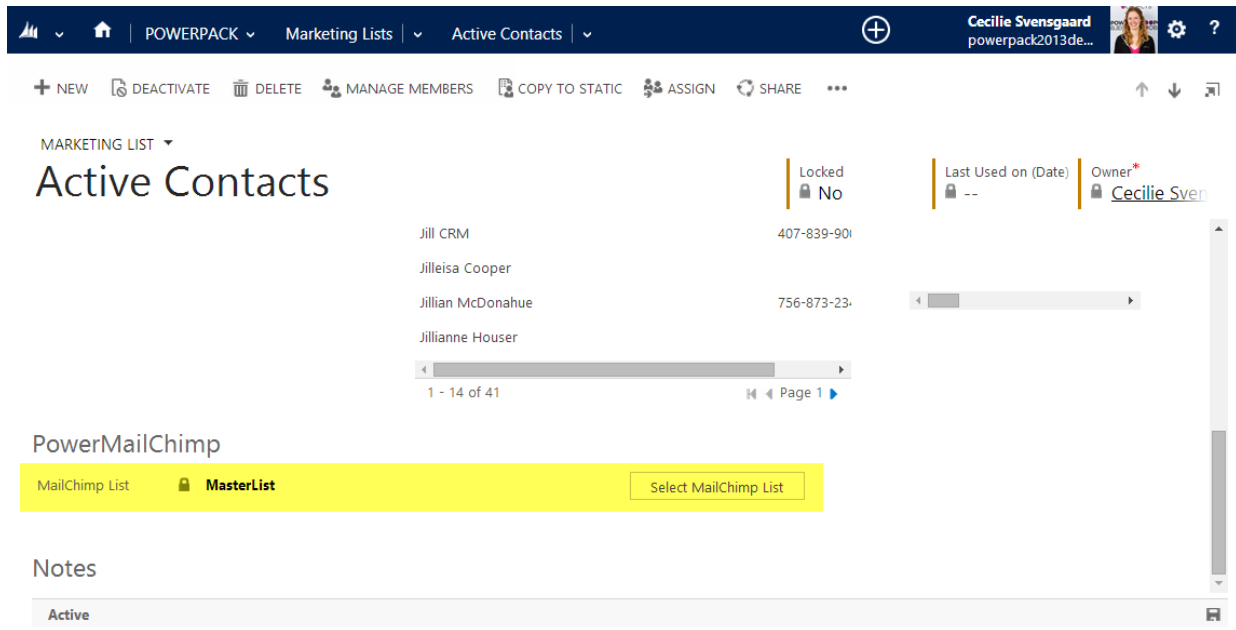


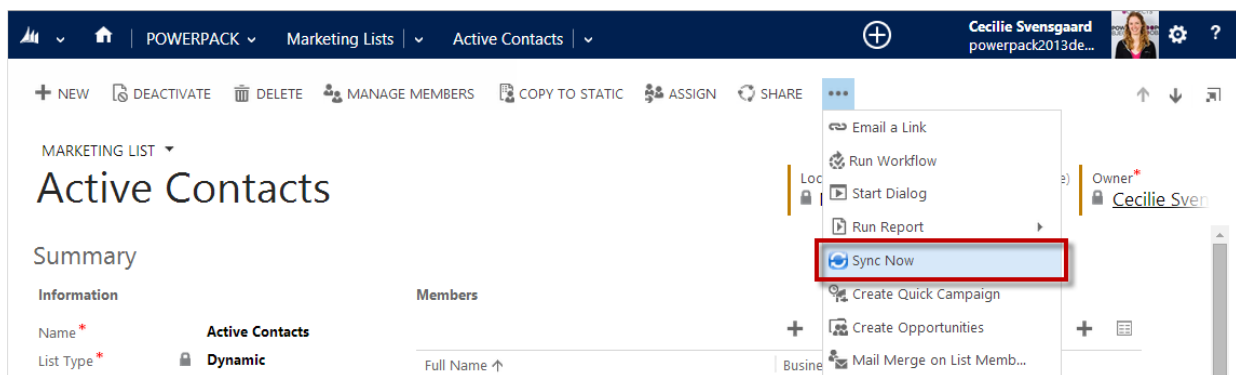
Verifying PowerMailChimp Syncing

Verifying the Marketing List Sync to MailChimp

To verify that the CRM marketing list is syncing appropriately over to MailChimp, the first thing we want to do is to make sure that the CRM marketing list is synced with a MailChimp list.



