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## Mailchimp Integration



For support please contact: 011 462 6871 or [support@bluwave.co.za](mailto:support@bluwave.co.za).

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## 1. Introduction

Bluwave can integrate with Mailchimp to assist you in knowing which and when newsletters were sent to your clients and whether any of the emails resulted in soft/hard bounces.

Here are the descriptions for Soft and Hard bounces:

From the Mailchimp website (Soft vs. Hard Bounces: <https://eepurl.com/dyimM1> )

**Soft Bounce:** Soft bounces are recognized by the email server but are returned to the sender for a variety of reasons. This can include issues like the mailbox being full or temporarily unavailable. In Bluwave an activity will be logged against the contact with the note:

**Hard Bounce:** Hard bounces happen when an email cannot be delivered. This can be caused by an invalid email address or an unexpected error during sending.

Please note that if an email address has more than 7 soft bounces (without any subscriber activity), or more than 15 soft bounces (with previous subscriber activity), it will be recognized as a hard bounce and removed from BluWave (the contact person will still be on Bluwave, only their address will be removed).

Should a client unsubscribe from the newsletter, Bluwave will also update the relevant contact person's details on the system.

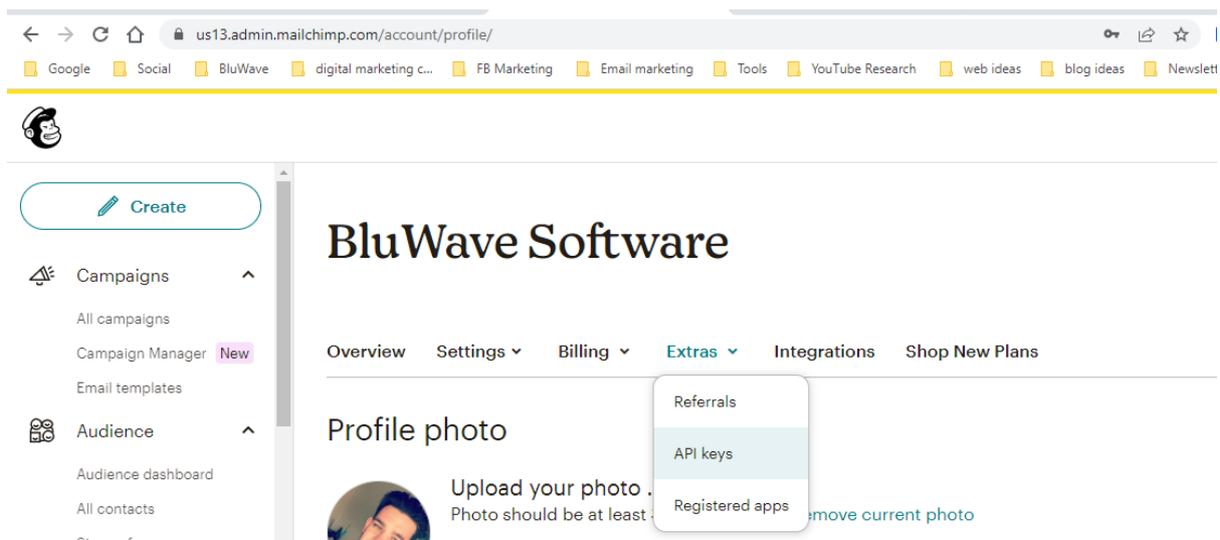
Multiple Mailchimp accounts can be linked to Bluwave if needed.

### 1.1 Setting up the Integration

Start by generating an API key.

**To do this, log into your Mailchimp account and follow these steps:**

1. Navigate to the API Keys section of your account. This can be found in your profile section under the "Extras" menu.



2. Click on the **Create New Key** button.





Now you will need to link your Mailchimp account to your BluWave System.

**To do this log into BluWave CRM and follow the steps below:**

1. Go to the **System Setup** tab and then the **System Parameters** option from the dropdown field. Click on the **Mailchimp Registration** button.



2. Enter your **API Key Name** & paste your **API Key**

A screenshot of the Mailchimp Integration Setup form. At the top left is the Mailchimp logo. Below it is the title 'Integration Setup' and a 'Cancel' button. The form contains three fields: 'Select Branch \*' with a dropdown menu showing 'Bryanston' and a 'Save and Update' button; 'API Key Name \*' with a text input field containing 'BluwaveMailchimpAPI'; and 'API Key \*' with a text input field containing a long alphanumeric string. Below the API Key field are 'Validate' and 'Delete' buttons.

