

Mailchimp API Key Setup Guide

Key Components:

1. Configure the API keys
2. Testing outputs

1. Configure the API Keys

To enable 'Newsletter Subscription' and run it successfully, the admin must update settings for the system to be used for Email marketing.

Newsletter Subscription

Activate Newsletter Subscription Yes No

Email Marketing System Mailchimp Aweber

Please Select The System You Wish To Use For Email Marketing.

Mailchimp Key
This is Mailchimp's Application Key Used In Subscribe And Send Newsletters.

Mailchimp List Id
This Is The Mailchimp's Subscribers List Id.

Aweber Signup Form Code
Enter The Newsletter Signup Code Received From Aweber

Fig. 1: Admin Third-Party API Settings

As shown in figure 1, please select any one of the Email Marketing Systems from the two options provided: 'Mailchimp' or 'Aweber'.

The admin needs to enter the 'Mailchimp Key' and 'Mailchimp List Id' to update the mailchimp settings.

To access the keys, the admin must follow the steps given below:

Visit <https://mailchimp.com/> and the login homepage will open as shown in figure 2.

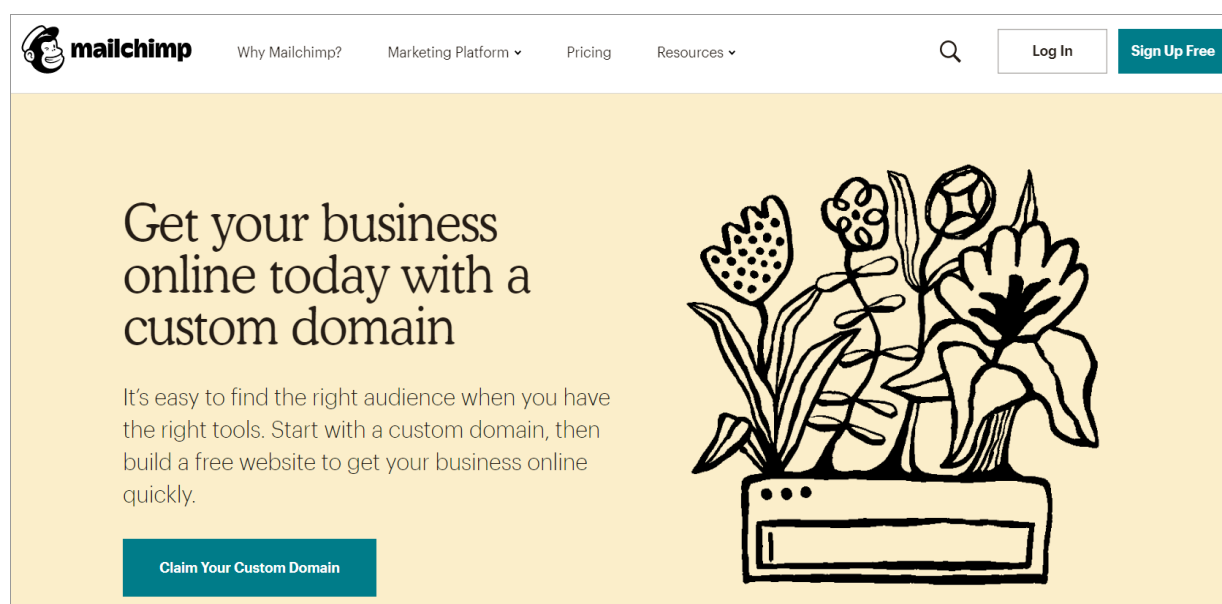


Fig. 2: Mailchimp Login Homepage

If the admin does not have a mailchimp account, they can sign up by clicking on the 'Sign Up Free' button and filling up the necessary details in 'Welcome to Mailchimp' form as shown in figure 3 below.