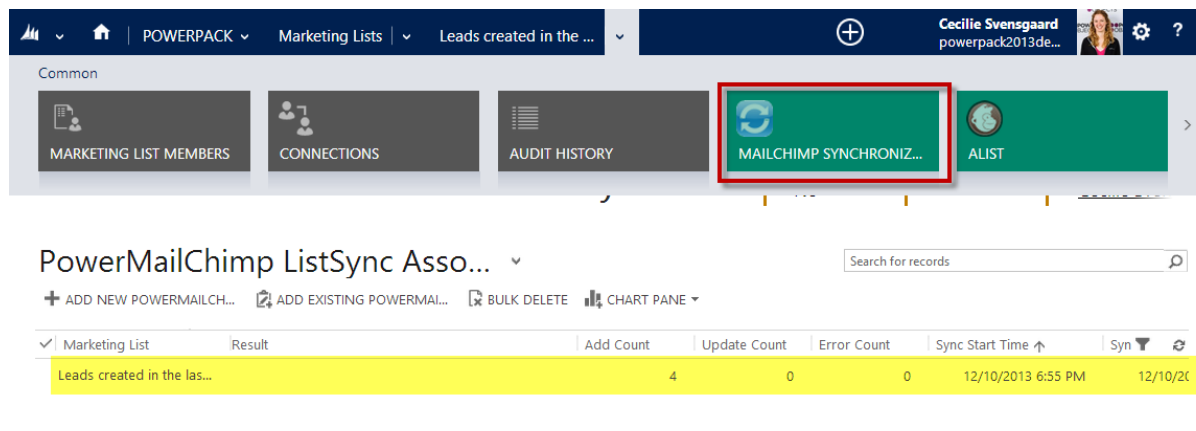
After you've ensured that the marketing list is linked to a MailChimp list, the next thing to do is click on "sync now" under the ellipsis at the top of the record. This will force a sync of the marketing list over to MailChimp, and it will produce a sync record.



Note: You will want to repeat this process for each marketing list you're looking to send a PowerMailChimp blast to. The marketing list you are sending to will automatically sync over to MailChimp when you save the PowerMailChimp blast, but the above steps outline a way to verify that the list is syncing over successfully.

To find that sync record that was created, navigate to the arrow next to the name of the marketing list in the navy blue ribbon at the top of the screen, and click on "MailChimp Synchronized". You will see a sync record there. If there are numbers in the Add, Update and Error columns, then the list has synced

successfully. If you have an error message in that column, it will tell you why your list hasn't synced.

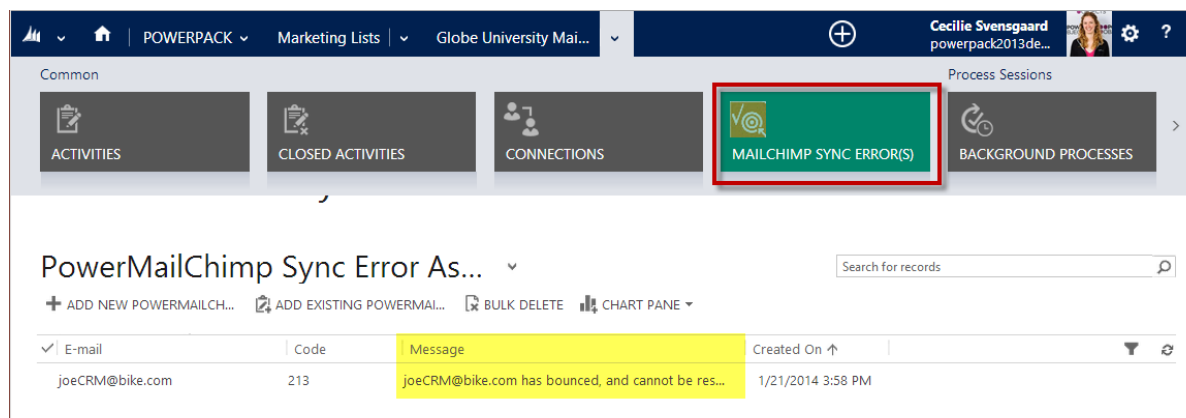


The screenshot shows the PowerMailChimp interface. The top navigation bar includes a 'MAILCHIMP SYNCHRONIZ...' button, which is highlighted with a red box. Below the navigation bar, the 'PowerMailChimp ListSync Asso...' section is visible. It contains a table with columns: Marketing List, Result, Add Count, Update Count, Error Count, Sync Start Time, and Syn. The table has one row with the following data:

Marketing List	Result	Add Count	Update Count	Error Count	Sync Start Time	Syn
Leads created in the las...		4	0	0	12/10/2013 6:55 PM	12/10/2013

Note: If you do not see a sync record created there, the most likely reason is that your username and password is incorrect in the PowerMailChimp solution. Please navigate back to Settings > Solutions > double click on PowerMailChimp, update your username and/or password there, and Submit.

If you have a high number of errors, or if you'd like to see what the errors are, double click and open the sync record that was created. Then click on "MailChimp Sync Errors" in the upper navy blue ribbon at the top.

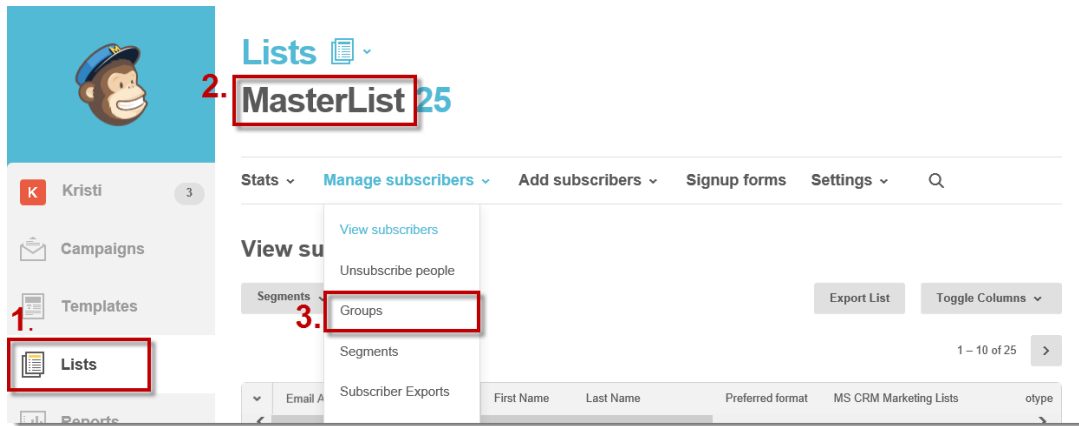


The screenshot shows the PowerMailChimp interface. The top navigation bar includes a 'MAILCHIMP SYNC ERROR(S)' button, which is highlighted with a red box. Below the navigation bar, the 'PowerMailChimp Sync Error As...' section is visible. It contains a table with columns: E-mail, Code, Message, and Created On. The table has one row with the following data:

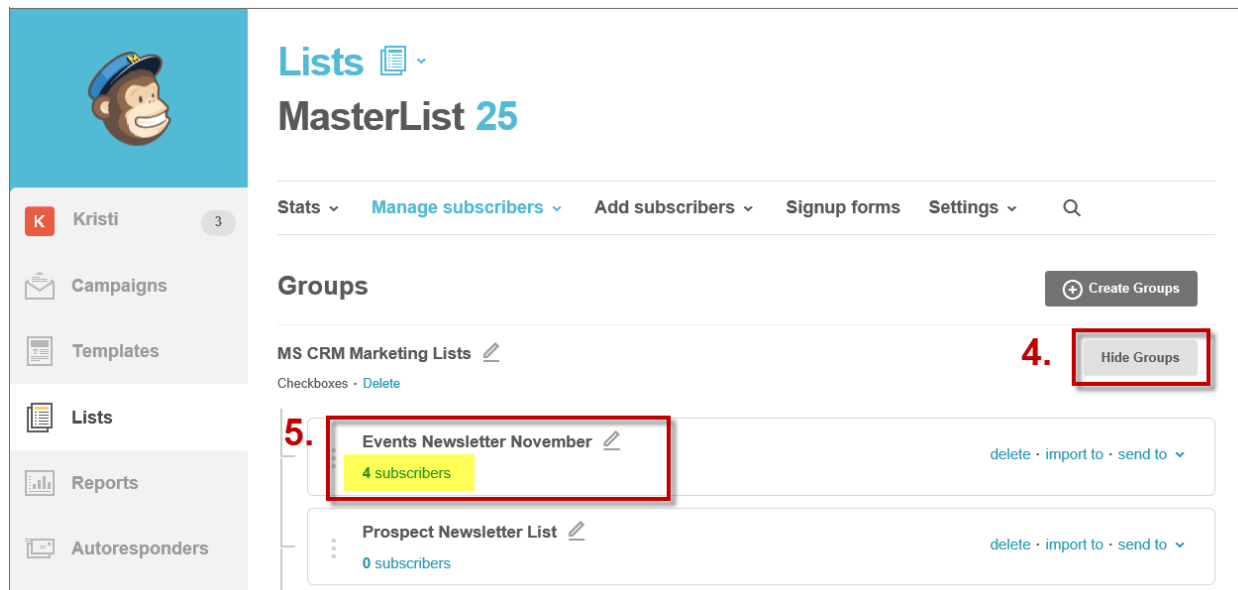
E-mail	Code	Message	Created On
joeCRM@bike.com	213	joeCRM@bike.com has bounced, and cannot be res...	1/21/2014 3:58 PM

