

Mailchimp Marketing

For Phoenix Cart by frankl

Features:

Mailchimp Marketing is a powerful email marketing and automation platform designed to help businesses connect with their customers, increase sales, and build long-term relationships. For e-commerce stores, Mailchimp offers a suite of tools that make it easy to create targeted email campaigns, automate follow-ups, and track customer engagement—all in one place. With Mailchimp Marketing, you can:

- ✓ Grow Your Customer List – Capture email addresses through signup forms and pop-ups.
- ✓ Send Personalized Emails – Create custom email campaigns based on customer behavior and purchase history.
- ✓ Recover Lost Sales – Automate abandoned cart emails to remind customers to complete their purchases.
- ✓ Boost Engagement – Use segmentation and A/B testing to send the right message to the right audience.
- ✓ Track Performance – Get real-time analytics to see what's working and refine your strategy.

By integrating Mailchimp with your Phoenix Cart store, you can automate your marketing efforts, increase conversions, and turn first-time shoppers into loyal customers—all while saving time and effort.

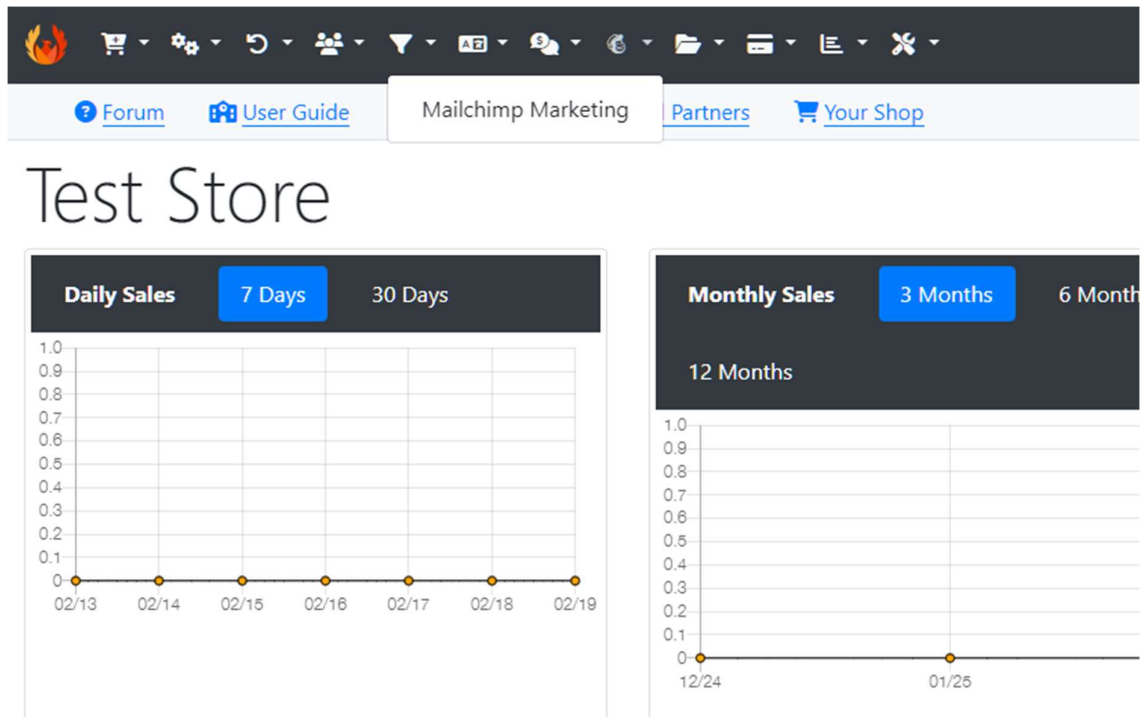
What you will need:

- A license key to install this software. If you don't already have one a free license key will be retrieved instantly for you.
- A Mailchimp account. If you don't have one, you can sign up for a free account at Mailchimp. If you have less than 500 newsletter subscribers (and less than 500 products if you plan to use the ecommerce option) then the Free tier will suit you fine. Note that the free trial that Mailchimp promotes is for the Standard plan - scroll down for the truly free option.
- An API key from Mailchimp. You can find your API Key in MailChimp:
 - Click your profile icon and choose Profile
 - Click the Extras drop-down then choose API keys
- At least one Mailchimp mailing list. A default list is automatically created when you created your account on Mailchimp.

