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B1 MailChimp Overview

Seamlessly integrates SAP with MailChimp to give cleaner data and an easy way to add contact persons to MailChimp.

You can manage interest groups per. contact person and do single contact person synchronization to always have the most recent data in SAP.

Reports for bounce and unsubscribes are available and you may do syncing between all lists and contact persons in MailChimp and SAP. This allows you to keep contact person information clean and up to date.

SAP requirements

For B1 MailChimp to function correctly you are required to have used the E-Mail field on contact persons in SAP.

The screenshot shows the SAP Business Partner Master Data interface. At the top, the title is "Business Partner Master Data". Below this, there are several input fields: "Code" (Manuelt), "V60000", "Vendor" (dropdown), "Name" (CTI Computere), "Foreign Name", "Group" (Københavnsområdet), "Currency" (Danske kroner), and "Federal Tax ID" (DK12345690). To the right, "Account Balance" is shown as -2.613.281,27 with "Local Currency" as a dropdown. Below these fields are tabs for "General", "Contact Persons", "Addresses", "Payment Terms", "Payment Run", "Accounting", "Properties", and "Re". The "Contact Persons" tab is active, showing a list of contact persons with "Ryan Kalil" selected. To the right of the list is a detailed view of Ryan Kalil's data: Position (Direktør), Last Name, Address (Vester Farimagsgade, DK-1620), Telephone 1 ((+45) 4521 xx13), Telephone 2, Mobile Phone ((+45) 2321 xx13), Fax ((+45) 4578 xxxxx), E-Mail (ryan.kalil@CTI.net), Pager, Remarks 1, Remarks 2, Password, Country of Birth (dropdown), and an "Active" checkbox which is checked. A "Set as Default" button is located at the bottom left of the contact person list.

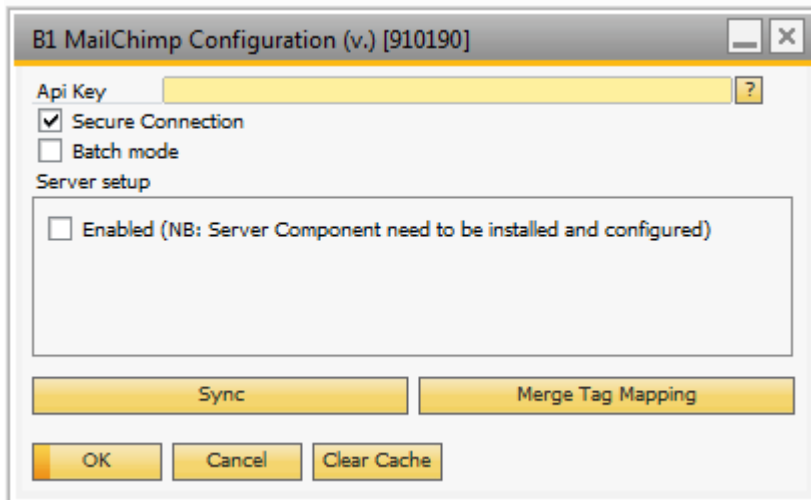
As this is what B1 MailChimp use when synchronizing data.

Configuration

To use MailChimp you will need to get an API Key from MailChimp.

The API key should be inserted into the MailChimp configuration in: Administration -> Add-Ons -> B1 Usability

Package -> Module Configuration -> B1 MailChimp -> Configuration.



After inserting the API key and updating the form you are now ready to add your first subscribers to MailChimp.

Batch mode

If you enable batch mode some of the functionality in MailChimp will be done using batches. This will speed up the process of sync and adding subscribers but B1 MailChimp will no longer be able to tell you if the operation was a success. When running in batch mode B1 MailChimp sends a request to MailChimp and MailChimp then processes the request when they have time. This also means that it may take several hours for new subscribers to be visible in MailChimp.