Welcome to Mailchimp

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's Marketing Platform. Already have an account? [Log in](#)

Email

Username

Password 👁 Show

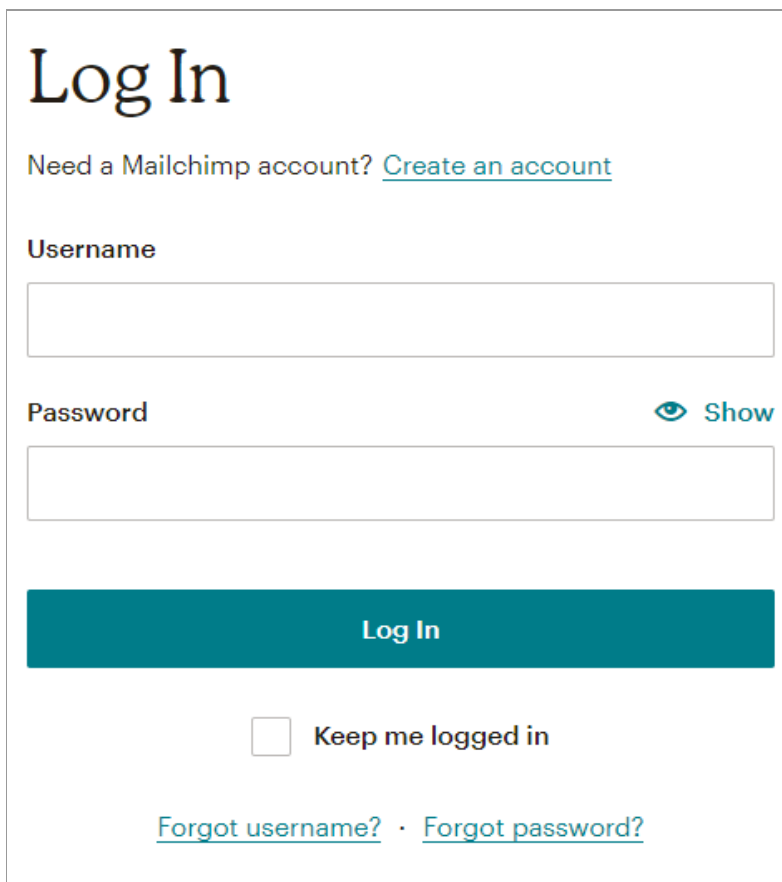
- One lowercase character
- One uppercase character
- One number
- One special character
- 8 characters minimum
- 50 characters maximum

I don't want to receive emails about new Mailchimp products, best practices, or special offers.

By clicking the "Sign Up" button, you are creating a Mailchimp account, and you agree to Mailchimp's [Terms of Use](#) and [Privacy Policy](#).

Fig. 3: Welcome to Mailchimp

If the admin already has an account, they must login by clicking on the 'Login In' button and filling up their credentials in mailchimp login form as shown in figure 4.



The image shows a login form for a Mailchimp account. At the top, the text 'Log In' is displayed in a large, black, serif font. Below this, there is a link: 'Need a Mailchimp account? [Create an account](#)'. The form consists of two input fields: 'Username' and 'Password'. The 'Password' field has a 'Show' button with an eye icon to its right. Below the input fields is a large, teal-colored button labeled 'Log In'. Underneath the button is a checkbox labeled 'Keep me logged in'. At the bottom of the form, there are two links: '[Forgot username?](#) · [Forgot password?](#)'.

Fig. 4: Login Mailchimp Account

The admin needs to verify their email address before logging in. The verification code is forwarded on the registered email address and the admin must enter the verification code and click on 'Submit Verification' button to proceed to the next step.

The admin will be redirected to the 'Account Set Up' page. Please choose a plan and complete the payment in case when proceeding with a paid plan.

Account Set Up

[Plan](#) > [Profile](#) > [Address](#) > [Contacts](#) > [Customize](#) > [Finish](#)

Selection > Payment > Confirmation

Mailchimp Recommends

Premium	Standard	Essentials	Free
Advanced features for pros who need more customization.	Better insights for growing businesses that want more customers.	Must-have features for email senders who want added support.	All the basics for businesses that are just getting started.
You'll pay \$299 a month with 10,000 contacts	You'll pay \$14.99 a month with 500 contacts	You'll pay \$9.99 a month with 500 contacts	Current Plan You pay \$0 a month 2,000 contact maximum

[Compare Plan Features](#)

Purchase Summary

Billed in **US Dollars** ▾

Free plan	\$0.00
2,000 contacts*	
10,000 email sends*	

Next

Fig. 5: Account Set Up

Once a plan has been chosen, please click on the 'Next' button to proceed further. The page includes **five steps**. The admin needs to finish setting up the account by following the steps.

