

IDEX Pro

Help Guides - Guide #18 - Mailchimp Connector Setup (IDEX-3194)

Title – Mailchimp Connector Setup

What Is a Connector?

IDEX Pro offers a great feature called Connectors. Connectors automatically connect emails and newsletters using programs such as Mailchimp, which we will discuss in this article, to get your leads into your mail platform easily.

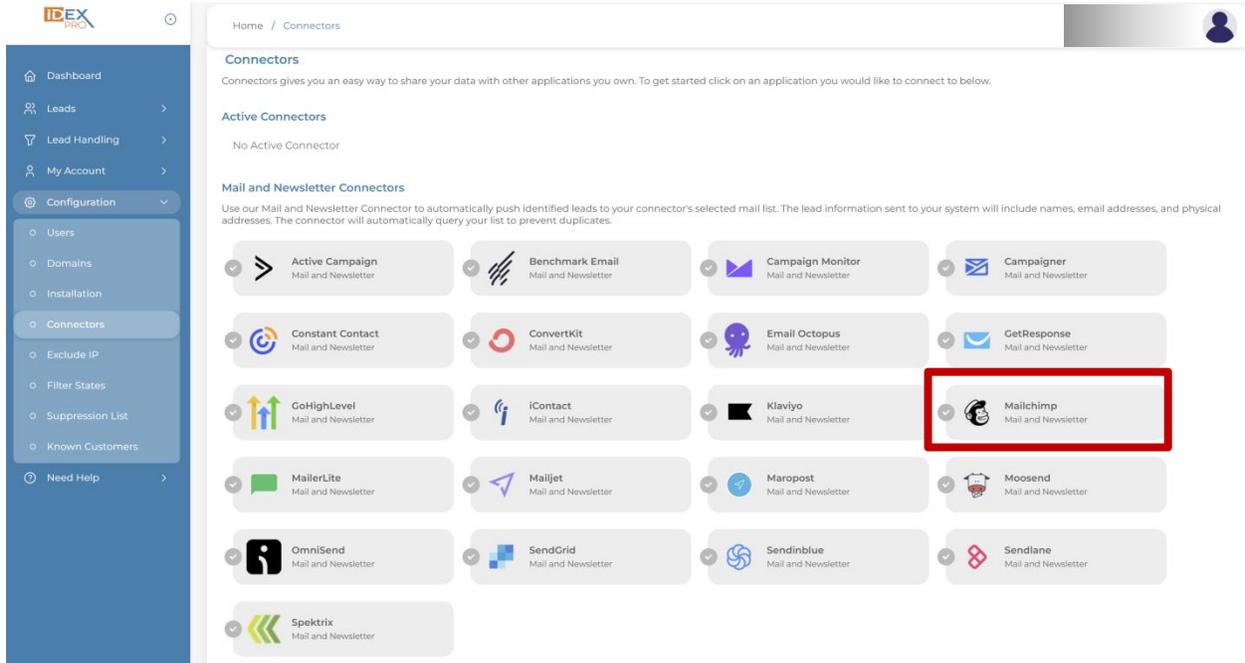
These identified leads automatically push into your connector's selected mail list. The lead information sent to your system will include names, email addresses, and physical addresses. Additionally, the connectors will query your list to prevent any duplicates from being sent.

How to Set Up Your Connector

For this article, we will be using Mailchimp as our connector example. The process is about the same for the other connectors as well, and we will go over those in separate articles.

Step 1:

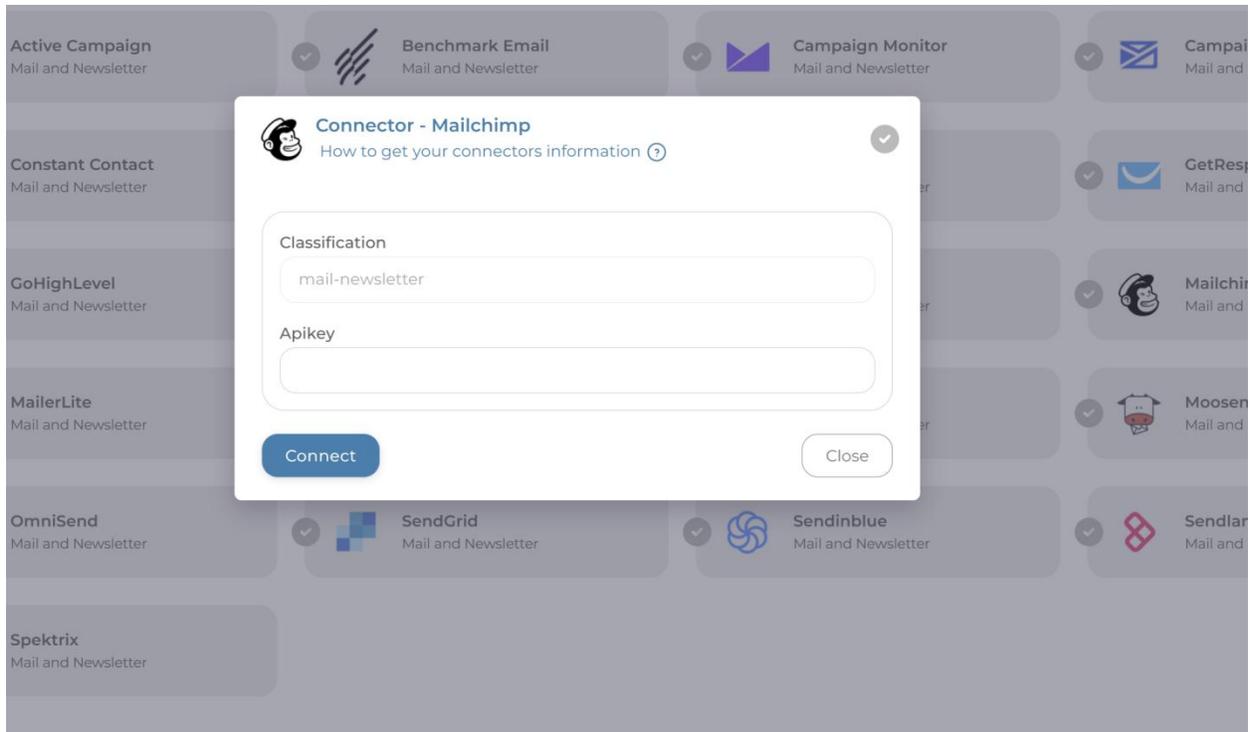
From your dashboard, select the Configurations tab and select Connectors. You will see a list of many other options. Select the connector you want to connect to. For this example, we are selecting Mailchimp.



