



Can I grow my contact database by integrating GetResponse with Magento?

Sure. First, you need to install the **GetResponse extension** on your **Magento** server. Then you can start expanding your contact list. With this integration you can:

- Export your **Magento** client database to your **GetResponse** list.
- Export predefined custom fields.
- Add contacts to a specific **GetResponse** list when people register at your online store.
- Add contacts through your **GetResponse** forms and exit popups that you added to your store.
- Automatically move or copy your customers between your **GetResponse** lists when they make a purchase in a specific product category.
- Use **Web event tracking** to see who visits your store, how often, and why.
- Send **ecommerce data** to **GetResponse** to keep you informed about your customers' spending habits. Use this data to create marketing automation workflows that react to purchases, abandoned carts, or the amounts of money your customers spend.

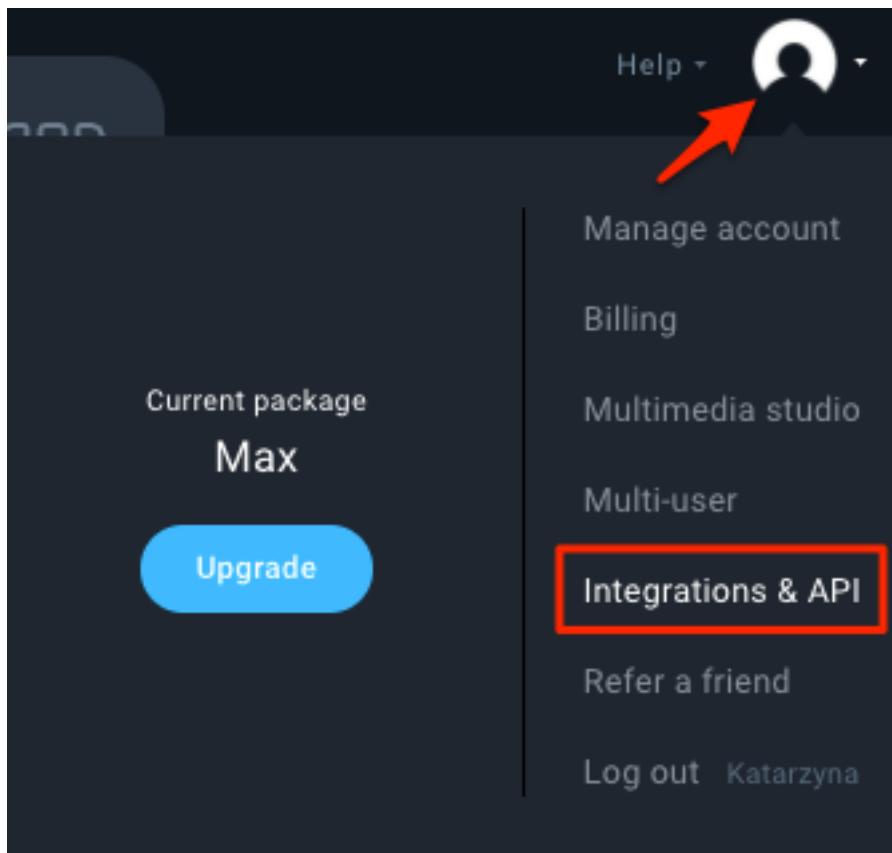
You can add **Magento** customers to an existing **GetResponse** list. You also have the option to create a new list in your **Magento** account.

Installing the extension for Magento 2.x

NOTE for Magento Marketplace: TBD once accepted into the Magento Marketplace.

How do I connect my GetResponse account with Magento?

1. Log into your **GetResponse** account.
2. Go to **Profile >> Integrations & API >> API**.



3. Copy the API key.

A screenshot of a web page showing the "GetResponse API key" section. On the left, there's a sidebar with "Integrations" at the top, followed by "API" (highlighted with a red box), "Callback", and "Authorizations". The main area has a title "GetResponse API key" with an info icon. It shows a table with one row. The row contains a "Default API key" field with a blurred value, a "Copy" button, and a timestamp "Jul 18, 2016 10:59 am". Below the table, there's a link "Read more about GetResponse API".

