



# Connect or Disconnect MailChimp for Magento 2

Updated: Aug 30, 2017

MailChimp for Magento 2 is a free tool that syncs your Magento customers and their order information to a MailChimp list. Use purchase data to enable automated campaigns with product recommendations, and turn on e-commerce tracking to measure campaign ROI.

In this article, you'll learn how to connect and disconnect MailChimp for Magento 2.

## *Before You Start*

Here are some things to know before you begin this process.

- This is an advanced feature recommended for users familiar with the [Magento 2 Component Manager](#). Contact your Magento expert or developer for assistance if you need to.
- MailChimp for Magento 2 is compatible with Magento 2 CE v2.1 and EE v2.1

## *Task Roadmap*

Here's a brief overview of the multi-step installation process.

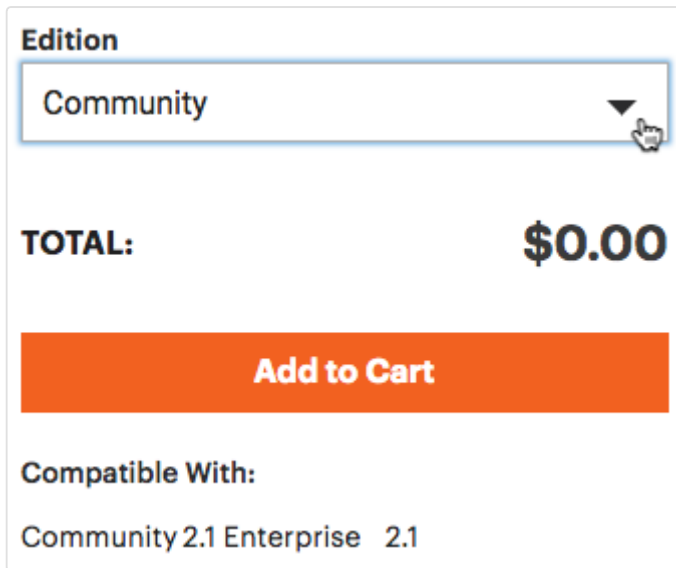
- **Download MailChimp for Magento 2**
- **Install MailChimp for Magento 2**
- **Configure and Connect**
  - In Magento 2, add a MailChimp API key and create a MailChimp store.
  - Connect your MailChimp store to your Magento 2 account.
  - Additional optional steps.

## Download MailChimp for Magento 2

To get started, you'll download MailChimp for Magento 2 extension from Magento's Marketplace.

To download the free ZIP file for MailChimp for Magento 2, follow these steps.

1. Navigate to the [MailChimp for Magento 2 page](#).
2. Click the **Edition** drop-down menu, and choose your version of Magento 2.



The screenshot shows a product page for MailChimp for Magento 2. At the top, there is a dropdown menu labeled "Edition" with "Community" selected. Below this, the price is displayed as "TOTAL: \$0.00". A prominent orange button labeled "Add to Cart" is visible. At the bottom, it states "Compatible With: Community 2.1 Enterprise 2.1".

3. Click **Add to Cart**.
4. Click the **cart icon** in the upper-right corner.
5. Click **Go to Checkout**.

6. Input your Magento 2 account credentials, and click **Login**.

If you have an account with us, log in using your email address.

\* Email

\* Password


**Login**

[Forgot Your Password?](#)

7. Click **Place Order**. Don't worry, you won't actually be charged.

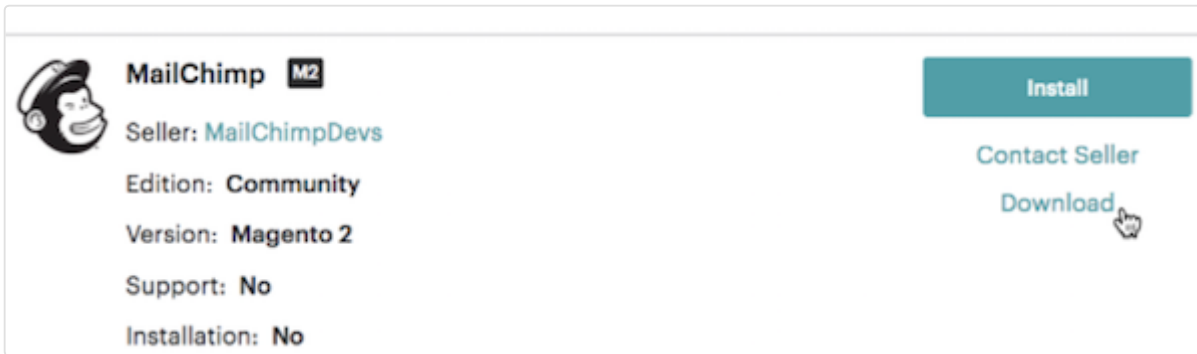
## Checkout

**Payment & Billing Info:**

 No Payment Information Required

**Place Order**

8. Click Download.



MailChimp **M2**

Seller: [MailChimpDevs](#)

Edition: **Community**

Version: **Magento 2**

Support: **No**

Installation: **No**

[Install](#)

[Contact Seller](#)


[Download](#)

9. On the My Downloads | Extensions page, click Download.

[Home](#) > [Customer Account](#) > [My Purchases](#)

## My Downloads | Extensions

Magento 2 ▾ All Editions ▾



*Magento 2*  
*Community*  
**MailChimp**

Choose version

v1.0.21 ▾

[Download](#)

Technical details ▾

## *Install MailChimp for Magento 2*

Now that you've downloaded the extension, you'll use the Component Manager to install the extension to your Magento 2 account.