Installation:

- **BACKUP YOUR DATABASE AND FILES**
- Copy all files in the catalog directory to your Phoenix Cart server, retaining folder structure
- Go to **Modules -> Header Tags -> Install Module** and install the Mailchimp Header Tag module.

- Go to **Modules -> Content -> Install Module** and install the Mailchimp footer module.
- Go to admin and click on the Mailchimp icon in the menu.



The following screen will be displayed.

Mailchimp Marketing

[< Back](#)



What you will need:

1. **A license key to install this software.** If you don't already have one a free license key will be retrieved instantly for you.
2. **A Mailchimp account.** If you don't have one, you can sign up for a free account [here](#). If you have less than 500 newsletter subscribers (and less than 500 products if you plan to use the ecommerce option) then the Free tier will suit you fine. Note that the free trial that Mailchimp promotes is for the Standard plan - scroll down for the truly free option.
3. **An API key from Mailchimp.** You can find your API Key in MailChimp:
 - Click your profile icon and choose Profile
 - Click the Extras drop-down then choose API keys.
 See [Mailchimp Help](#) for more details.
4. **At least one Mailchimp mailing list.** A default list is automatically created when you created your account on Mailchimp.

To continue, you need to enter your license key.

[> Continue](#)

Don't have a license key? [Get free license key](#)

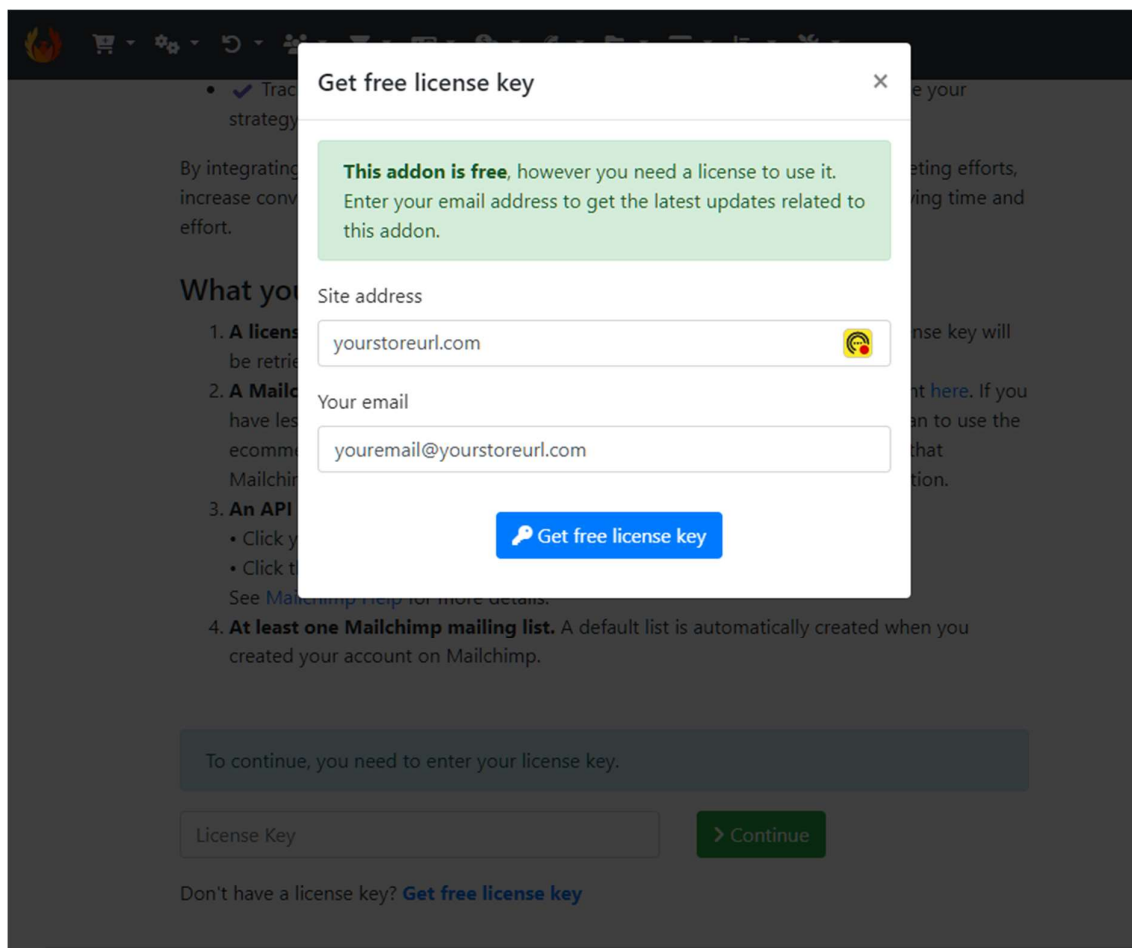
If you have a license key, type it into the box.