4. Log into your **Magento** administrative panel.

5. Click the **GetResponse** extension tab to get to the **GetResponse Account** page.

Connect GetResponse Account:

API Key

You can find your API key in Integration settings of your GetResponse account. Log in to GetResponse and go to [My account > API & OAuth](#) to find the key.

I've purchased the Enterprise plan

Connect

6. Enter your **GetResponse API key**. (If you have the Enterprise plan, select the **I have the Enterprise package** box. Then, enter your account type and domain information.)
7. Click **Connect**.

When the connection is successful, the extension downloads your account data and other important information (for example, the list of forms and lists).

How do I export customer information from Magento to my GetResponse account?

Adding contacts to existing GetResponse lists

1. Log into **Magento** as an administrator.
2. Go to the **GetResponse** extension.
3. From the menu, select **Export customer data on demand**.
4. Choose the list you want to export customer data to.

Contact list * all_new_customers ▾

Add to autoresponder cycle

Contacts info Update contact info
Select this option if you want to overwrite contact details that already exist in your GetResponse database.
Clear this option to keep existing data.

5. (Optional step) For lists with autoresponders, select which autoresponder day you'd like to add your contacts to.
6. (Optional step) Select the **Update contact info** box if you want to update existing custom fields assigned to your GetResponse contacts. Leave it unchecked if you want only new contact information to be exported.
7. Click **Export**.

In Magento 1.9, you can also export your existing ecommerce data.

To enable this option,

1. After you've selected the list, check the box to **Include ecommerce data in this export**.
2. Select the GetResponse store to which you want us to send data.
3. (Optional) Check the **Performance optimization** box. This option is useful only if you have crontab access and can schedule time-based automated tasks. Your export won't be affected if you don't enable it.

Creating a new list for contacts in your Magento account

1. Follow steps 1-3 for adding contacts to GetResponse lists. If you're already on the **Export customers** page, click **Create Contact List** and enter the settings details. **Note:** In Magento 1.9, you click **Add New Contact List**:

- enter the list name (lowercase letters only; use underscore and minus instead of a space)
- from the available dropdowns, select the **From field**, **Reply to**, **Confirmation subject**, and **Confirmation body**.

2. Click **Save New List**.

3. Follow steps 5-7 for adding contacts to GetResponse Lists to complete setup.

Can I add contacts to my GetResponse list when they use my store registration page?

You can add contacts to an existing list, or create a new list directly in your Magento account.

To add contacts to existing GetResponse lists when they register at your store:

1. Log into **Magento** as an administrator.
2. Go to the **GetResponse** extension menu and click **Add Contacts During Registration**.
3. Select the checkbox next to **Add contacts to GetResponse during registration**. When you do, the settings for this option will become available.

Add contacts to GetResponse during registration

Contact list *

Add to autoresponder cycle

Contacts info Update contact info
Select this option if you want to overwrite contact details that already exist in your GetResponse database.
Clear this option to keep existing data.

4. Complete setup by selecting the target list in GetResponse. Optionally, you can:

- choose to add contacts to an autoresponder cycle (if the list has one)
- choose the option to additionally update existing contact information in GetResponse. If you do, your custom field mapping options will become available. Name and email information are matched automatically. You can add up to 6 more custom fields to map. Then, you can match your customer details in **Magento** to custom fields in GetResponse.

5. Click **Save**.

How do I add GetResponse forms or exit popups to my store?

To add forms, you need to:

1. Log into **Magento** as an administrator.
2. Go to the **GetResponse** extension menu and click **Add Contacts via GetResponse forms**.
3. Select the checkbox next to **Add contacts to GetResponse via forms (or exit popups)**.
When you do, the settings for this option will become available.