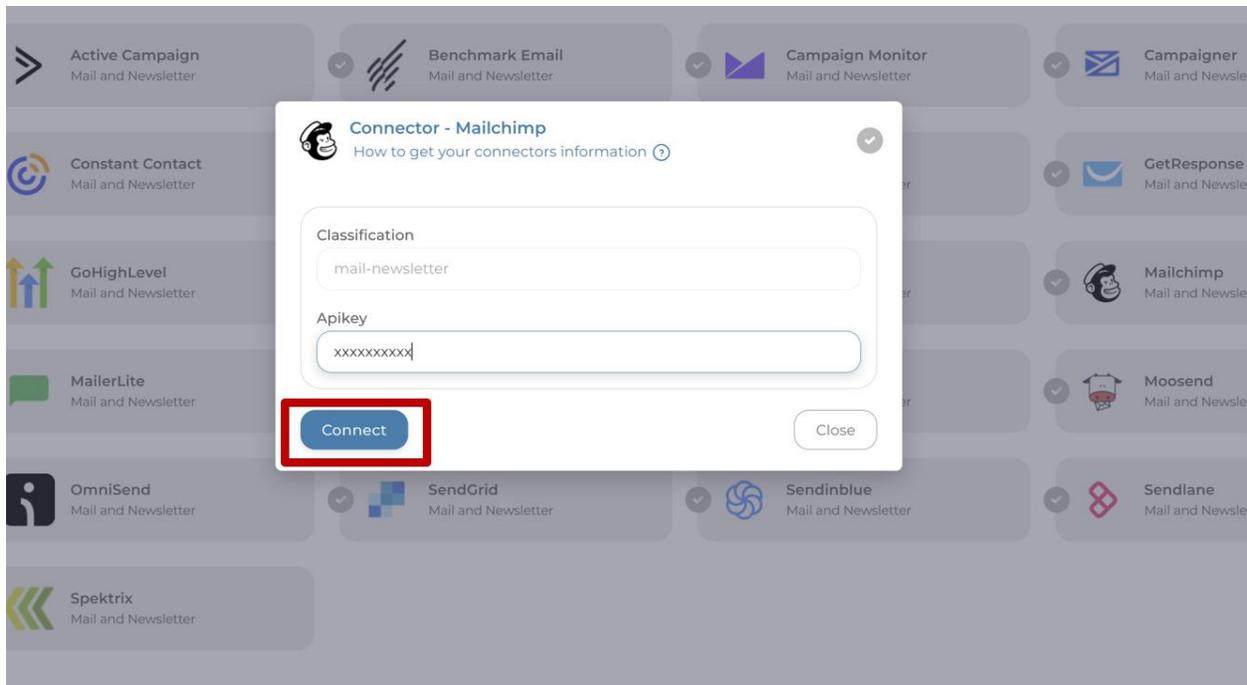
The screenshot displays the IDEX PaaS dashboard interface. On the left is a blue sidebar navigation menu with the following items: Dashboard, Leads, Lead Handling, My Account, Configuration (expanded), Users, Domains, Installation, Connectors (highlighted), Exclude IP, Filter States, Suppression List, Known Customers, and Need Help. The main content area is titled 'Home / Connectors' and features a user profile icon in the top right. Below the title, there is a section for 'Connectors' with a brief description: 'Connectors gives you an easy way to share your data with other applications you own. To get started click on an application you would like to connect to below.' This is followed by an 'Active Connectors' section which currently shows 'No Active Connector'. The primary section is 'Mail and Newsletter Connectors', which includes a descriptive paragraph: 'Use our Mail and Newsletter Connector to automatically push identified leads to your connector's selected mail list. The lead information sent to your system will include names, email addresses, and physical addresses. The connector will automatically query your list to prevent duplicates.' A grid of 20 connector cards is shown, each with a checkmark icon and the connector name and type. The 'Mailchimp' connector card is highlighted with a red rectangular border. The connectors listed are: Active Campaign, Benchmark Email, Campaign Monitor, Campaigner, Constant Contact, ConvertKit, Email Octopus, GetResponse, GoHighLevel, iContact, Klaviyo, Mailchimp, MailerLite, Mailjet, Maropost, Moosend, OmniSend, SendGrid, Sendinblue, and Sendlane. The Spektrix connector is listed at the bottom of the grid.

Step 2:

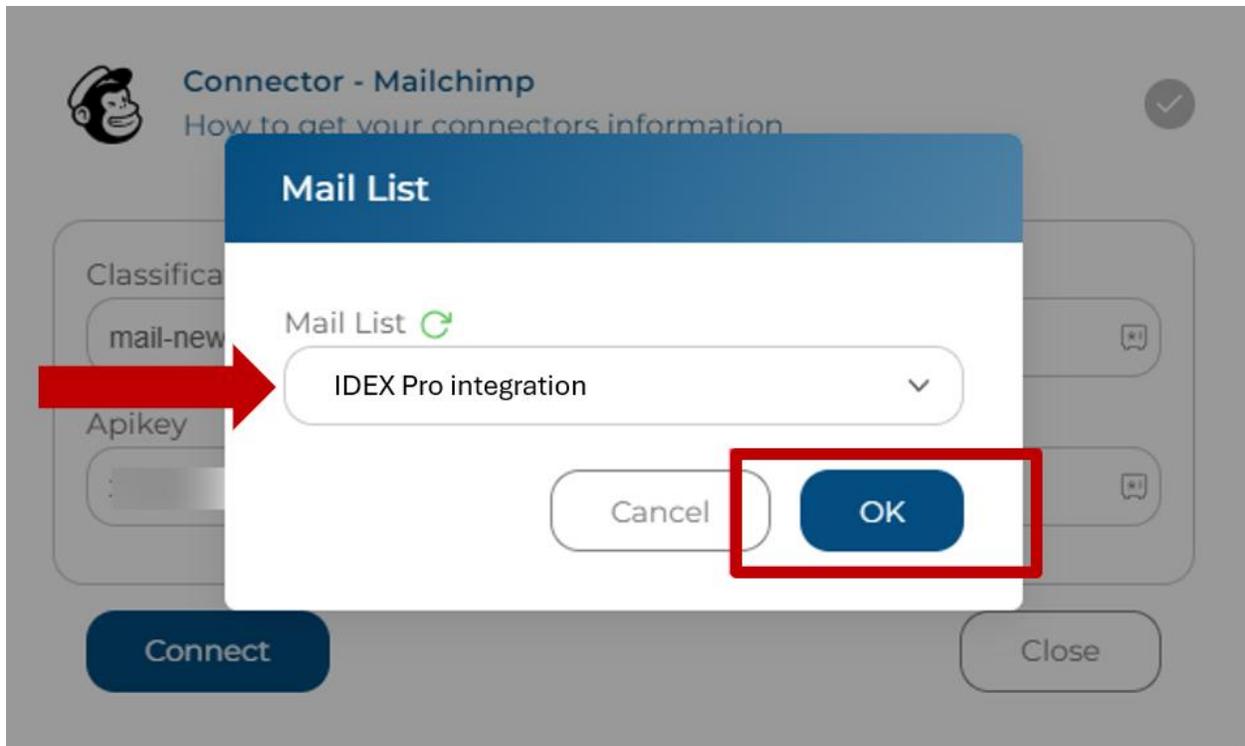
After selecting Mailchimp, it will ask you to fill in your Apikey. If you are unsure of where to find that code, click [here](#). Mailchimp has an easy article to guide you through it. You can also select "How to get your connectors information" from the connector page. All the connectors have this option to show you how to find what you need from each individual site.