Otherwise, click on **Get free license key**

What is the license key for?

So we can alert you to updates, notify you of new features in the Mailchimp Marketing addon, advise you if there are any security problems, and help you solve any problems that may crop up.

Site address and email will be prefilled with your server url and store email address. There is no need to change the site address, but you can change your email address. We will only send emails if there is an urgent security hole that needs to be patched, other notifications will appear in the addon.



The screenshot shows a web application interface with a modal dialog box titled "Get free license key". The dialog box has a close button (X) in the top right corner. Inside the dialog, there is a green message box that says: "This addon is free, however you need a license to use it. Enter your email address to get the latest updates related to this addon." Below this, there are two input fields: "Site address" with the value "yourstoreurl.com" and a refresh icon, and "Your email" with the value "youremail@yourstoreurl.com". At the bottom of the dialog is a blue button with a key icon and the text "Get free license key". In the background, a blurred page is visible with a list of requirements: "1. A license key", "2. A Mailchimp account", "3. An API key", and "4. At least one Mailchimp mailing list". At the bottom of the background page, there is a dark grey box with the text "To continue, you need to enter your license key.", a "License Key" input field, a green "> Continue" button, and a link "Don't have a license key? Get free license key".

Click on the **Get free license key** button and one will be fetched from our license server and entered in the **License Key** field.

What you will need:

1. **A license key to install this software.** If you don't already have one a free license key will be retrieved instantly for you.
2. **A Mailchimp account.** If you don't have one, you can sign up for a free account [here](#). If you have less than 500 newsletter subscribers (and less than 500 products if you plan to use the ecommerce option) then the Free tier will suit you fine. Note that the free trial that Mailchimp promotes is for the Standard plan - scroll down for the truly free option.
3. **An API key from Mailchimp.** You can find your API Key in MailChimp:
 - Click your profile icon and choose Profile
 - Click the Extras drop-down then choose API keys.See [Mailchimp Help](#) for more details.
4. **At least one Mailchimp mailing list.** A default list is automatically created when you created your account on Mailchimp.

To continue, you need to enter your license key.

> Continue

Don't have a license key? [Get free license key](#)

Note: don't use the dummy keys shown in the images, they will cause a problem.

If the key is valid, you will see the next screen.

[? Forum](#) [User Guide](#) [+ Add-ons](#) [Certified Partners](#) [Your Shop](#)

Valid license key entered!



Mailchimp Marketing

[< Back](#)

Before you proceed, you need to enter your API key.

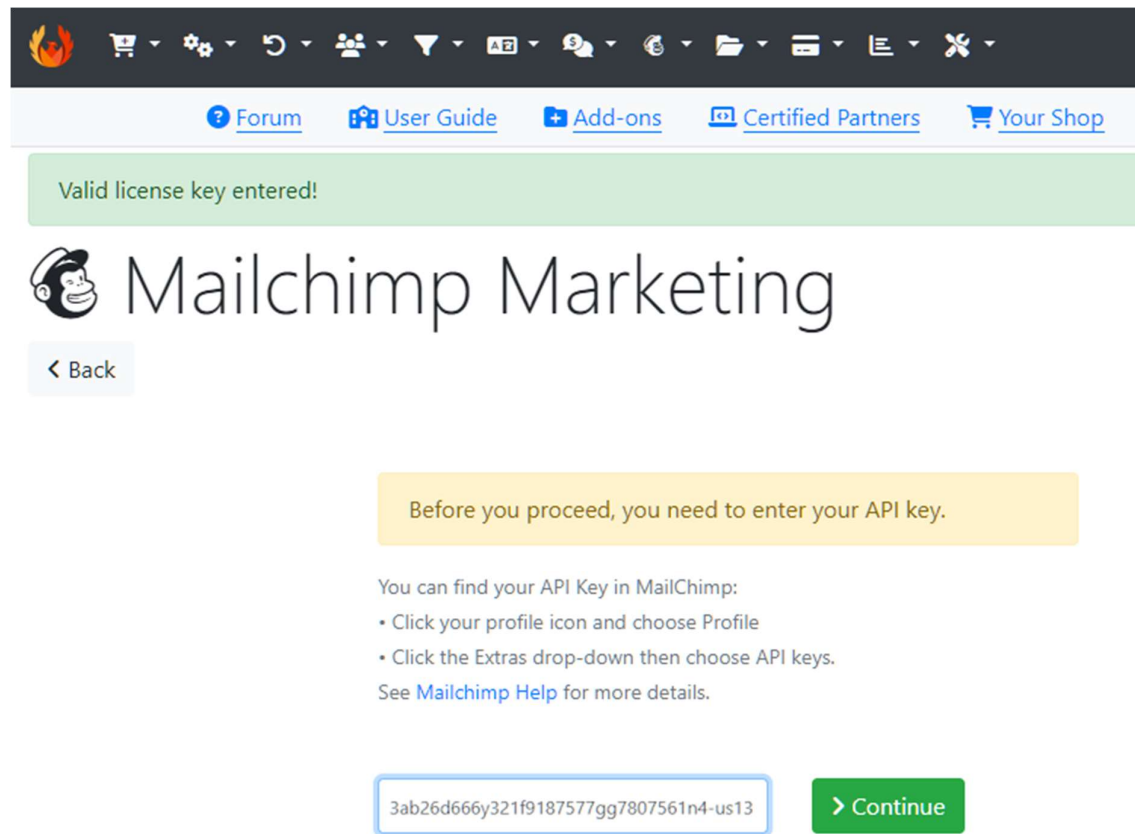
You can find your API Key in MailChimp:

- Click your profile icon and choose Profile
- Click the Extras drop-down then choose API keys.

See [Mailchimp Help](#) for more details.

> Continue

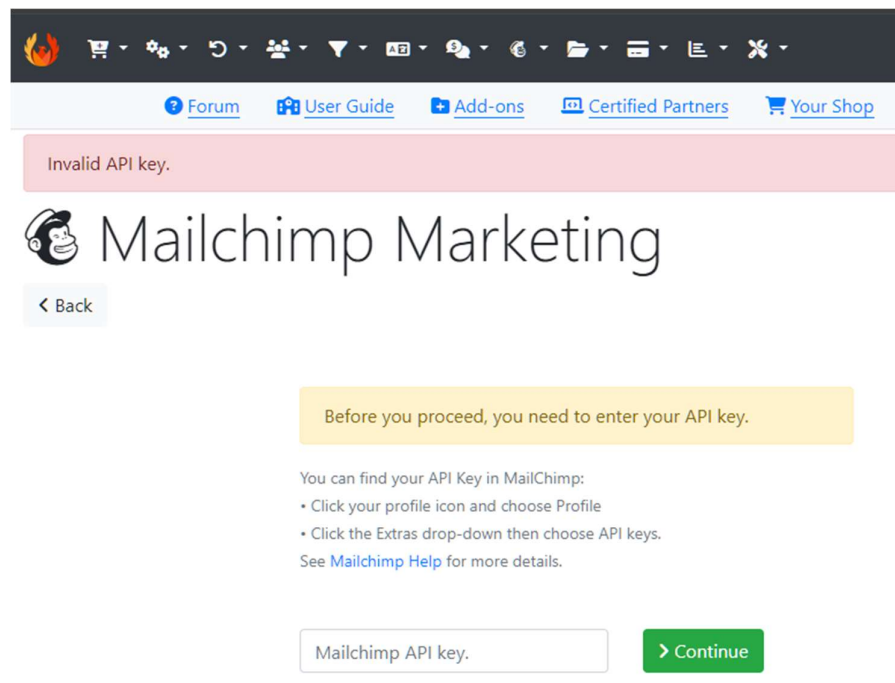
Grab your API key from Mailchimp using the instructions and enter into the **Mailchimp API key** field.



The screenshot shows the Mailchimp Marketing setup interface. At the top is a dark navigation bar with icons for various tools. Below it is a light blue header with links: [Forum](#), [User Guide](#), [Add-ons](#), [Certified Partners](#), and [Your Shop](#). A green banner displays the message "Valid license key entered!". The main heading is "Mailchimp Marketing" with a monkey logo icon. Below the heading is a "< Back" button. A yellow box contains the text: "Before you proceed, you need to enter your API key." Below this, instructions are provided: "You can find your API Key in MailChimp:" followed by a bulleted list: "• Click your profile icon and choose Profile" and "• Click the Extras drop-down then choose API keys." A link to "Mailchimp Help" is also present. At the bottom, a text input field contains the API key "3ab26d666y321f9187577gg7807561n4-us13", and a green button labeled "> Continue" is to its right.

