Automatically Populate MailChimp Lists with Your Store's Customer Segments

Send your Customer Segments from Glew directly into MailChimp. Our seamless integration allows our 20+ Pre-Defined Customer Segments to be pushed straight into MailChimp lists.

Automate Workflows Based on Customer Segments to Increase Conversions

Set up automated emails to go out to each of your Lists. As customers are automatically added to, or taken off lists you can have automation in place to market proactively. Build unique journeys for your VIP Customers, Lost Customers, Repeat Purchasers and more.

Speak Directly to the Interests of Each Customer

Personalize your emails for a stronger conversion rate. Research shows that personalized emails receive a 51% increase in open rate and a 26% increase in conversion rate. Glew allows you to get personal by automatically flowing in each customer's top three product recommendations, abandoned cart items and last item purchased. Each item is added to a merge tag in MailChimp so you can achieve maximum personalization when sending out campaigns.
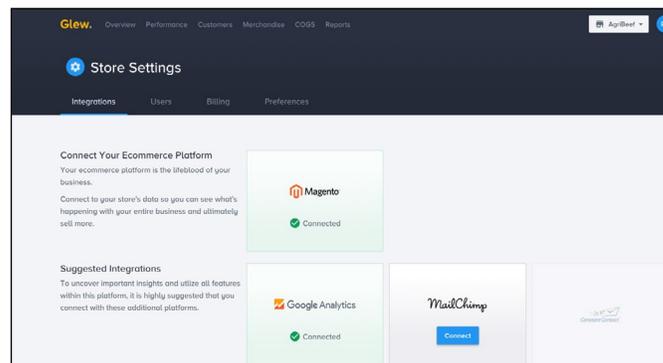
LEARN MORE →

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# Integrating Glew Into Your MailChimp Account

Get Started in Glew

Integrate your Glew account with MailChimp under Store Name > Store Settings > MailChimp > Connect. All you need to integrate is your username and password. Please allow 24 hours for your data to sync.

Access MailChimp Insights in Glew

Log in to Glew and go to Customers > Segments > Click on a Segment > Email Campaigns. After your MailChimp integration is complete you will see stats about email campaigns that have been sent to this customer segment.
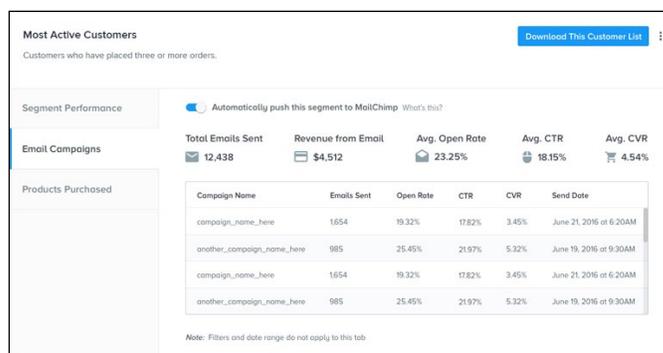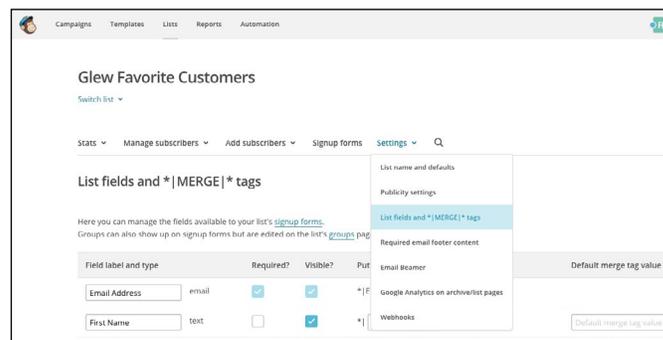

Send Lists to MailChimp Automatically

Because MailChimp charges a nominal amount based on the size of your contact lists, Glew does not automatically add lists into MailChimp. To get a list to auto-send, go under the email campaign tab toggle on the "Automatically push this segment to MailChimp" button. Lists are updated nightly so please allow for 24 hours. Remember that customers can be added and removed from multiple lists.

See Customers in MailChimp

Log in to your MailChimp account and go to Lists. Customers added or removed from each of Glew's Customer Segments will appear here. To see the merge tags brought in, click on a list and go to Settings > List Fields and *|MERGE|* tags.

Set Up Automation in MailChimp

To set up List Automation go to Automation > Add Automation > List Activity > Welcome Series. Remember that a customer could be on multiple customer segments and lists, so set up automation with care. The Glew blog offers several articles on successful campaigns per segment.

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