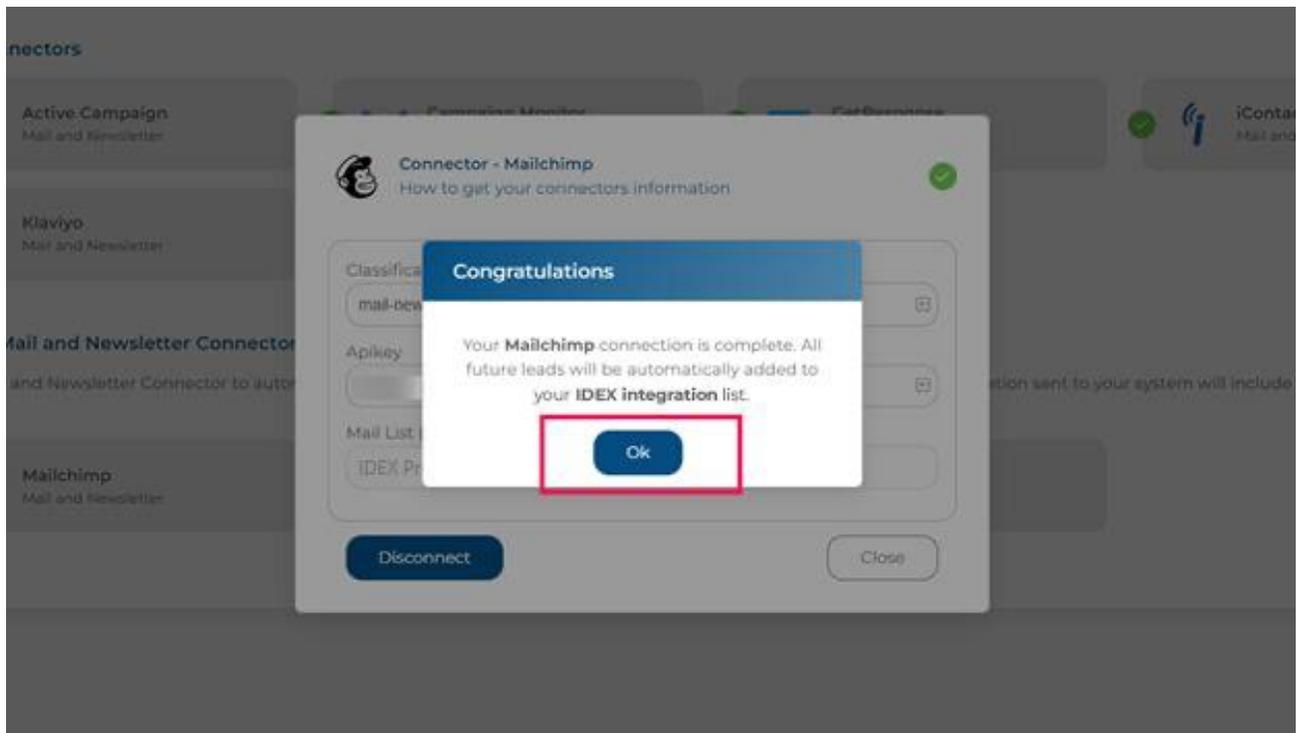
Step 3: Now that we have figured out where to find our Apikey, it is time to plug it in and hit connect.