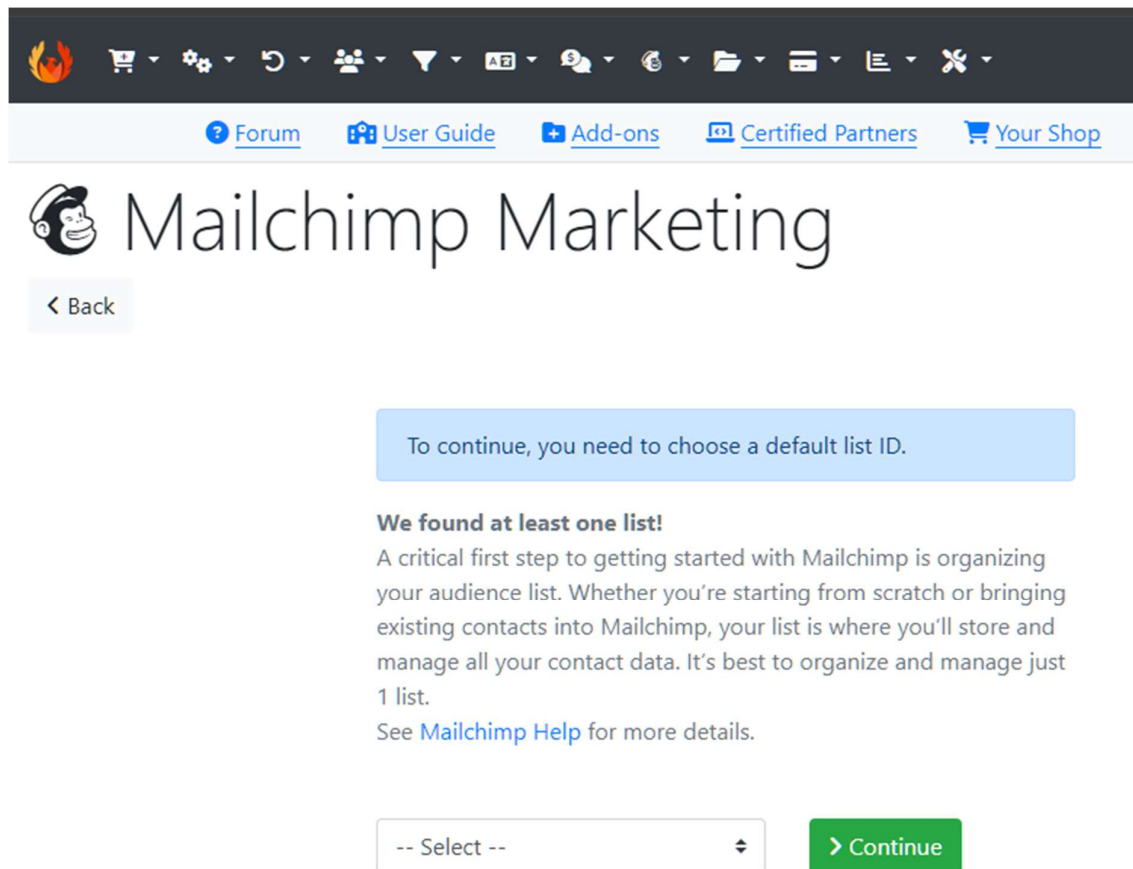
Press continue.

If you enter an invalid Mailchimp API key you'll receive a warning.



This screenshot shows the same Mailchimp Marketing setup interface as the previous one, but with an error state. A pink banner at the top displays the message "Invalid API key." The rest of the page, including the navigation bar, header, heading, and instructions, remains the same. The text input field at the bottom is now empty, showing the placeholder text "Mailchimp API key.", and the green "> Continue" button is still present to its right.

Otherwise, the next screen will appear.



Forum User Guide Add-ons Certified Partners Your Shop

Mailchimp Marketing

[< Back](#)

To continue, you need to choose a default list ID.

We found at least one list!