If there is an error listed there that you cannot decipher, please email powerpackpro@powerobjects.com for assistance.

If you have numbers in the add, update and error columns, you can also log into MailChimp and find the group that was created, to make sure the marketing list members are in fact there. After you log into MailChimp, click on "Lists" and choose the MailChimp list that your marketing list was synced to. Then go to "Manage subscribers" and click on "Groups".



There, you will see a group called “MS CRM Marketing Lists” that was automatically created when you synced your first CRM marketing list with MailChimp. Click on “View groups” and you will see a list of all of the marketing lists you have synced with this master MailChimp list. Under the name of the marketing list, you will see a number of subscribers.



Note: If it says “0 subscribers” under the group, click on that, and you will see a list of subscribers within that group. Sometimes the overall number listed there doesn’t update right away.

If the number of members on your marketing list does not match the number of subscribers in your MailChimp group, it could be for one of the following reasons:

1. If a contact/lead/account has the Bulk Email radio button on their record set to “Do Not Allow”, that record will not be synced to MailChimp.

CONTACT PREFERENCES	
Contact Method	Any
Email	Allow
Bulk Email	Do Not Allow
Phone	Allow
Fax	Allow
Mail	Allow

3. If two or more records on your marketing list have the same email address, only one of them will be synced over.
4. If the record does not have an email address, it will not be synced with MailChimp.
5. If the record has an email address, but the email address is incorrect, that email will also not be synced with MailChimp.

Verifying the PowerMailChimp blast is Synced with MailChimp

To verify that the PowerMailChimp blast is synced with MailChimp, there are a few things you can do. First, make sure that you have filled in the required fields at the top of the blast (including name, from name, subject and from e-mail). Then, make sure that you've chosen at least one marketing list to send the blast to. Lastly, make sure you've chosen an email template to send out.

POWERMAILCHIMP : BLAST

July PowerPack Newsletter

Send
Successful Deliveries
Total Times Opened

Total Clicks
People Who Opened
People Who Clicked

UnOpened
Bounced
UnSubscribers

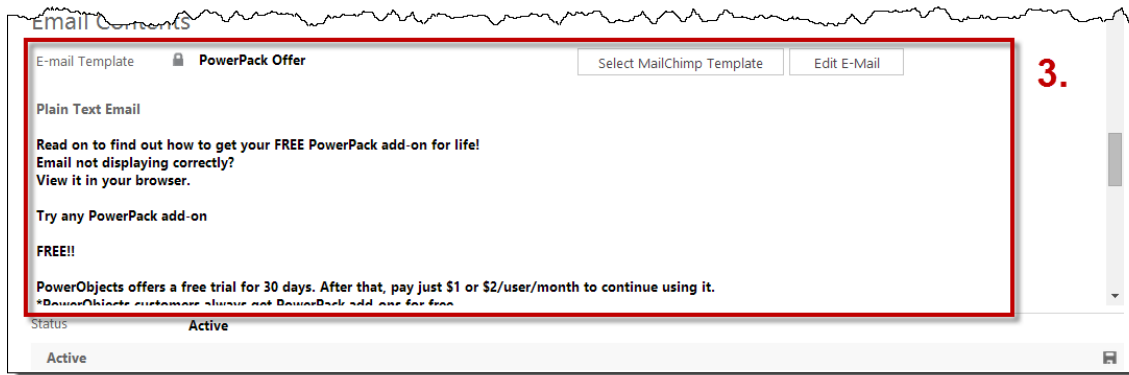
General 1.

