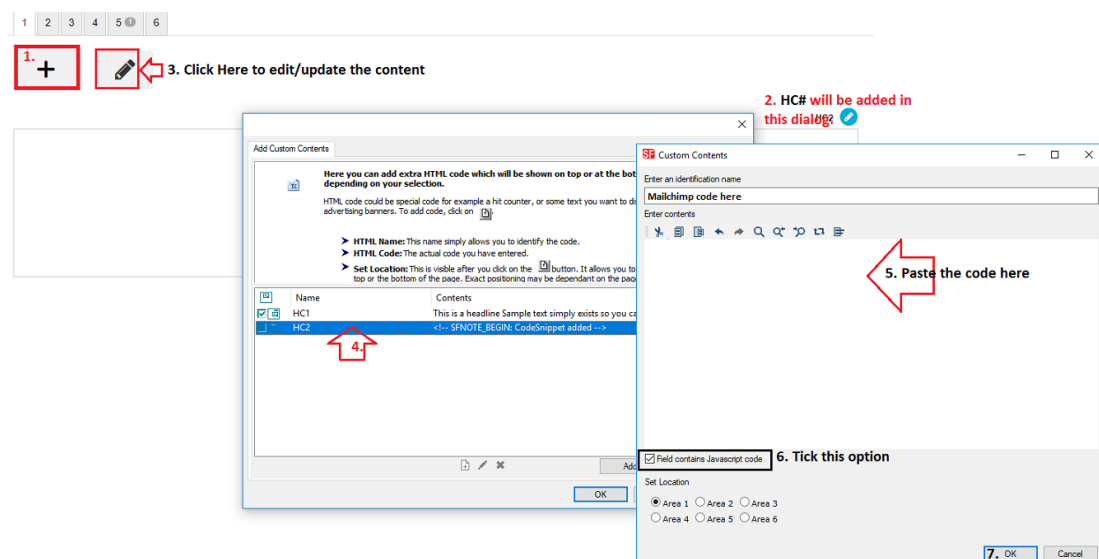


- Click the + button to add a new html code then click on the *Pencil* icon beside it - as shown in below screenshot

- 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: Create, Audience, Campaigns, Automations, Website, Content Studio, and Integrations (highlighted). Below the navigation bar, 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. For each of these pages, paste in your site code just before the closing </head> tag.), and 3. Check connection (After you're done, return to this page and **check connection**). A red box highlights the 'check connection' button, 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 link: 'Need help? Find out how to [connect your site to Mailchimp](#).' and buttons for 'Copy' and 'Cancel'. 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 page.

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

The screenshot shows a website with a pop-up form. The website header includes 'ShopFactory Sample Store', 'Login Sign Up', a search bar, and a currency selector (English, A\$, 0). The pop-up form is titled 'Subscribe to our newsletter and receive 10% discount code on your first purchase.' It has fields for 'Name' and 'Email', a 'Subscribe' button, and a link to 'Settings'. The background of the pop-up shows a colorful patterned fabric. The website footer includes 'This is a short description' and 'Made with Mailchimp'.

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