Once logged in, the admin will be redirected to mailchimp **Dashboard** as shown in figure 6 below.

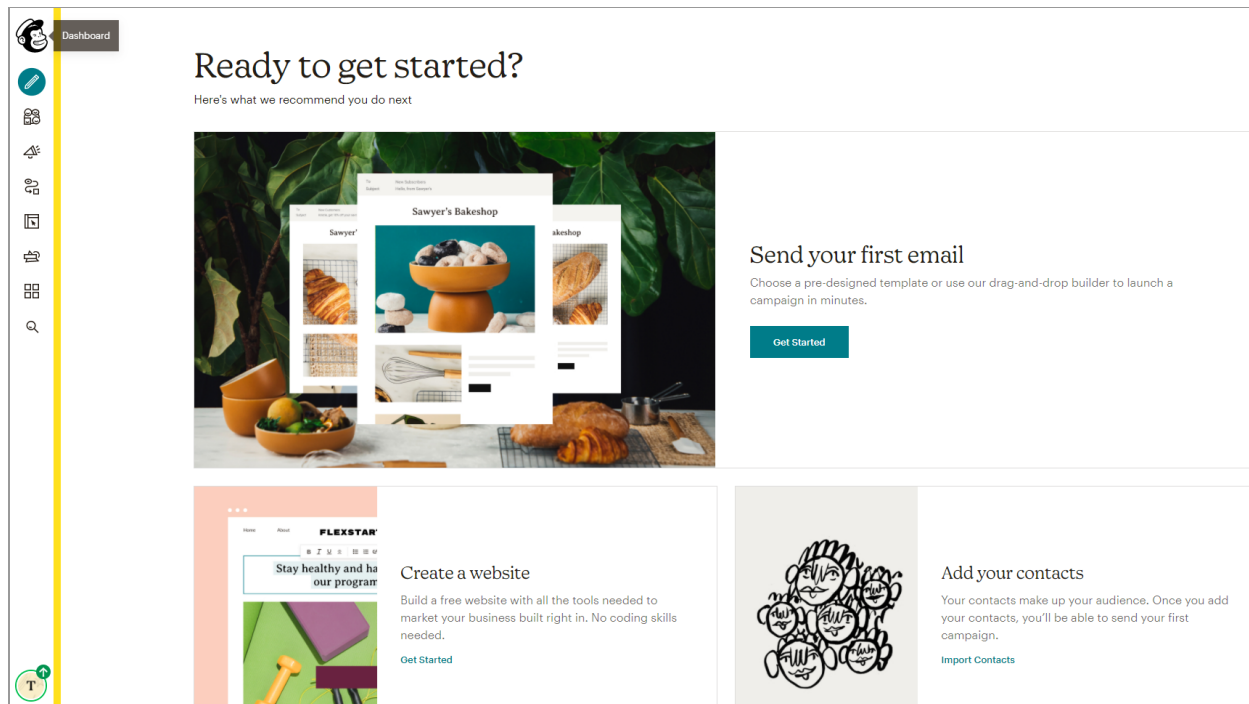


Fig. 6: Dashboard

The admin must click on 'Account' which will redirect them to the **Account settings** page as shown in figure 7.