The screenshot shows a configuration interface for adding forms. At the top, there is a checked checkbox labeled "Add contacts to GetResponse via forms (or exit popups)". Below it are two dropdown menus. The first dropdown is labeled "Form *" and contains the placeholder text "Select a form you want to display". The second dropdown is labeled "Block position *" and also contains the placeholder text "Select where to place the form". Both dropdowns have a small arrow icon indicating they are expandable.

4. Complete setup by choosing the form you want to display and form placement. **Note:** In Magento 1.9 you'll also need to enter a name for the form.
5. Click **Save**.

Can I automatically move or copy my contacts between lists after they buy a product in a particular category?

GetResponse lets you automatically move or copy your customers from one **GetResponse** list to another when they make a purchase in a particular PrestaShop product category. To do this, you need to set up list rules:

1. Log into **Magento** as an administrator.
2. Go to the **GetResponse** extension menu and click **Contact List Rules**.
3. Click **Add New Rule**.
4. Set up rule details. You'll need to choose:
 - the product category that will trigger the rule
 - whether to copy or move the customers when they make the purchase
 - the list they'll be copied or moved to (optionally, you can add them to an autoresponder cycle).
5. Click **Save New Rule**.

Note: The **Move option** moves contacts from **all** existing lists to the destination list. The **Copy option** adds contacts to another list.

Can I track customers around my store?

You can find out what pages customers visit with the **Web event tracking** feature.

Before you begin

- **Web event traffic tracking** is a marketing automation feature available in Max and Pro accounts. This means that you need to be able to use the **Purchase** and **URL visited** conditions when creating workflows.
- these steps are the same in Magento 1.9 and Magento 2.x

Here's how to start tracking your customer activity:

1. Navigate to the GetResponse extension.
2. Expand the menu and click **Web Event Tracking**.
3. Check the box for **Send web event data to GetResponse**.
4. Click **Save**.

Once you enable the tracking feature, we'll start collecting the URLs of the pages people visit. To stop tracking customer activity, deselect the box and click **Save**.

Can I track and collect ecommerce data?

You can use the **GetResponse Ecommerce** feature to get information about your customer spending habits. Once you enable it, it starts passing to your GetResponse account such information as orders, products purchased, items added to a cart, order value. You can use it to create workflows in **Marketing automation** or segment your contact base in **Search contacts** using ecommerce conditions.

Before you begin

- be sure to enable adding contacts during registration in the GetResponse module
- these steps are the same in Magento 1.9 and Magento 2.x

To start sending the data:

1. Navigate to the GetResponse extension.
2. Expand the menu and click **GetResponse Ecommerce**.
3. Check the box for **Send ecommerce data to GetResponse**.
4. Select the store to send the data to (this store will appear in the **Purchase** element and search conditions in GetResponse). If you have no stores, first click the **Add New Store** button and enter the store name in the field provided. **Note:** A new store is always added at the bottom of the list.
5. Click **Save**.

You can edit the settings at any time:

- select a new store and click **Save**
- deselect the box and click **Save** to disable the feature

Can I add Magento newsletter subscribers to my contacts in GetResponse?

Our plugin for **Magento 1.9** lets you add newsletter subscribers to one of your existing **GetResponse** contact lists. (You'll also be able to first create a new list directly in your **Magento account**.) Here's how this works:

1. Log into **Magento** as an administrator.
2. Go to the **GetResponse** extension menu and click **Add to Contact List after Customer Subscribes**.
3. Select the checkbox next to **Add customers to GetResponse contact list when they subscribe to newsletter**. When you do, the settings for this option will become available.
4. Complete setup by selecting the target list in **GetResponse**, or create a new list first). Optionally, you choose to add contacts to an autoresponder cycle (if the list has one).
5. Click **Save**.

You're set. When someone subscribes to your Magento newsletter, they'll be added to your contact list in **GetResponse**.