

How to use the Magento plugin

To use the Magento plugin you must first create a SendinBlue account and make sure you have added and validated a sender address.

To activate the plugin you need the API key that you will find in your SendinBlue account. Go to the tab "Advanced settings" and select "API & Manage keys".

After you have copied the API key, login to your Magento website and go to the SendinBlue extension.

Activate the SendinBlue module by selecting "Yes" and pasting the API key into the SendinBlue extension settings.

1. Automatically synchronizing contacts from your Magento website with your SendinBlue account

If you want to use SendinBlue to manage subscribers from your Magento website, select "Yes" here. Once this option has been selected, a SendinBlue subscription form will be activated on the home page of your Magento website.

New subscribers to your e-store newsletter will now automatically be added to the contacts database in your SendinBlue account.

You can, of course, choose which list to save new subscribers to, along with the confirmation email template that will automatically be sent to them to confirm their subscription. To send subscription confirmation emails, you must make sure that your SMTP account for transactional emails is activated.

Otherwise, no confirmations will be sent.

If your SMTP account is not automatically activated, you can contact our support team for immediate assistance.

2. Optimizing the deliverability of your transactional emails using SendinBlue SMTP

By selecting "Yes" to activate SendinBlue SMTP, your transactional emails (order confirmations, password resets, etc.) will be sent via the SendinBlue SMTP. You must make sure that your SMTP account has been activated.

3. Automatic sales tracking with SendinBlue

Check this option to automatically import details of your customers' orders into your SendinBlue database. This will show you the sales generated by your customers in the last X days. It would then be useful to segment your database based on customer sales (e.g. a special offer for your VIP customers).

4. Sending SMS

SendinBlue also lets you send SMS directly from your Magento back office, such as:

order confirmation SMS

order shipment SMS

campaign SMS, e.g. countdown to the sales.

When you send campaign SMS to your subscribers/customers from this interface, the campaign will automatically be created in your SendinBlue account.

You can then check your campaign report (SMS delivered, opened, clicked on, etc.) from your SendinBlue account.

If you only send your campaign to one contact, it will not be created in your SendinBlue account.

You can personalize your SMS with any attributes you want (that exist in your SendinBlue database) as shown in the above screen shot,

e.g. {first_name} If you want to segment the database you use to send your SMS, you need to do so via your SendinBlue account.

In the back office of your Magento website, the possible targets are:

all your Magento contacts

Magento contacts subscribed to your newsletter

a single contact

5. Contact synchronization tracking table

When someone subscribes to your newsletter on your Magento website, a green tick will be displayed under each of the statuses shown at the top of the table for this contact ("Subscribed to Magento", "Subscribed to SendinBlue", "SendinBlue SMS Status" - whether or not the contact has agreed to be contacted by SMS). When someone places an order on your website, only "Subscribed to SendinBlue" and "SendinBlue SMS Status" will be ticked.

You can subscribe and unsubscribe SendinBlue contacts by clicking on the SendinBlue status, which will change from green to red or vice versa. This is equivalent to blacklisting or unblacklisting in your SendinBlue account. You cannot do this for the Magento status. To synchronize your SendinBlue contacts with Magento, you must run CRON or make sure that the script runs automatically every day.

It must be synchronized at least once a day.