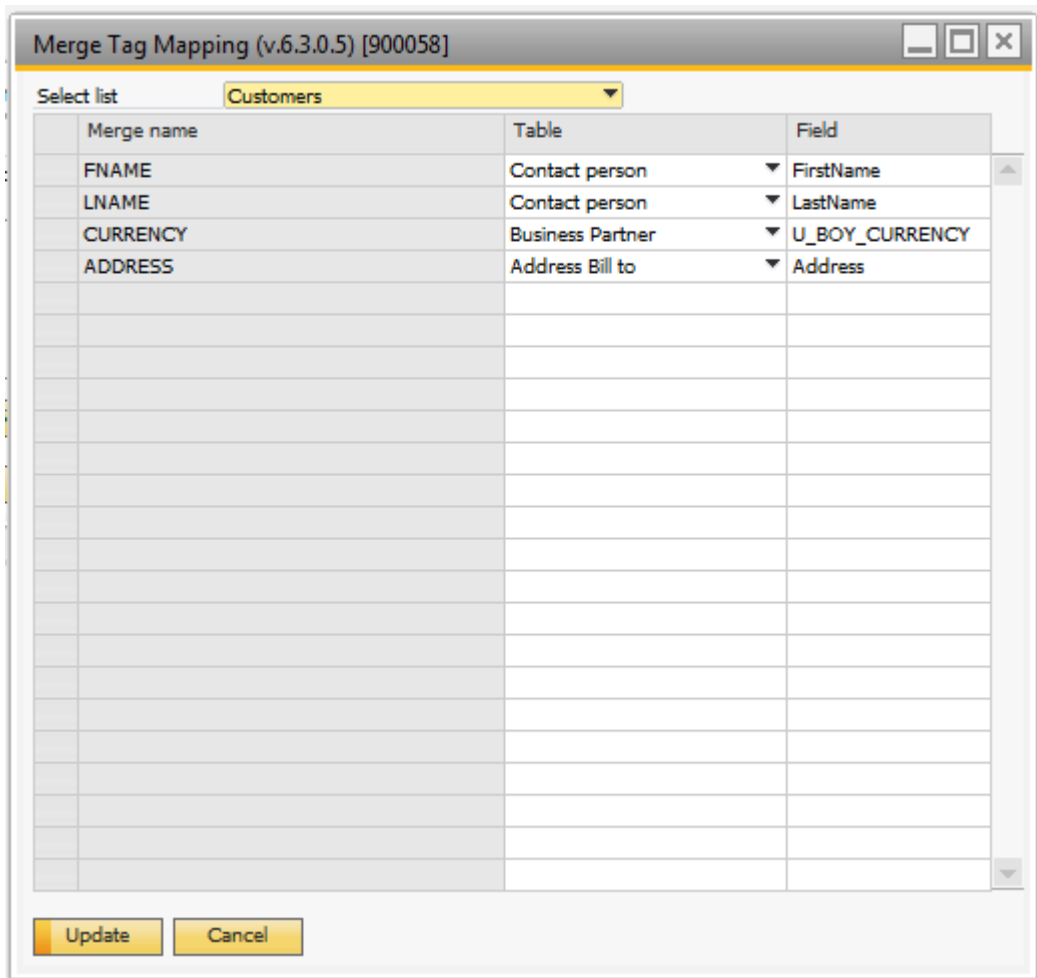
Note: Interest groups when using the “Add Subscribers” functionality are not supported when using batch mode.

You can optionally setup B1 MailChimp to use our server component for automatic synchronization between MailChimp and SAP.

[NOTE: YOU CANNOT SETUP SCHEDULES BEFORE THE SERVER COMPONENT HAS BEEN INSTALLED AND ACTIVATED.](#)

Merge Tag Mapping

The merge tag mapping configuration allows you to define what should be synced from SAP to MailChimp.



You can sync data from different tables (Contact Person, Business Partner, Address Bill to and Address Ship to). To setup a synchronization select the table and write the name of the field. This will synchronize the data from the field to the merge tab in MailChimp.

Add Subscribers

You have the option to do a mass add of contact persons to MailChimp or just add a single.

Mass add

To mass add contact person go to Administration -> Add-Ons -> B1 Usability Package -> Module Configuration -> B1 MailChimp -> Add Subscribers

Missing your list? Go to configuration and clear cache

Filter: Simple Advanced (T0 = OCP, T1 = OCRD)