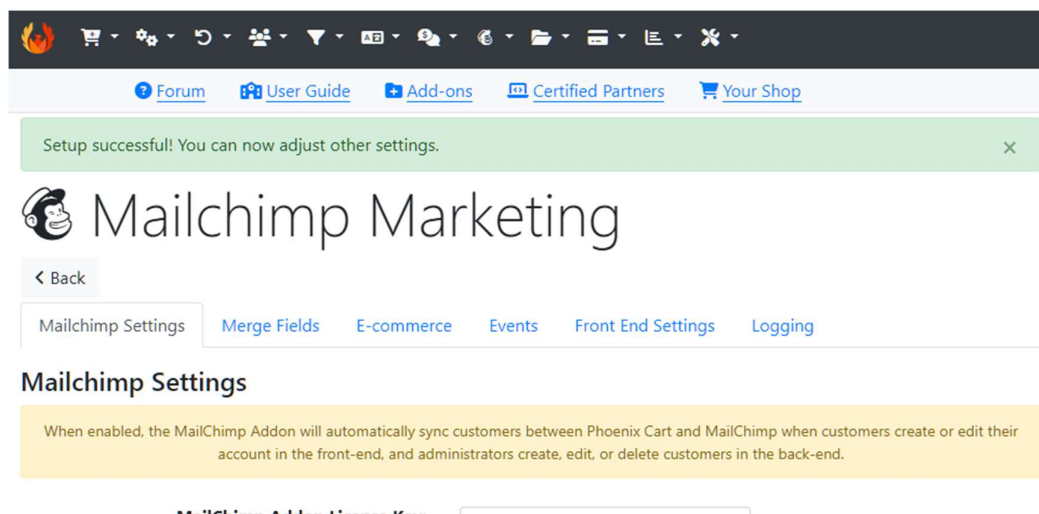
A critical first step to getting started with Mailchimp is organizing your audience list. Whether you're starting from scratch or bringing existing contacts into Mailchimp, your list is where you'll store and manage all your contact data. It's best to organize and manage just 1 list.

See [Mailchimp Help](#) for more details.

-- Select -- [Continue](#)

Usually there is only one list, but some older accounts have several. The list you choose will be the default list used to subscribe and unsubscribe your customers.

Choose your list and press continue, and all going well you will get to the Mailchimp Marketing Addon configuration page.



Forum User Guide Add-ons Certified Partners Your Shop

Setup successful! You can now adjust other settings.

Mailchimp Marketing

[< Back](#)

Mailchimp Settings Merge Fields E-commerce Events Front End Settings Logging

Mailchimp Settings

When enabled, the MailChimp Addon will automatically sync customers between Phoenix Cart and MailChimp when customers create or edit their account in the front-end, and administrators create, edit, or delete customers in the back-end.

MailChimp Addon ☐

1. Mailchimp Settings

These settings relate to how Mailchimp will interact with your site.

MailChimp Addon License Key

This is the key you entered in step 1 earlier.

MailChimp Addon Status

Enabled – the addon is switched on

Disabled - the addon is switched off

API Key

This is the Mailchimp API key you entered earlier. There is no need to change this unless you want to completely change the Mailchimp account you are syncing to. Not advisable on a live store where you have already synced subscribers and information to the existing Mailchimp account.

Default List

This is the list that all customer information is sent to, and in turn, the list where Phoenix Cart gathers information about subscribes, unsubscribes etc from outside your Phoenix Cart installation (i.e. when a customer clicks unsubscribe in a newsletter you've sent)

Double Opt-In Confirmation E-mails

Enable double opt-in to send a confirmation email each time someone signs up to your email marketing. Confirmation e-mails will be sent for customer-initiated changes, but will NEVER be sent for administrator-initiated changes.

Webhooks

Webhooks allow Mailchimp to send information to your store about customers who have subscribed, unsubscribed, or been cleaned from your list. At a minimum, keep Subscribes, Unsubscribes, and Cleaned Addresses ticked so that your store stays in sync with Mailchimp.

Be more cautious with Email Updates and Profile Updates, as these can change customer login and address book functions. Email updates are when customers change their email address through

Mailchimp outside of your store. Profile updates are when customers change their email address, address, telephone, and/or company through Mailchimp outside of your store.

Webhook Security Key

This ensures that unauthorised posts are not sent to the webhooks. DO NOT CHANGE THIS VALUE.

Manually Sync Subscribers

To ensure your customer newsletter preferences are sent to Mailchimp, sync your customers in batches. This is only required on initial setup, once done syncing will happen in the background.

If an e-mail exists in both Phoenix Cart and MailChimp, the information associated with it in Phoenix Cart will be used for the sync. Confirmation e-mails are NOT sent when manually syncing, so be sure to have approval from your customers to add them to your mailing list.

Fill in the "Starting Customer ID" and "Ending Customer ID" fields to sync a partial list of your customers. The starting and ending ids are inclusive. Leave blank to sync all customers, though if you have a large database, it's recommended to do it in batches of 500-1000.