To install MailChimp for Magento 2, follow these steps.

1. Log into your Magento 2 Admin Panel.
2. [Start the Component Manager](#) and click **Sync**.

After you run the Component Manager, finish installation of your new purchase and you're halfway done! Need help with installation? Check out [Magento's tutorial](#).

## *Configure and Connect*

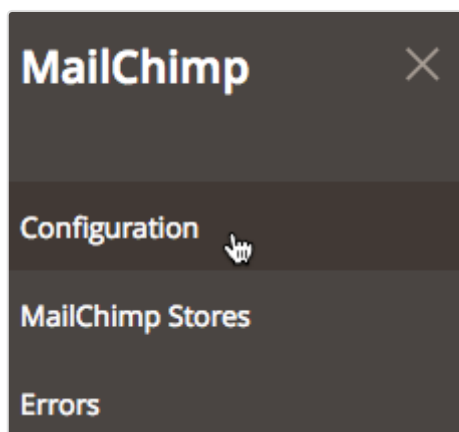
To wrap up, you'll complete a multi-step process to create a MailChimp store inside Magento and configure its settings. Then, you'll connect that store to Magento and decide what information to share between the two apps.

### **Add Your API Key**

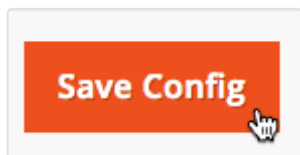
Before you create and connect a MailChimp store to Magento, you'll need to [create a MailChimp API key](#) and add it to your Magento 2 account.

To add an API key to Magento, follow these steps.

1. Navigate to your Magento 2 Admin Panel.
2. Click **MailChimp** and choose **Configuration**.



3. In the **MailChimp General Configuration** section, input your MailChimp API key in the **API key list (global)** field.
4. Click **Save Config**.

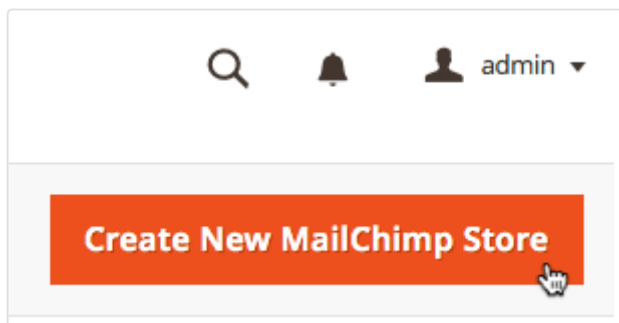


## Create a MailChimp Store in Magento

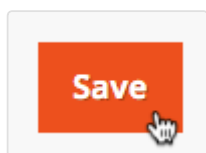
To create a MailChimp store in Magento you'll input your store details and customize settings, like your contact information and the MailChimp list you want to sync to Magento.

To create a MailChimp store, follow these steps.

1. Navigate to the Magento 2 Admin Panel.
2. Click **MailChimp** and choose **MailChimp Stores**.
3. Click **Create New MailChimp Store**.



4. In the **General** section, click the drop-down menu to choose your API key and the MailChimp list you want to sync.
5. Input your other store details and click **Save**.
6. Input your contact information in the Address section and click **Save**.



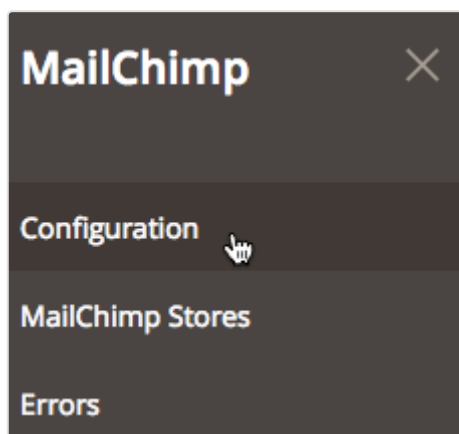
Awesome job! Now that you've created your MailChimp store, you're ready to connect it to Magento.

## Connect to Magento

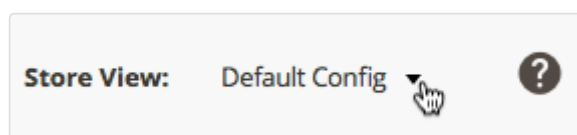
You made it to the last step! To finish this part, you'll need to return to the Configuration page in Magento.