BP Type: All
BP group: All

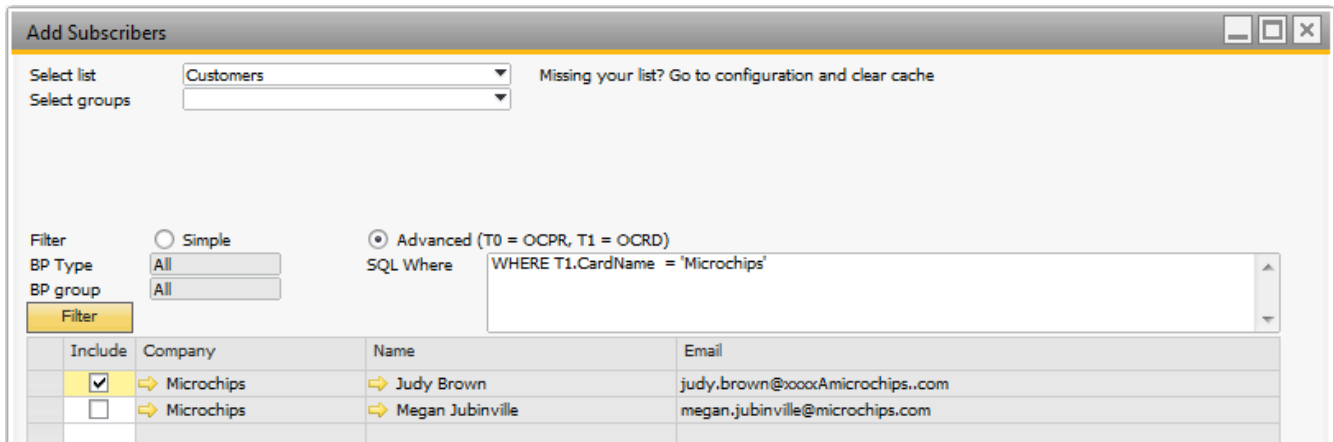
Include	Company	Name	Email
<input type="checkbox"/>	Anthony Smith	Matt Spanos	matt.spanos@anthony.sap.com
<input type="checkbox"/>	Aquent Systems	Troy Brown	troy.brown@aquent-sys.sap.com
<input type="checkbox"/>	Blockies Corporation	Michael Morgan	michael.morgan@blockies.sap.com
<input type="checkbox"/>	Blockies Corporation	Sarina Hanschke	sarina.hanschke@blockies.sap.com
<input type="checkbox"/>	CTI Computers	Ryan Kalil	ryan.kalil@CTI.sap.com
<input type="checkbox"/>	Earthshaker Corporation	Bob McKensly	bob.makensly@earthshaker.sap.com
<input type="checkbox"/>	Earthshaker Corporation	Emily Powers	emily.powers@earthshaker.sap.com
<input type="checkbox"/>	Far East Imports	Kere Sheppard	kere.sheppard@far-east.sap.com
<input type="checkbox"/>	Far East Imports	Lawrence Miles	lawrence.miles@far-east.sap.com
<input type="checkbox"/>	Lasercom	Jimmy Miller	jimmy.miller@lasercom.sap.com
<input type="checkbox"/>	Lasercom	Sydney Wilson	sydney.wilson@lasercom.sap.com
<input type="checkbox"/>	Lumarx	Kyle Williams	kyle.williams@lumarx.sap.com
<input type="checkbox"/>	Lumarx	Lynn Klingenberg	lynn.klingenberg@lumarx.sap.com
<input type="checkbox"/>	Mashina Corporation	Anthony Smith	anthony.smith@mashina.sap.com
<input type="checkbox"/>	Mashina Corporation	Jennifer Herren	jennifer.herren@mashina.sap.com
<input type="checkbox"/>	Maxi-Teq	Amanda Costner	amanda.costner@maxi-teq.sap.com
<input type="checkbox"/>	Microchips	Judy Brown	judy.brown@microchips.sap.com

Include emails already on a list in MailChimp

Update Cancel Select all Select none

First you need to select a list where you would like to add new subscribers.

After selecting the list you can select interest groups that will apply to all the subscribers added.



You have the option to filter the result returned using a simple filter or using a SQL where condition.

Now select the contact persons you would like to include and press update to add the contact persons as subscribers to the list in MailChimp.

If you want to see contacts person already on one or more lists in MailChimp you can check the checkbox “Include emails already on a list in MailChimp”. This allows you to add the same email to multiple lists in MailChimp.

Note: The “Select groups” option is not shown when running batch mode.

Single add

To add a single contact person, navigate to “Business Partner Master Data” and select a Business Partner with a contact person you would like to add.

Now navigate to the Contact Person tab and select the contact person.

General	Contact Persons	Addresses	Payment Terms	Payment Run	Accounting	Properties	Remarks	Attachments
Boyum IT Support Team		Contact ID Sarah Kierl						
Rasmus Wulff Jensen		First Name						
Sarah Kierl		Middle Name						
Define New		Last Name						
		Title Fr.						
		Position COO						
		Address Vester Voldgade, DK-1620 Køb						
		Telephone 1 (+45) 4521 xxx14						
		Telephone 2						
		Mobile Phone (+45) 2321 xxx14						
		Fax (+45) 4579 xxxxx						
		E-Mail						
		E-Mail Group						
		Pager						
		Remarks 1						
		Remarks 2						
		Password						
		Country of Birth						
<input type="button" value="Set as Default"/>		<input checked="" type="checkbox"/> Active						
<input type="button" value="MailChimp Options"/>								

Press the Properties for Selected Contact Person.

On the window that opens you can select a list to add the contact person to and select interest groups

Name	Include
SAP	<input type="checkbox"/>
Add-ons	<input type="checkbox"/>
Events	<input type="checkbox"/>

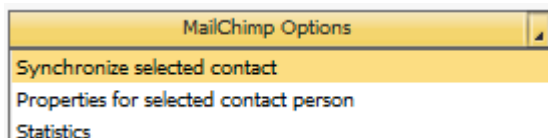
After selecting the list and interest groups you may press the update button to add the contact person as a subscriber in MailChimp.