2. Merge Fields

These merge tags refer to the contact information stored in your audience. Use these merge tags to pull your audience data into your emails, like email address or first and last name.

Hey there, new planter!	Hey there, new planter!
Welcome aboard! According to our records, your primary email address is	Welcome aboard! According to our records, your primary email address is
* EMAIL *	amelia@pottedplanterla.com
Is this still correct? If not, please update your profile when you have a moment so we can keep you posted on sales, events, and new products at The Potted Planter!	Is this still correct? If not, please update your profile when you have a moment so we can keep you posted on sales, events, and new products at The Potted Planter!

You shouldn't have to change the defaults in this tab unless you really need to.

3. E-commerce

With Mailchimp e-commerce enabled, you can send information about your customers' purchases, product views, and abandoned carts.

This data helps you:

Track customer purchase history and preferences.

Send personalized product recommendations based on browsing and buying behavior.

Automate abandoned cart emails to recover lost sales.

Measure campaign effectiveness by linking marketing efforts to actual sales.

Segment customers based on purchase frequency, order value, or product interest.

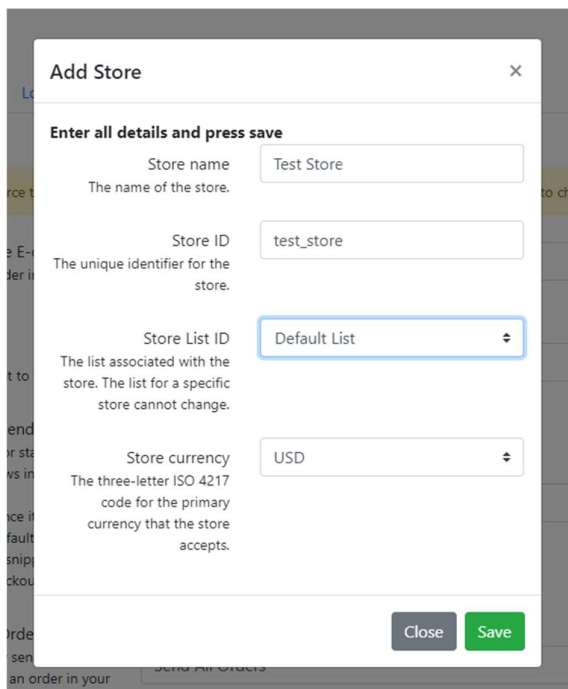
Enable E-commerce

Enabled – e-commerce features are turned on

Disabled – all e-commerce features are turned off

Store

E-commerce data needs to be sent to a store. If you already have a store, it will appear in the drop down list. If you don't already have one, or you want to use a different store to the one you already have, click on the Add store button.



The screenshot shows a modal dialog box titled "Add Store" with a close button (X) in the top right corner. Below the title is a prompt: "Enter all details and press save". The form contains four fields, each with a label, a description, and a value:

- Store name:** The name of the store. Value: "Test Store".
- Store ID:** The unique identifier for the store. Value: "test_store".
- Store List ID:** The list associated with the store. The list for a specific store cannot change. Value: "Default List" (shown in a dropdown menu).
- Store currency:** The three-letter ISO 4217 code for the primary currency that the store accepts. Value: "USD" (shown in a dropdown menu).

At the bottom right of the dialog are two buttons: "Close" (grey) and "Save" (green).

Fields are:

Store name - The name of the store.

Store ID - The unique identifier for the store. No spaces, only letters, numbers, and underscores.

Store List ID - The list associated with the store. The list for a specific store cannot change. Usually, it's the default list you chose earlier.

Store currency - The three-letter ISO 4217 code for the primary currency that the store accepts. A drop down list of the currencies your store accepts.

Press the **Save** button to save your store, then select it in the drop down.

Send Cart Data

If enabled, cart data will be sent to MailChimp when a customer adds or removes items from their cart, or starts an order but does not complete it. You can then use this data to set up Abandoned Cart automation workflows in MailChimp.

Note: sending data when adding/removing items from the cart will only work for logged-in customers, since it requires an e-mail address for MailChimp. Sending cart data when abandoning an order will only work with the default checkout

Orders to Send

Choose whether to send all orders, or only orders that come from newsletter readers. If you choose to only send newsletter orders, that means customers must have visited your store via a link within a newsletter, and then made an order in your store. The cookie that tracks this visit from a newsletter link will last as many days as set below.

Cookie Time Length

Set the number of days that the campaign_id cookie will be kept when the customer visits your store via a link within a newsletter.