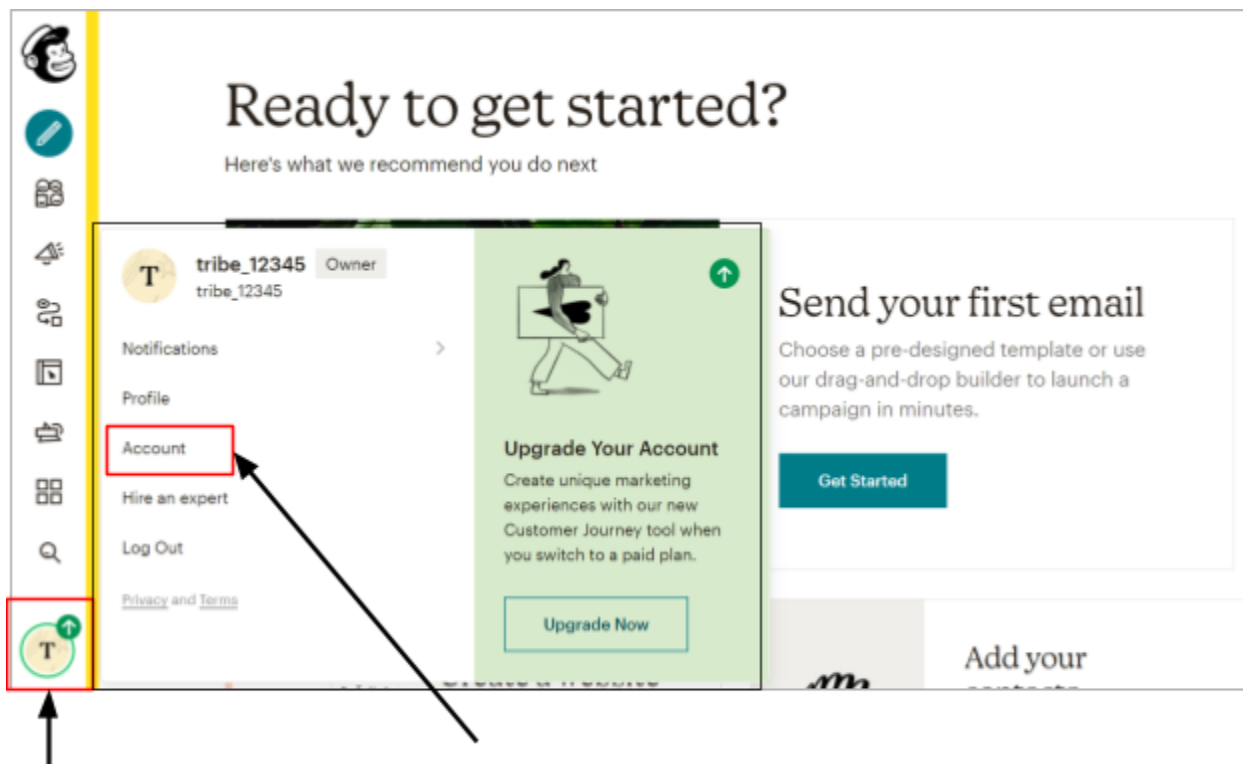


Fig. 7: 'Account' Settings

The admin must click on 'Extras' which will open a drop-down list. Admin must click on 'API Keys'. This will open the 'API keys' page as shown in figure 8.