You can change the interest groups again by using the “Properties for Selected Contact Person”.

PLEASE NOTE: B1 MAILCHIMP DOES NOT SUPPORT CHANGING/ADDING THE SAME CONTACT PERSON TO NEW LISTS FROM THIS WINDOW. YOU CAN CHANGE THIS IN MAILCHIMP IF NEEDED.

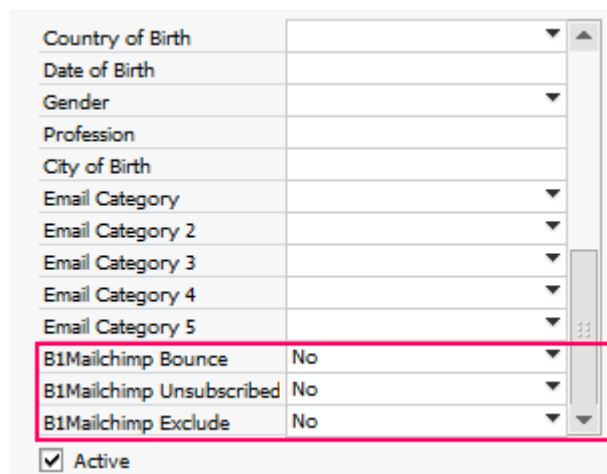
Items added to the Business Partner Master Data window

This may be found on the Contact Person tab:



You have the option to “Sync Selected Contact Person” this will refresh the bounce and unsubscribe data from MailChimp and update MailChimp with the Merge Tags selected for sync.

The “Properties for Selected Contact Person” allow you to subscribe the contact person, change the interest groups, check bounce and unsubscribed status and statistics from MailChimp.



B1MailChimp Bounce: This status will be set to yes if MailChimp have identified the email as a bounce email.

B1MailChimp Unsubscribed: The unsubscribed status will be set if the contact person unsubscribes. You can change it from “No” to “Yes” to unsubscribe the contact person from you list in MailChimp.

B1MailChimp Exclude: If this option is set to "Yes" MailChimp will not try to sync/maintain this contact person. The contact person will also not be shown in “Add subscribers” or reports.

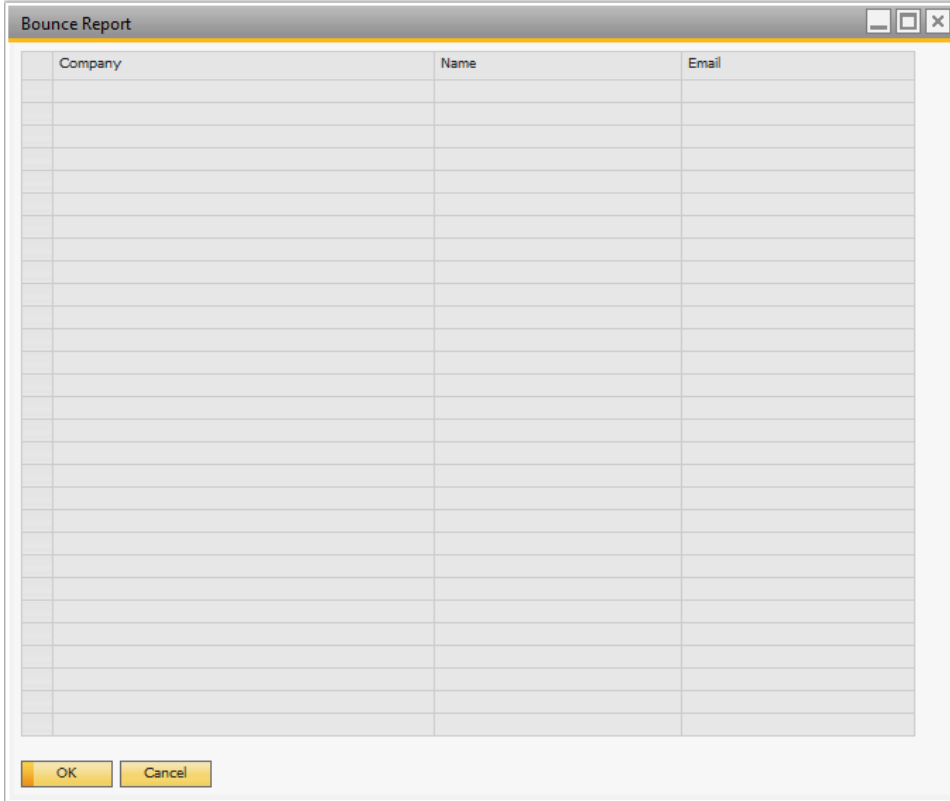
Reports

MailChimp comes with two predefined reports “Bounce Report” and “Unsubscribed Report”

Bounce report

The bounce report will show all Contact Persons that have been identified as bounced in MailChimp.