Product Prices

Choose whether to send taxed or untaxed prices to MailChimp. This will affect how values are calculated and displayed in reports in Mailchimp.

Past Orders Sync

You can choose to sync past orders to Mailchimp. You can then see in Mailchimp reports how much revenue each subscriber has achieved, however manually synced orders will not be associated with any particular campaign in MailChimp, since that data is not stored in Phoenix Cart.

Fill in the "Starting Order ID" and "Ending Order ID" fields to sync a partial list of your orders. The starting and ending ids are inclusive. Leave blank to sync all orders, though if you have a large database, it's recommended to do it in batches of 500-1000.

All orders placed after installation of the addon are automatically synced (according to the settings you have)

Products Sync

Products need to be synced with your Mailchimp store. Products are passed automatically when orders and cart data are sent, so you only need to manually sync once. You only need to manually sync if you want to have your products in MailChimp before an order/cart for them is sent.

Fill in the "Starting Product ID" and "Ending Product ID" fields to sync a partial list of your products. The starting and ending ids are inclusive. Leave blank to sync all products, though if you have a large database, it's recommended to do it in batches of a few hundred.

Delete Order Status(es)

Choose which order status(es) trigger the order data being deleted in MailChimp.

Note: deleting an order in Phoenix Cart with one of these statuses will always delete it in MailChimp. You can temporarily turn off the "Enable E-commerce" setting first if you don't want that happening.

4. Events

Events can be used for behavioral targeting. They are sent to MailChimp when the customer is either logged in, or has entered their e-mail address at some point during their visit.

Event data will show up in the "Activity Feed" area of the customer's information in MailChimp.

You can use events to send automated emails to customers, use them to create customer tags or customer groups, and track popular items.

add_wishlist

If you have the wishlist addon installed, and have enabled this setting, the event will be sent to Mailchimp when a customer adds an item to their wishlist.

product_view

If you have enabled this setting, the event will be sent to Mailchimp when a customer views a product page.

category_view

If you have enabled this setting, the event will be sent to Mailchimp when a customer views a category page.

4. Front End Settings

These settings are for the front end footer module.

List Options

(will only appear if you have more than one list, otherwise skip this section)

If you want to give the customer a choice of which List(s) to sign up to, select them here. Check "Allow Multiple Selections" to let the customer choose multiple lists at once. Leave all unchecked to restrict signups to default list.

Display Fields

Select which other fields are displayed in the module, and whether each field is optional or required.

Hide – do not show this field in the newsletter sign up section

Optional – shown but customer can leave blank

Required – shown and customer must give a valid value

If the customer is logged in, only the E-mail Address field will be shown. Other information will be pulled from their Phoenix Cart account.

The less fields you enable, the more likelihood the customer will sign up.

Redirect URL

Optionally enter a URL to redirect the customer to after they are successfully subscribed. Leave blank to have them stay on the same page.

Possible examples include: index.php, product_info.php?products_id=2, specials.php

or any other page/combination you like.

Display as Popup

A popup with a form can be displayed for the customer to subscribe.

No – Popup will not be shown

Yes, trigger manually only – You can set a link to open the popup

Yes, trigger manually + automatically on first visit – popup will be displayed on a customer's first visit. Popup behaviours can be set with the settings below.

Note: To keep the footer module tidier, the popup will be displayed when customer clicks in the email field or on the subscribe button when either one of these conditions are met:

1. There are more than 3 fields for the customer to fill in.
2. There are more than 2 lists they can choose to subscribe to.

Pop-up Delay

If using "automatically" for triggering the pop-up, optionally enter a number of seconds to delay the pop-up from triggering. Leave this field blank to show it immediately when visiting. I recommend at least 5 seconds, as Google dislikes sites that show a popup immediately.

Show Close "X" in Pop-up

Choose whether to show an "X" in the upper-right corner of the pop-up to close it. The pop-up can always be closed by clicking anywhere outside the pop-up, but some users prefer to also show an "X".

Pop-up Cookie Expiration

Set the number of days that the pop-up cookie will be set. When the cookie is present the pop-up will not be shown to the customer if they visit your site again. Leave this field blank to have the cookie expire when the customer closes their browser, which is when the normal Phoenix Cart session expires.

5. Logging

Enable testing mode if things are not working as expected on the front end. Messages logged during testing can be viewed on this page.

Disabled – nothing will be logged

Enabled – basic logging

Enabled with full logging – Most API requests and responses will be recorded

