

Mailigen Synchronizer for Magento

User Guide

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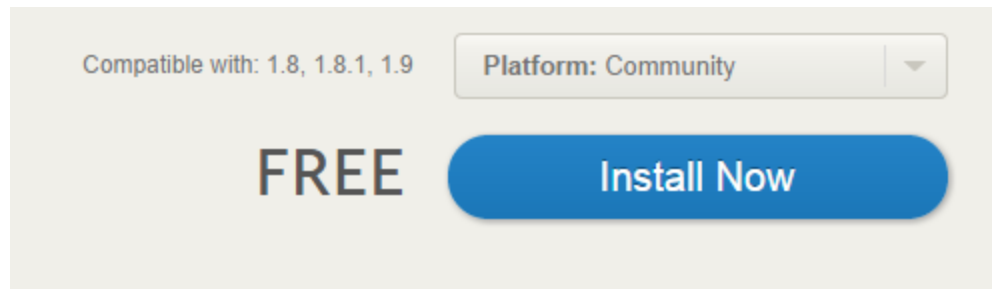
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1. Installing the extension via Magento Connect using extension key

Login to Magento commerce platform.

Go to extension page: <http://www.magentocommerce.com/magento-connect/mailigen-synchronizer.html>.

Hit Install Now button, accept the terms of service and then use Get Extension Key button.



Select the key and login to the admin section of your Magento website.

Then from System menu select Magento Connect > Magento Connect Manager.

In this new section paste the key you got previously and click install.

Module should install automatically.

Settings

Put store on the maintenance mode while installing/upgrading/backup creation

Create Backup Database

Install New Extensions

1 Search for modules via [Magento Connect](#).

2 Paste extension key to install:

Direct package file upload

1 Download or build package file.

2 Upload package file: No file selected.

Manage Existing Extensions

2. Installing the extension via Magento Connect using an archive

If you have the extension in an archive format you can extract its content into the root of your Magento installation and then proceed with the steps from next section.

Please contact us at support@mailigen.com if you wish to receive extension in an installable archive format.

3. Enabling the extension

Current Configuration Scope: Default Config Manage Stores

Configuration

- GENERAL
 - General
 - Web
 - Design
 - Currency Setup
 - Store Email Addresses
 - Contacts
 - Reports
 - Content Management
- CATALOG
 - Catalog
 - Configurable Swatches
 - Inventory
 - Google Sitemap
 - RSS Feeds
 - Email to a Friend
- CUSTOMERS
 - Newsletter
 - Customer Configuration
 - Wishlist
 - Promotions
 - Persistent Shopping Cart
- Mailigen**
- SALES
 - Sales
 - Sales Email

Mailigen Save Config

General

Enabled:

Api Key:
▲ API Key - see <http://admin.mailigen.com/settings/api>

Sync schedule (cron syntax):
▲ If set "0 1 * * *", then sync once a day at 1:00 AM

Newsletter

Newsletter Contact List:
▲ By selecting a new list option you'll be able to create a new Mailigen list directly from this panel. Attention! Please do not confuse Newsletter and Customer lists!

New Contact List Title:
▲ Type the title of your new list. During the save, the list will be created and it will become the current contact list.

Auto Sync Newsletter:
▲ If set to yes, this will perform batch synchronization of your list. You must have CRON setup on your store for this feature to work.

Enable Mailigen Emails:
▲ If set to yes, this will disable the Magento "Subscription Success", "Subscription Confirmation" and the "Unsubscription Confirmation" emails. Mailigen will send these emails for you

Customers

Customers Contact List:
▲ By selecting a new list option you'll be able to create a new Mailigen list directly from this panel. Attention! Please do not confuse Newsletter and Customer lists!

New Contact List Title:
▲ Type the title of your new list. During the save, the list will be created and it will become the current contact list.

Auto Sync Customers:
▲ If set to yes, this will perform batch synchronization of your list. You must have CRON setup on your store for this feature to work.