PLEASE NOTE: IF YOU REMOVE A CONTACT PERSON IN SAP IT WILL NOT SHOW IN THE LIST ANYMORE



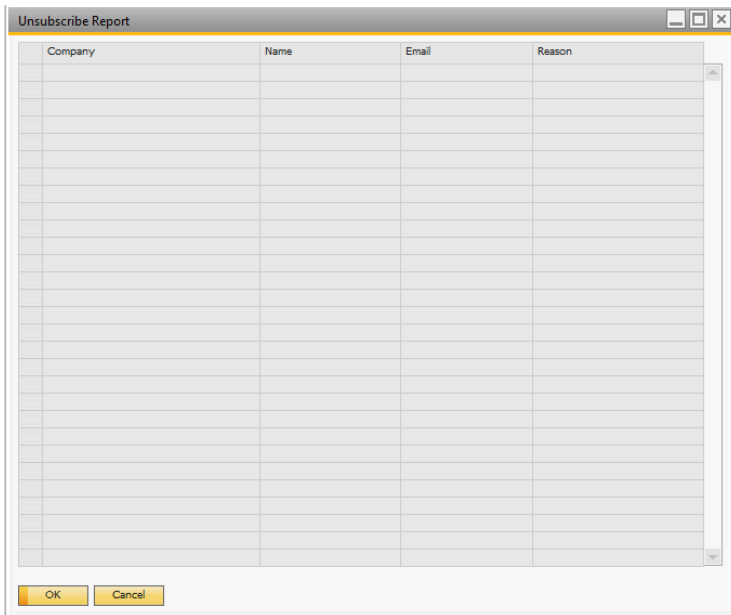
The screenshot shows a window titled "Bounce Report" with a standard Windows-style title bar (minimize, maximize, close buttons). The main content area is a table with three columns: "Company", "Name", and "Email". The table is currently empty, showing only the header row. At the bottom of the window, there are two buttons: "OK" and "Cancel".

Company	Name	Email
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Unsubscribed report

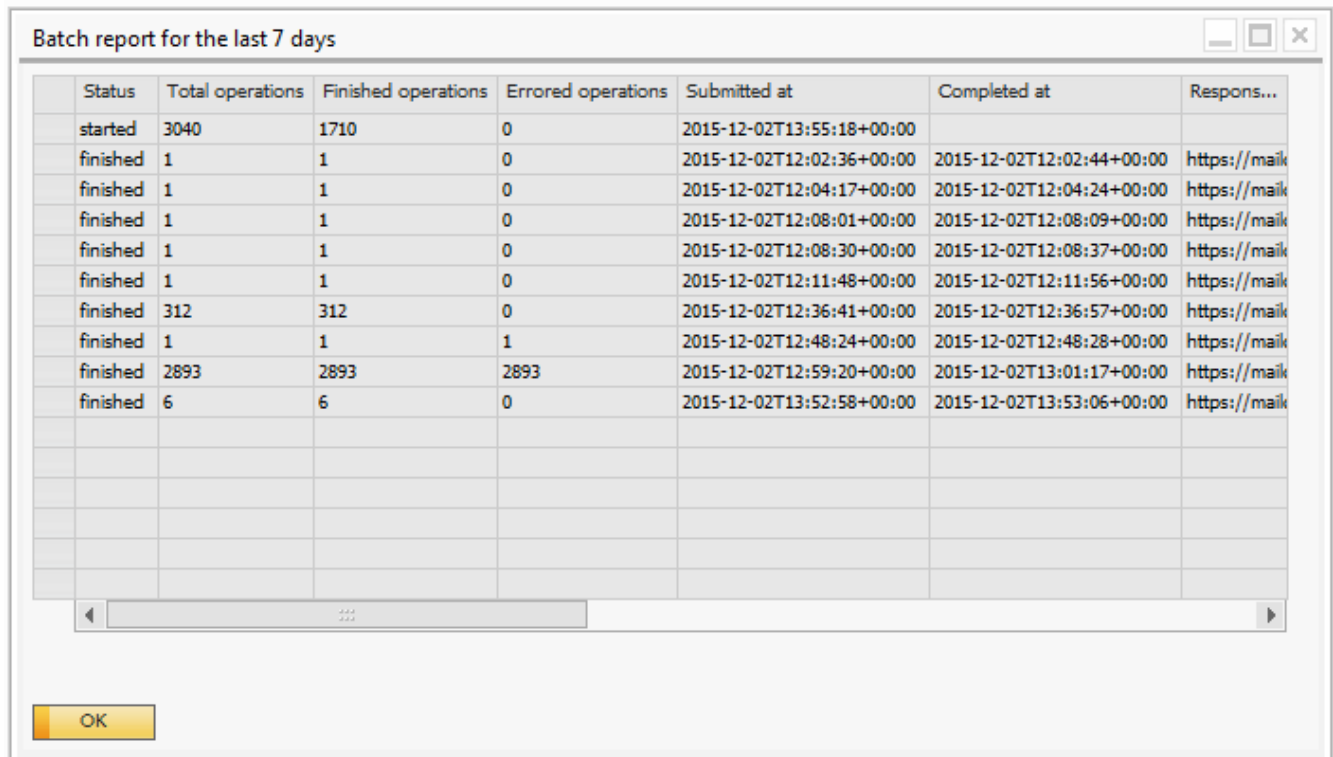
The unsubscribed report will show all Contact Persons that have chosen to unsubscribe from all lists in MailChimp.