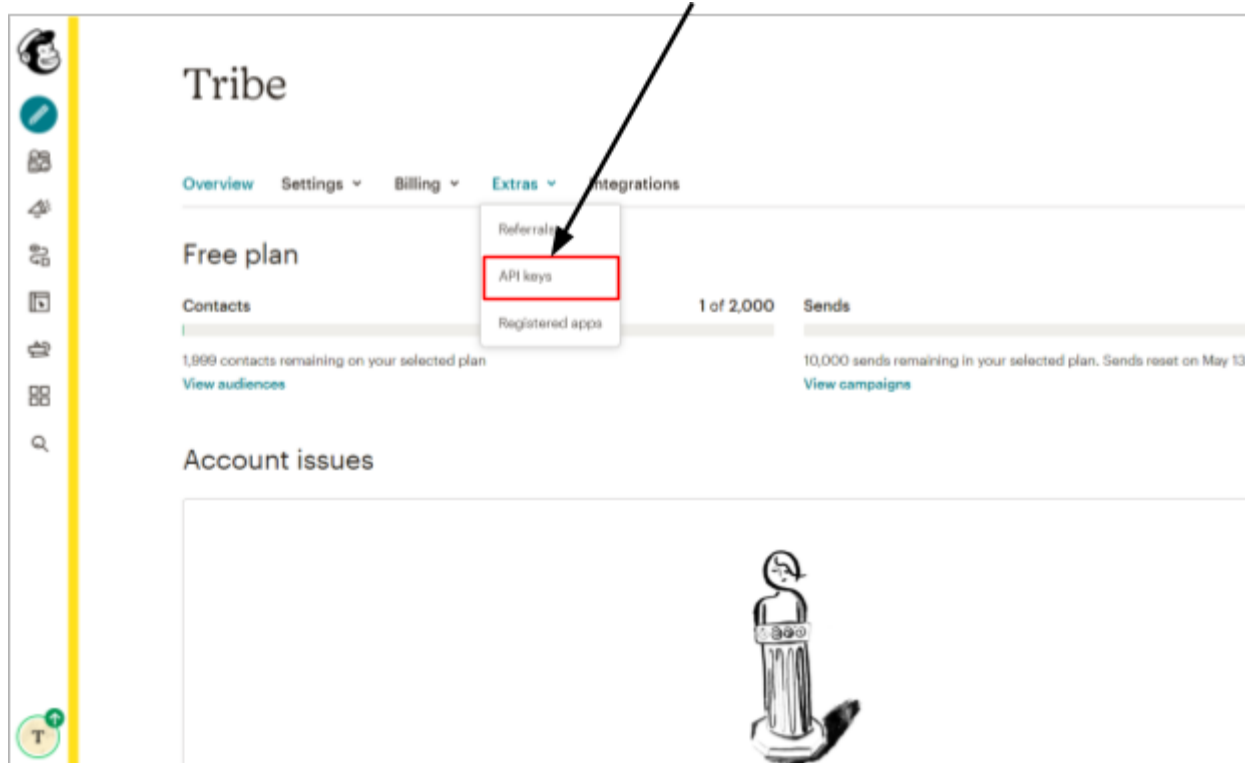


Fig. 8: 'Extras' from 'Account' Settings Page

The API Keys page will open as shown in figure 9. Please click on the 'Create A Key' button which will create a new 'Mailchimp Key'.

Thomas Cook

Overview Settings Billing Extras Integrations

API keys

About the API

The Mailchimp API makes it easy for programmers to integrate Mailchimp's features into other applications.

[Read The API Documentation](#)

Developing an app?

Writing your own application that requires access to other Mailchimp users' accounts? Check out our [OAuth2 API documentation](#), then register your app.

[Register And Manage Your Apps](#)

Developer Tools

Have a mobile app? Want to add, update, or tag contacts, and track contact events in just a few lines of code? Check out our [Mobile SDK Documentation](#), and then create a client key to get started!

[Create A Client Key](#)

Your API keys

API keys provide full access to your Mailchimp account, so keep them safe. [Tips on keeping API keys secure.](#)

You don't have any active API keys

[Create A Key](#)

Fig. 9: API Keys Page

Admin can copy and paste this **API key** in their portal as shown in [figure 1](#).

Now, please click on the **'Audience'** icon from the side-navigation menu. Please select **'Settings'** from **'Manage Audience'** as marked in figure 10 below.