Name *	July PowerPack Newsletter	Campaign	--
From Name *	Cecilie	From e-Mail *	cecilie.svensgaard@powerobjects.com
Subject *	Check out the new updates	MailChimp Blast Id	18109d5beb

Associated Marketing Lists

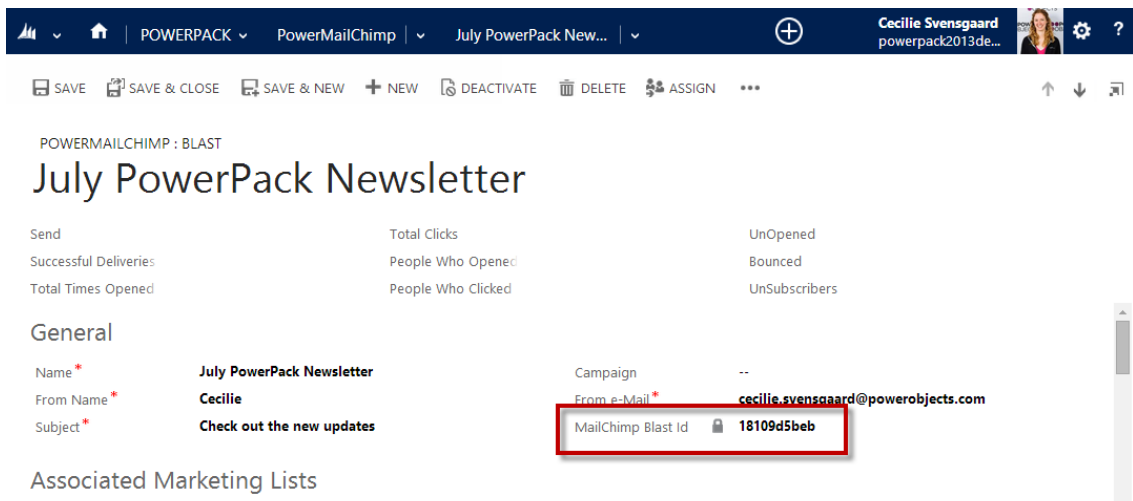
Name ↑ 2.	Type	Marketing List Mem...	MailChimp List	Purpose
Customer Appreciation Day	Static	Contact	MasterList	To pull together a list o...

Status: Active



After you've associated all three of those things, make sure to save the blast. If you make any changes on the PowerMailChimp blast, make sure to save before continuing on.

After everything has been saved, a MailChimp Blast ID will automatically be populated. If you do not receive a MailChimp blast ID, you will want to go back and make sure your marketing list is syncing correctly, by following the steps outlined above.



After you receive a MailChimp Blast ID, log into your MailChimp account and click on Campaigns. You will see a campaign at the top of the list, with the same name as the name of your PowerMailChimp blast.

If you click on that campaign to open it, you will see the status of the campaign, and it will tell you if there's an issue or if the blast is ready to send! **If there is an issue, make sure to fix it on the PowerMailChimp blast or on the marketing list inside of CRM, NOT on the campaign in MailChimp.**

If everything looks ready to rock, then jump back into the PowerMailChimp blast inside of CRM. The ellipsis at the top of the PowerMailChimp blast will have three options within it – Send Test, Send Now and Schedule Delivery. You can use this buttons to test your blast (always recommended), send the blast now, or schedule the delivery of the blast.

POWERMAILCHIMP : BLAST

July PowerPack Newsletter

Send
Successful Deliveries
Total Times Opened

Total Clicks
People Who Opened
People Who Clicked

General

Name * **July PowerPack Newsletter**

From Name * **Cecilie**

Subject * **Check out the new updates**

Campaign

From e-Mail * **cecilie.svensgaard@powerobjects.com**

MailChimp Blast Id

Associated Marketing Lists

- Share
- Email a Link
- Run Workflow
- Start Dialog
- Run Report
- Send Test**
- Send Now**
- Schedule Delivery**
- Clone Blast
- Jump to MailChimp
- Other Activities
- Form Editor

Verifying Syncing of Statistics

After the PowerMailChimp blast has been sent out, it takes about a half hour (depending on the size of the list you sent to) for the statistics to automatically sync back into CRM. You can find the overall statistics on the PowerMailChimp blast under the header, or under the dashboard tab on the PowerMailChimp blast.