PLEASE NOTE: AS LONG AS THE CONTACT PERSON IS SUBSCRIBED TO JUST ONE LIST THEY ARE NOT RECOGNIZED AS UNSUBSCRIBED.



Batch report

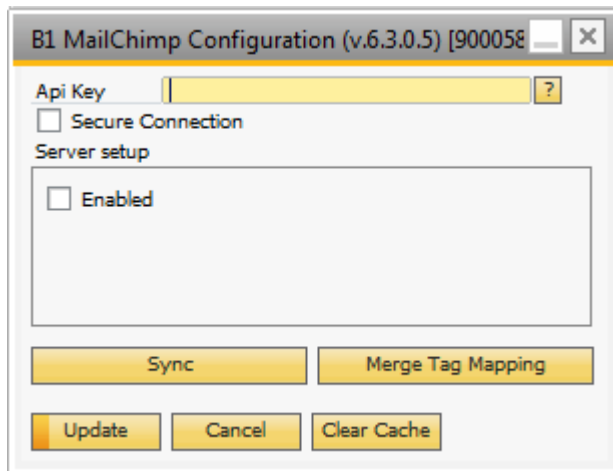
The batch report is used when "Batch mode" is enabled in the configuration. The report shows information about the batches submitted to MailChimp for processing. If there are any errors you can download a detailed JSON file using the URL in the "Repose body" field.



Synchronization of MailChimp to SAP

After setup is complete and you have added your first subscribers to MailChimp you are advised to sync SAP to MailChimp regularly to make sure that the Bounce status, Unsubscribes status and contact person data stays in sync.

You can do this by going to “Administration -> Add-Ons -> B1 Usability Package -> Module Configuration -> B1 MailChimp -> MailChimp Configuration” and press the “Sync”:



This will sync the bounce and unsubscribe data from MailChimp to SAP and update MailChimp with the Merge Tags selected for sync from SAP.

Statistics

The Statistics feature come with two main options

- “Statistics - Business Partner” gives a detailed view of actions per Business Partner with the additional filters “Campaign Not Opened”, “Bounced Messages” and “Emails Unsubscribed From Campaign”.
- “Statistics – Campaign” gives a broad overview of actions for the selected Campaign and the Business Partners attached to this campaign.

The Statistics feature is available by going to “Administration -> Add-Ons -> MailChimp -> Statistics”. The feature will run for all Contact Persons where the field B1Mailchimp Unsubscribed has been set to “No” and Excluded set to “No”.

