

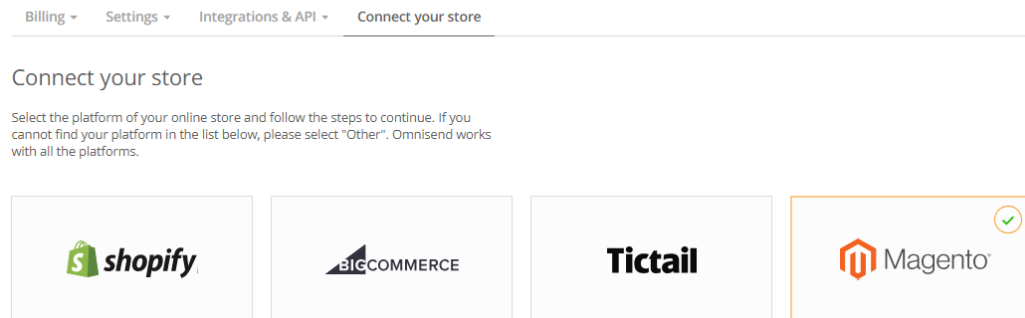
## Connecting Magento store with Omnisend account

### Part 1. Adding an Omnisend snippet

- Make sure you have created an Omnisend account. If you don't have it yet, [register here](#).
- Click **Connect Store** (this button is visible in multiple places of the Omnisend interface).

- Choose **Magento**

My account



- Enter your store's URL (make sure that the store **is reachable from external websites**. Localhost will not work. Omnisend crawler will visit your store and check it for verification purpose) and click **Add snippet**.

### Enter your store URL

Your store URL

www.mymagentostore.com

ADD SNIPPET

- Then you'll get the JavaScript code snippet which you must add to your Magento store. Copy it (you'll need to get back to this page a bit later).

### Add code snippet to your online store

#### 1. Copy the snippet

Copy the snippet below by clicking "COPY CODE" or copying it manually.

```
<script type="text/javascript">
  // OMNISEND-SNIPPET-SOURCE-CODE-V1
  window.soundest = window.soundest || [];
  soundest.push(["accountID", "5b6bed93597ed78804a772cc"]);
  !function(){var e=document.createElement("script");e.type="text/javascript",e.async=!0,e.src="https://omnisrc.com/inshop/launcher.
</script>
```

COPY CODE

- Go to Magento 2 Admin panel > Content > Design > Configuration > Edit Store View > Footer > Miscellaneous HTML. Paste Omnisend snippet there and save changes.

# omnisend

- In Magento 2 Admin go to System > Tools > Cache Management and click **Flush Magento Cache**.
- Back in Omnisend account, click **Verify & Connect** button.
- Wait until you see the success message. If you got an error, please make sure that your online store is publicly accessible. If you continue to face issues, contact our support team by clicking the **Email** icon in the bottom left corner.



## Part 2. Adding an Omnisend API key

In Omnisend account, go to My account > Integrations & API > API Keys and create a new key with all the permissions checked

### My account

Billing ▾ Settings ▾ Integrations & API ▾ Connected store

#### Edit API key

Name

Magento store

This API key will only allow to add new subscribers

I want to set up custom permissions for this API key

Permissions

Campaigns (allows to download reports, lists of recipients)

Lists (allows to create, edit, download, delete lists)

Contacts (allows to create, edit, download, delete subscribers)

Orders (allows to create, edit, download, delete orders)

Products (allows to create, edit, download, delete products)

Carts (allows to create, edit, download, delete carts)

Events (allows to get and trigger custom events)

Back

SAVE

# omnisend

- Click **Save** and copy the generated API key

## API keys

You can find API documentation [here](#). If you edit API key's permissions, changes will go live in 5 minutes.



### Magento store

5ab26536597ed72c8c797e99-j93Trz5Mrbrg3Ds3s7FbZbc9kXQMXask8LSnMBVJ1ykj5FLkds

- Go to Magento 2 admin panel > Stores > Omnisend > General and paste the API key.
- After you've completed all the steps above, set **Enabled Data Synchronization Using Cron Jobs** and **Enable Real Time Data Synchronization** to Yes.

Enable Data Synchronization Using Cron Jobs [global]

Enable Real Time Data Synchronization [global]

- Click **Save Config** button in the top right corner of your Magento 2 admin panel.

Save Config

## Part 3. Mapping your store's order statuses with Omnisend order statuses

A large part of Omnisend functionality is based on orders and their statuses (e.g. an Order follow-up email is sent when the order is complete). Since Magento offers a flexible and very customizable structure of order statuses, you'll probably need to map your statuses with Omnisend's statuses to ensure smooth experience.

- In Magento 2 admin panel's left sidebar, go to Omnisend > Omnisend Order Statuses
- Then you'll see a table of various statuses:
  - **Status** column represents order statuses in Magento store
  - **Payment status** shows how Omnisend will treat that order status from a payment perspective. E.g. if in Magento order status is *cancelled*, Omnisend will treat it as *voided*.
  - **Fulfillment status** shows how Omnisend will treat Magento's order status from the order fulfilment perspective.

New Omnisend Order Status

Search by keyword

Filters Default View Columns

Actions 9 records found 20 per page 1 of 1

<input type="checkbox"/>	Status	Payment Status	Fulfillment Status	Action
<input type="checkbox"/>	anceled	voided	InProgress	Select
<input type="checkbox"/>	closed	refunded	InProgress	Select
<input type="checkbox"/>	complete	paid	delivered	Select

# omnisend

- If you want to add new statuses, click **New Omnisend Order Status** button in the top right corner.
- Here is the [full reference to Omnisend order and payment statuses](#)

If you have questions, feel free to contact us via [support@omnisend.com](mailto:support@omnisend.com) or start a conversation inside your Omnisend account.