POWERMAILCHIMP : BLAST

November PowerPack Newsletter

Send	5	Total Clicks	16	UnOpened	1
Successful Deliveries	5	People Who Opened	4	Bounced	0
Total Times Opened	29	People Who Clicked	4	UnSubscribers	1

General

Name * **November PowerPack Newsletter**

From Name * **Cecilie**

Subject * **PowerPack News - November 2013**

Campaign

From e-Mail * **cecilie.svensgaard@powerobjects.com**

MailChimp Blast Id **96bf4d38f3**

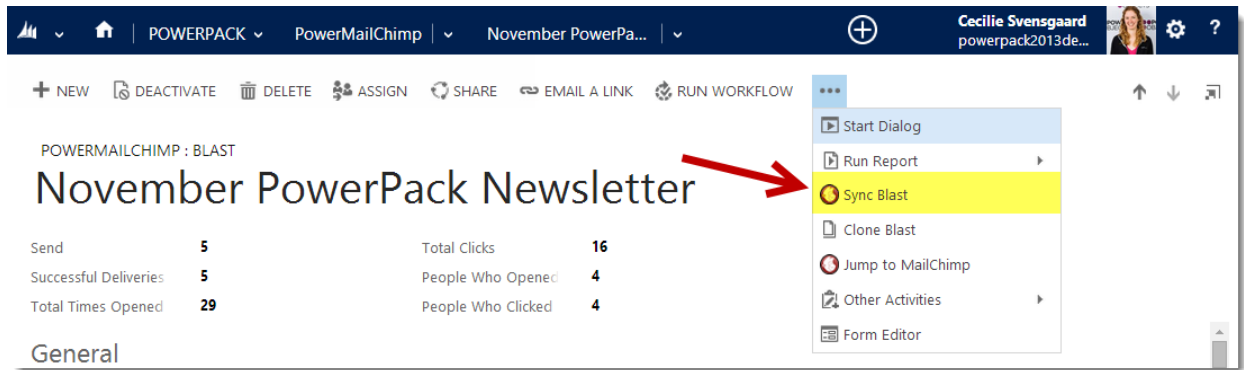
Dashboards

100%
80%
80%

Status **Active**

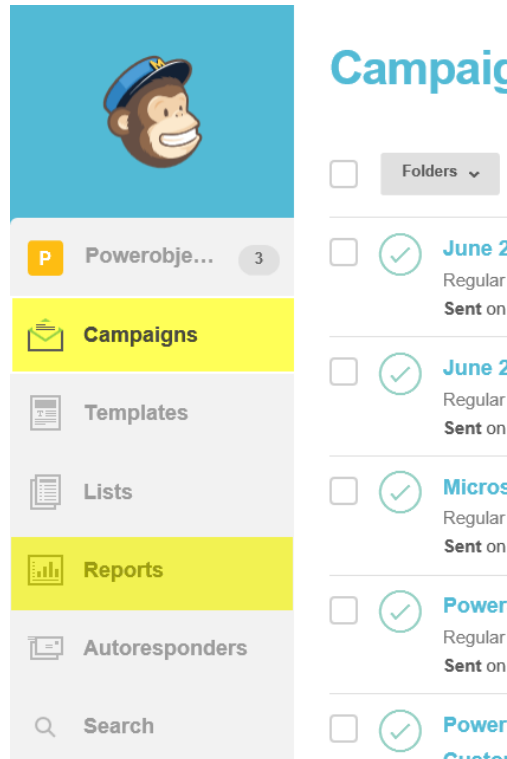
Active

To force the statistics to sync back to CRM, you can click the “sync now” button, located under the ellipsis on the blast.



Note: If the numbers in the header of the blast do not match the number of activities shown in the dashboard tab, it is because the activities are still in the process of being created in your system. Please be patient.

If you would like to see the statistics inside of MailChimp, you can log into your MailChimp account, and click on the campaign or reports. There will be a campaign there with the same name as your PowerMailChimp blast.



If you have questions, please contact powerpackpro@powerobjects.com, or visit the [PowerMailChimp web page](#).