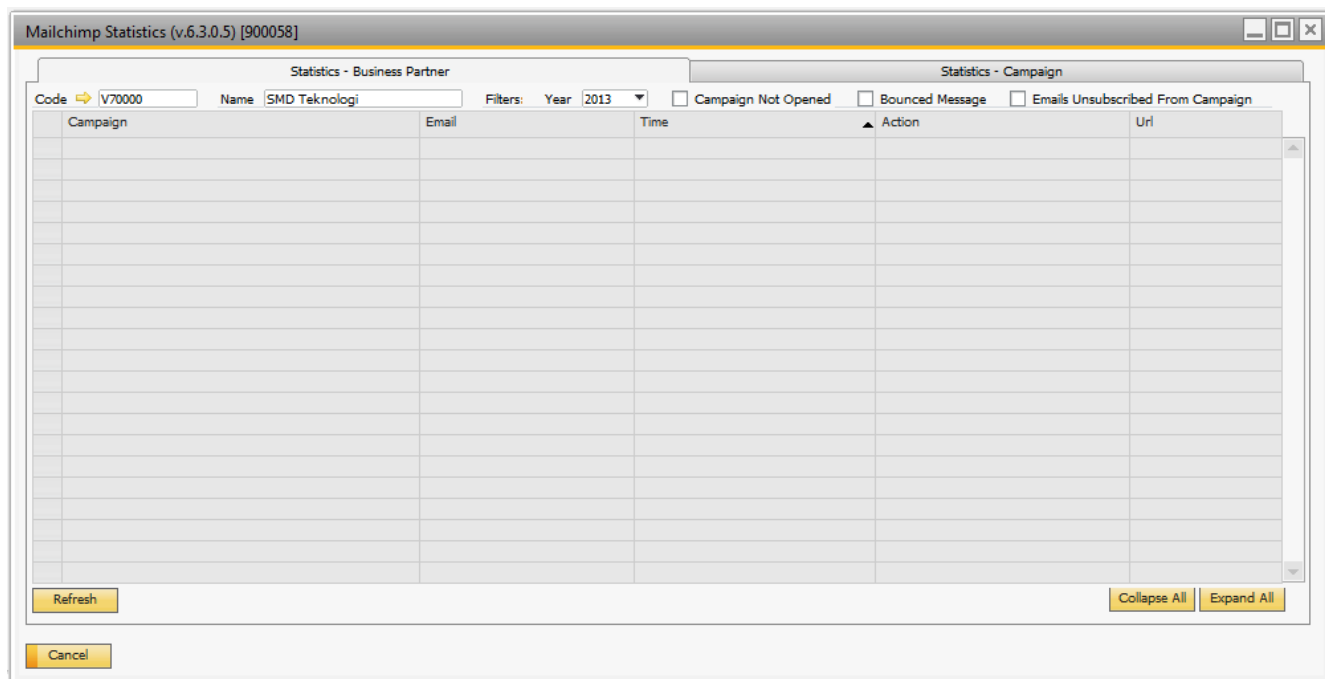
The screenshot shows a software interface with several tabs at the top: General, Contact Persons, Addresses, Payment Terms, Payment Run, Accounting, Properties, Remarks, and Attachments. The 'Contact Persons' tab is active, showing a list of contact persons on the left with 'Sarah Kierl' selected. Below the list is a 'Set as Default' button. To the right, there is a form for configuring MailChimp settings. The form includes fields for Country of Birth, Date of Birth, Gender, Profession, City of Birth, and five Email Categories. Below these are three MailChimp status fields: 'B1Mailchimp Bounce' (No), 'B1Mailchimp Unsubscribed' (No), and 'B1Mailchimp Exclude' (No). The 'B1Mailchimp Unsubscribed' field is highlighted with a red rectangle. At the bottom of the form is a checked 'Active' checkbox.

Statistics - Business Partner

To use the statistics feature per Business Partner, navigate to “Business Partner Master Data” and select the Business Partner you want to run the statistics feature on. Press the “Contact Person” tab and press the “Statistics” button in the lower left corner in the “MailChimp” area on the Contact Person tab.

The screenshot shows a dropdown menu titled 'MailChimp Options'. The menu is open, displaying three options: 'Synchronize selected contact', 'Properties for selected contact person', and 'Statistics'. The 'Statistics' option is highlighted in yellow.

The following window should open and the chosen Business Partner will show in the top left corner. Additionally you can switch between Business Partners in this field as well.



To enable or disable filters check either of the available boxes and the filter will be switched on.

Actions

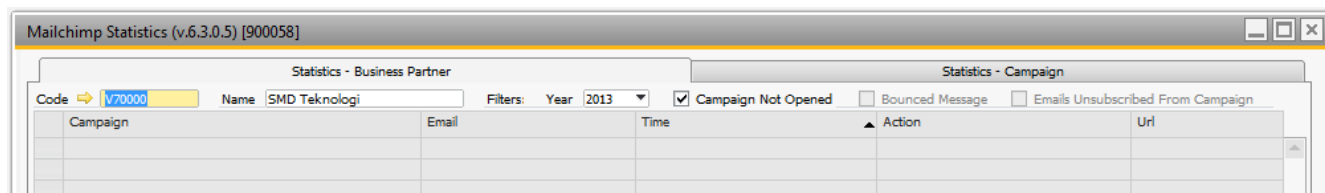
When the “Refresh” button is pressed data is returned for all Campaigns related to this Business Partner.

When this feature is selected – meaning nothing else is selected - the data returned will be the name of the campaign and the email addresses belonging to this campaign. The column “Time” contains the timestamp of when the action took place, the column “Action” contains the action, either “Open or “Click”, and the column “Url” contains the URL that was clicked.

NOTE: FOR LARGE BUSINESS PARTNERS WITH MANY ACTIONS THIS WILL TAKE A LONG TIME.