3. Click on the **Validate** button - it will let you know if it was successful. Then click on the **Save and Update** button.
4. BluWave will read the Mailchimp data once a day (at night).

## 1.2 Results of the Integration

On the first read it will read the last 30 days of campaigns sent out and record the emails against your customers in BluWave.

NB! Any Mailchimp emails sent to customers that do not exist in BluWave CRM will be ignored.

BluWave will also create the following activities:

Result/Action	Activity Description	Notes on the Activity
For any hard bounces, BluWave will create an open/scheduled follow-up activity for the rep, so they can follow up with the client on why the newsletter did not send as it should. The email address will also be removed from the contact.	Mailchimp Hard Bounce	<b>Contact's Email Address</b> – This email hard bounced. Their email address has been removed from Bluwave. <b>Followed by the campaign email subject.</b>
For any soft bounces, Bluwave will create a closed/completed activity for the rep.	Mailchimp Soft Bounce	<b>Content of the Mailchimp Campaign Email.</b>
For unsubscribed, BluWave will create a follow-up activity for the rep, so they can follow up with the client. the email address will be marked as unsubscribed in BluWave CRM.	Unsubscribe	This contact person <b>Contact's Email</b> has unsubscribed from our bulk emailing. They have been flagged in Bluwave as unsubscribed. <b>Followed by campaign email subject.</b>
For all successful emails sent to the clients, Bluwave will create a closed/completed activity for the rep.	Mailchimp Email Sent	<b>Content of the Mailchimp Campaign Email.</b>

## 1.3 Examples of the Activities created in Bluwave

The activities can easily be found on the Edit Company page for each client.

Scheduled Activities						
Date	Time	Task/ Appointment	Activity	Sales Rep	Contact	Notes
Delete	11/05/2023	07:45	Task	Unsubscribe	Tania Cooke-Tonnesen	Paulien van Zyl, Accounts Assistant THIS CONTACT PERSON paulien@enserve.co.za HAS UNSUBSCRIBED FROM OUR BULK EMAILING. THEY HAVE BEEN FLAGGED IN BLUWAVE AS UNSUBSCRIBED "IMC_PREVIEW_TEXT" *To get the best of this email click on "Download Pictures" View this email in your browser ("ARCHIVE") Hi Paulien Welcome to this week's newsletter - the 8th of the year. We are thrilled to inform you that BluWave now integrates with Mailchimp. This means that BluWave can track all your marketing campaigns sent through Mailchimp, as well... <a href="#">Read More</a>
Delete	04/12/2023	09:15	Task	Mailchimp Hard Bounce	Tania Cooke-Tonnesen	Jeanne Whammond, Accounts Department jeanne@enserve.co.za - This email Hard bounced. Their email address has been removed from Bluwave. Subject: Webinar: See The New BluWave In Action!
Delete	04/12/2023	07:30	Task	Mailchimp Hard Bounce	Tania Cooke-Tonnesen	Benoni (Sakkie) Smit, Internal Sales - Naledi sakkies@enserve.co.za - This email Hard bounced. Their email address has been removed from Bluwave. Subject: The New BluWave Is Here!
Delete	04/12/2023	07:30	Task	Mailchimp Hard Bounce	Tania Cooke-Tonnesen	Wesley Stanaway, KZN wesleys@enserve.co.za - This email Hard bounced. Their email address has been removed from Bluwave. Subject: The New BluWave Is Here!

Completed Activities						
Date & Time	Activity	Sales Rep	Contact	Note	Email	Attach
18/04/2024 07:45	Mailchimp Email Sent	Dylan Cooke-Tonnesen	Renier van Rooyen, External Sales ( DBH)	*IMC_PREVIEW_TEXT* *To get the best of this email click on "Download Pictures" View this email in your browser ("ARCHIVE") Hi Renier Welcome to the 5th newsletter of 2024. In this week's "Meet Our Team" we introduce you to Nkuli Molo our Product Specialist. This Week's Newsletter: * Meet Nkuli- Our Product Specialist * How to Negotiate like a Pro. Tips for Closing the Deal by Ortalle Kgotlelo * BluWave Hints & Tips: BluWave BI: Account Management * Boost Your Response Rate: Effective Str... <a href="#">Read More</a>		

## 2. Revision History

Version	Date	Updates
SM0050	26/05/2023	<ul style="list-style-type: none"><li>• Creation of the manual</li></ul>
SM0050.1	06/05/2024	<ul style="list-style-type: none"><li>• Updated the screenshots for the new release</li></ul>