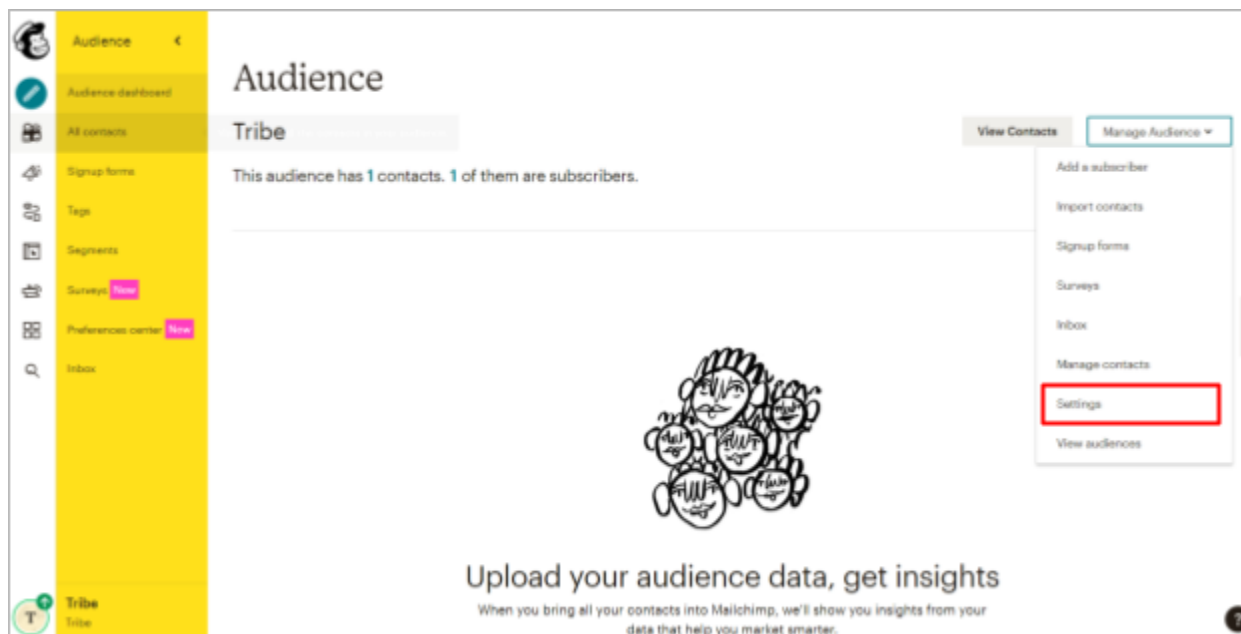


Fig. 10: Audience page

The admin will be redirected to the **Audience settings** page as shown in figure 11.

The **Mailchimp List Id** is provided at the bottom of the settings as marked in the figure below.

Audience

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Your audience has **1** contacts. **1** of these are subscribers.

Overview Manage contacts ▾ Add contacts ▾ Signup forms Preferences center Settings ▾ Inbox Surveys Q

Settings

Audience name and defaults

Change the name of your audience, and where to send subscribe and unsubscribe notifications.

GDPR fields and settings

Change the marketing preference labels, and requirements.

Publicity settings

Tell Mailchimp how "discoverable" you'd like campaigns to be.

Audience fields and *|MERGE|* tags

Add fields to your audience database, and adjust the [merge tags](#) associated with them.

Required email footer content

Enter contact info about this audience and a permission reminder in case someone reports you for spamming.

Email beamer

Send a campaign by sending an email to a private Mailchimp address.

Google Analytics on archive pages

Add Google Analytics tracking to campaign archives.

Webhooks

Keep your audience synced with a local list on your server.

Unique id for audience Thomas Cook

00000000000000000000000000000000

Fig. 11: Audience ID

The admin must copy this ID and paste it in the 'Mailchimp List ID' input field ([figure 1](#)).

2. Testing Outputs at front-end

To receive outputs, please make sure that the 'Mailchimp' is activated as the Email Marketing System and its keys have been configured in the admin panel.

Now, go to the front-end homepage of the website. At the footer of the homepage, under the Newsletter section, an input field will appear asking to sign up with Mailchimp by entering the email address.

A screenshot of a newsletter subscription form. The form has a light purple background. At the top, it says "Want Yo!rent Updates Sent Straight To Your Inbox?" in bold black text. Below that, in smaller black text, it says "Sign Up To Be The First To Hear About Big News." There are two input fields: a white rounded rectangle with the placeholder text "Enter Your Email Address" and a blue rounded rectangle with the text "Subscribe" in white.

Fig. 12: Newsletter Subscription - Front-end

Once the user submits their email address, they register themselves as subscribers for the website.

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