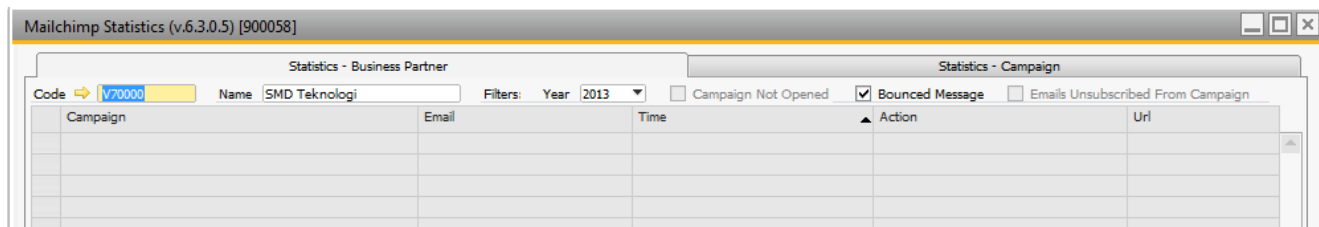
Campaign Not Opened

When this feature is selected the data returned will be the name of the campaign and the email addresses belonging to this campaign which has not opened the email yet.



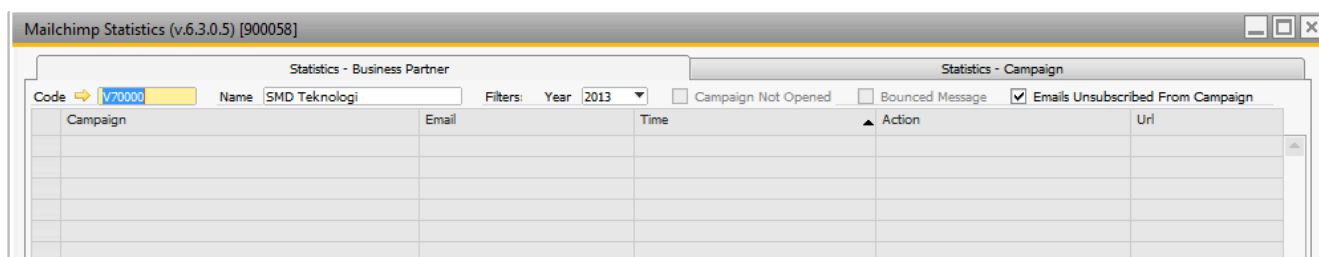
Bounced Messages

When this feature is selected the data returned will be the name of the campaign and the email addresses belonging to this campaign which has been identified as bounced in MailChimp. The URL column will contain the return messages for the bounced emails.



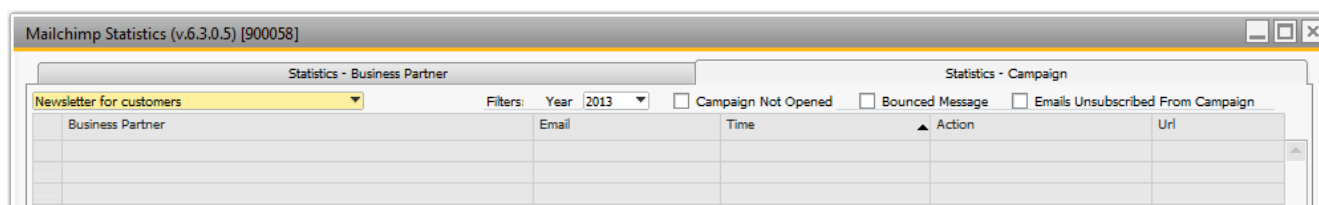
Emails Unsubscribed From Campaign

When this feature is selected the data returned will be the name of the campaign and the email addresses belonging to this campaign which have unsubscribed. The Action column will contain the reason for the cancelled subscription.



Statistics - Campaign

When the “Refresh” button is pressed data is returned for all Business Partners related to this campaign. The data returned will be the name of the campaign and the email addresses belonging to this campaign. The column “Time” contains the timestamp of when the action took place, the column “Action” contains the action, either “Open” or “Click” and the column “Url” contains the URL that was clicked.



Speed

B1 MailChimp gets all data from MailChimp and caches what it can, this makes windows like “Add Subscribers” and “Properties” slow the first time depending on how far you are located from the MailChimp servers and the

speed of your connection.

Some windows will continue to be slow as the data cannot be cached and B1 MailChimp needs to contact the MailChimp servers to get the data for the operation required every time.

If you try to synchronize more than 5000 contact person it will take a long time and it may not work. The API is throttled by MailChimp and synchronizing many contacts persons may fail due to rejection/throttling by MailChimp. We advise against synchronizing big contact person lists.