To connect your MailChimp store to Magento, follow these steps.

1. Navigate to the Magento 2 Admin Panel.
2. Click **MailChimp** and choose **Configuration**.

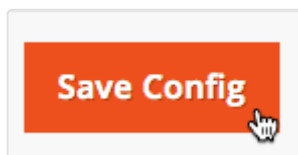


3. Click the **Default Config** drop-down menu and choose the Magento 2 store you want to connect to your new MailChimp store.



4. In the pop-up modal, read the message that confirms you're making changes to your MailChimp store and click **OK**.
5. Click the **API Key (store view)** drop-down menu and choose the API key you added for your MailChimp store.

6. When you're done, click **Save Config**.

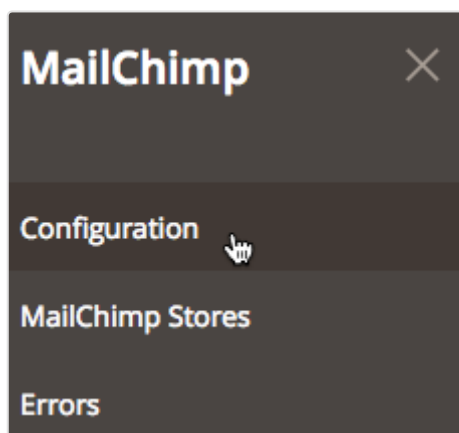


## Additional Options

You have several options if you want to further customize the information that's passed between Magento and MailChimp.

To set additional options, follow these steps.

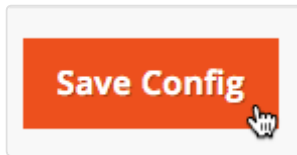
1. Navigate to the Magento 2 Admin Panel.
2. Click **MailChimp** and choose **Configuration**.



3. Uncheck the box next to **Use Default** to choose a store other than the default configuration.
4. Click the **Enable Two Way Sync** drop-down menu and choose **Yes** to pass data from your MailChimp account to your Magento 2 account.
5. In the **Ecommerce Configuration** section, set your preferences for the e-commerce data that's passed to MailChimp.
6. In the **Abandoned Cart Configuration** section, enable and set your preferences for an abandoned cart email in MailChimp.



7. When you're done, click **Save Config**.



That's it! Now that your store is connected, we'll start syncing your Magento customer and order data to MailChimp. To verify your store is connected properly, navigate to the [Connected Sites](#) page in MailChimp and make sure your Magento 2 store appears there.

## ***Next Steps***

After you connect MailChimp to Magento 2, you can do a lot with the the data you collect, like build segments, send automations, track purchases, make product recommendations, and view results.

Find out everything MailChimp has to offer in these guides.

[Sell More Stuff with MailChimp](#)

[About Product Recommendations](#)

[Create an Abandoned Cart Email](#)

[Segment a List by Purchase Activity](#)

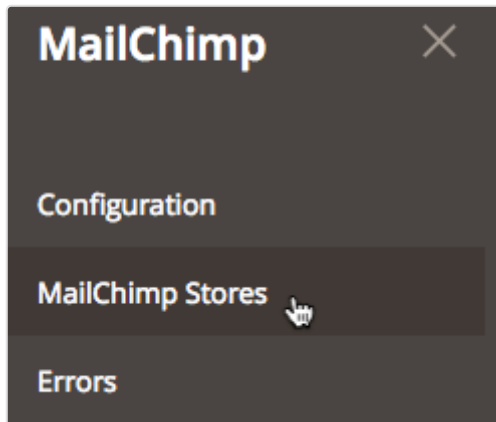
## ***Disconnect MailChimp for Magento 2***

If you need to disconnect the integration, you can disable it in Magento at any time.

To disable the integration, follow these steps.

1. Navigate to your Magento 2 Admin Panel.

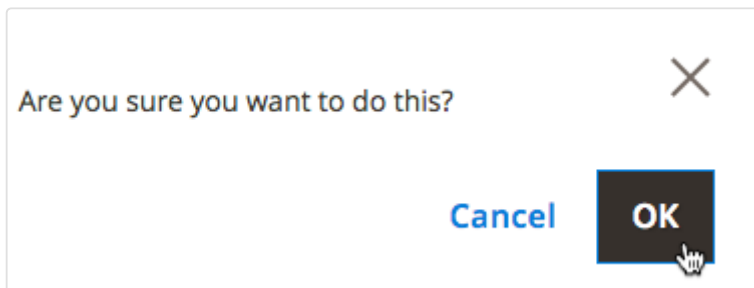
2. Click **MailChimp** and choose **MailChimp stores**.



3. Click **Edit** next to the MailChimp store that you want to disconnect.

4. Click **Delete**.

5. In the confirmation pop-up modal, click **OK**.



*MailChimp*

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