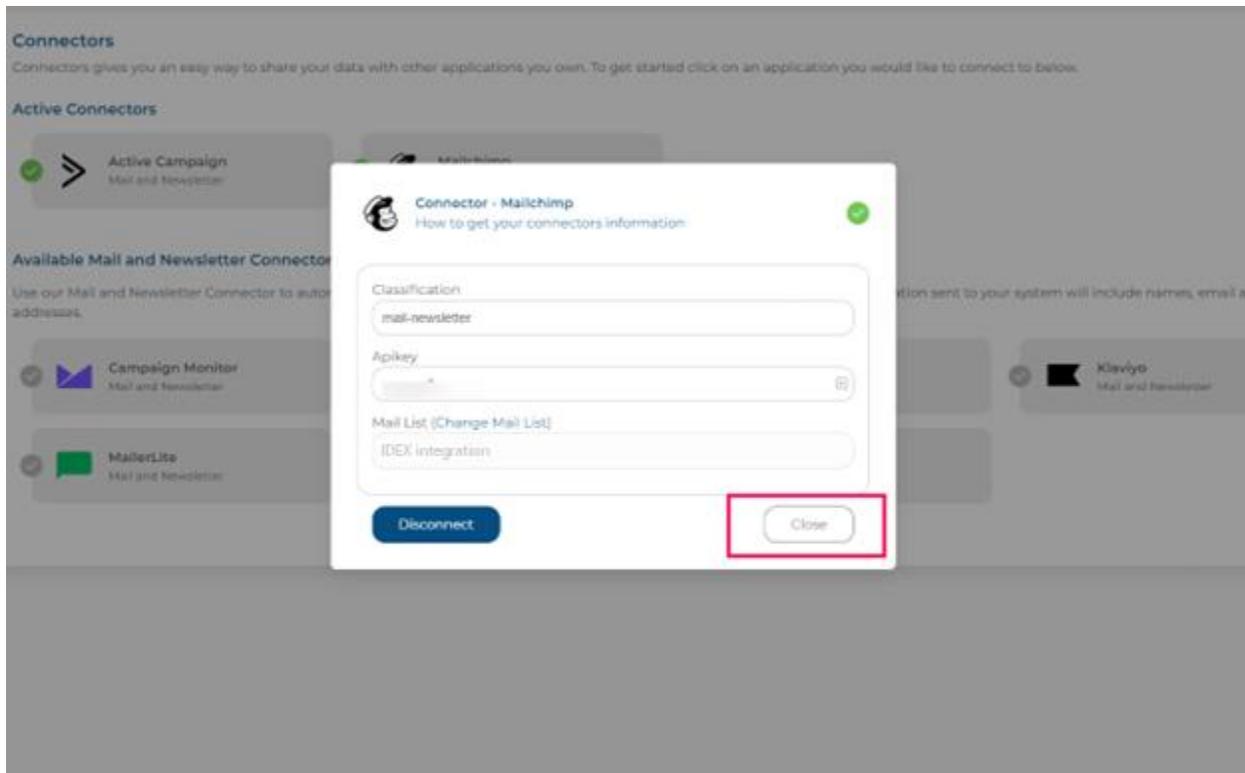
Step 4: A box will pop up with a drop-down menu for you to select your mailing list. Once your list is selected, hit the ok button.



Step 5: You will have another box pop up confirming that your future leads will be automatically added to the list you selected. If you are happy with where the contacts will be going, hit ok.



Step 6: After hitting ok on the previous box, you will see the full box that was behind it with all of your information. If everything is correct, hit close.



Congratulations! If you see Mailchimp with a green check mark under Active Connectors, you have successfully added your connector. Your identified leads should begin filtering into your mailing list immediately.