Last Synced: May 19, 2015 3:21:17 PM

Synced Customers:
(0/1991)

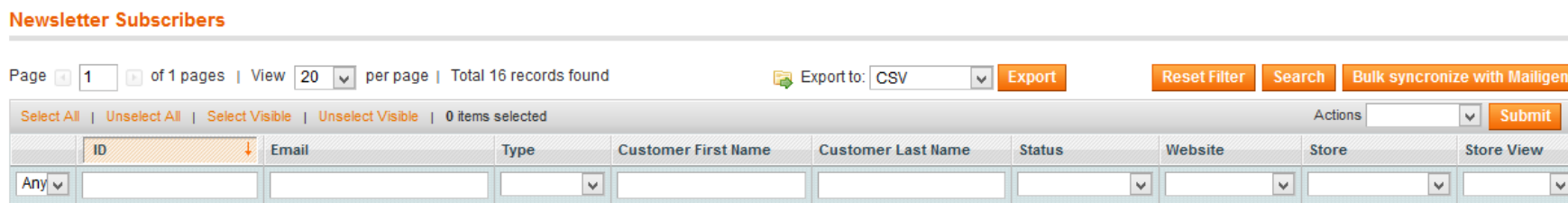
Sync Status: Not scheduled Reset sync

1. To make the module work, go to Admin panel -> System -> Configuration -> “Customers” tab -> Mailigen
2. Set the “Enabled” options to “Yes” to enable the module
3. Paste your Mailigen API Key (this can be found in your Mailigen’s account > API Keys section).
4. After you paste your API key save the settings (click Save Config button).
5. If the API key was correct, your shop will be able to communicate with Mailigen and you’ll be able to select a contact list or to create a new one.
6. Create new “Newsletter contact list” or select already existing list from Mailigen lists, if you want to sync magento newsletter with Mailigen.
7. Enable “Auto Sync Newsletter” if you want your shop to synchronize newsletter with your contact list every day to update new entries.
8. Enable “Mailigen Emails” if you don’t want your shop to send welcome emails anymore, but let Mailigen to take care of them.
9. Create new “Customers contact list” or select already existing list from Mailigen lists, if you want to sync magento customers with Mailigen.
10. Enable “Auto Sync Customers” if you want your shop to synchronize customers with your contact list every day to update new entries.
11. Click “Reset sync” if you want to start customers sync from the beginning.

4. Manually synchronize lists

After you complete the configuration you may want to run an initial sync between your Magento Newsletter and your Mailigen List.

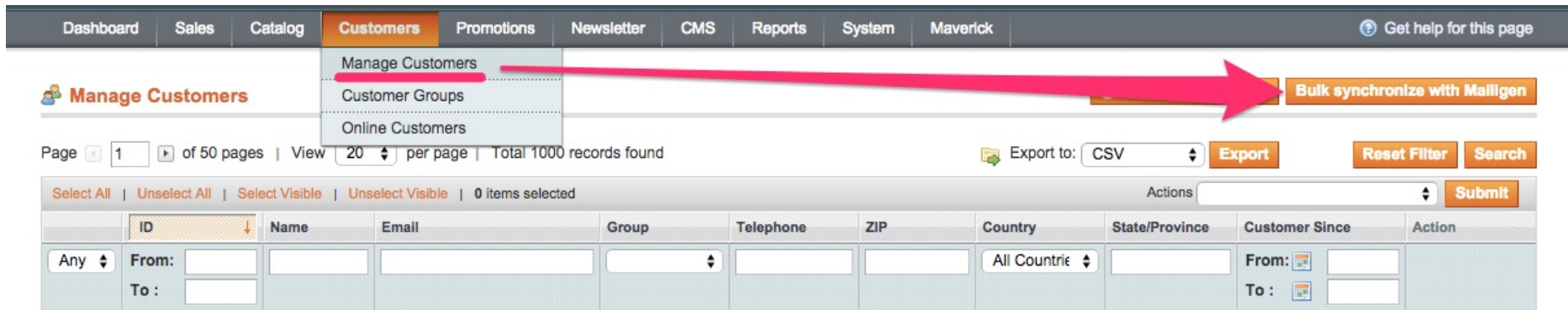
In your admin panel, go to Newsletter > Newsletter Subscribers and use the new option available “Bulk synchronize with Mailigen”



The screenshot shows the 'Newsletter Subscribers' admin interface. At the top, there's a title 'Newsletter Subscribers'. Below it, a navigation bar includes 'Page 1 of 1 pages', 'View 20 per page', 'Total 16 records found', and an 'Export to: CSV' dropdown with an 'Export' button. To the right are 'Reset Filter', 'Search', and a prominent orange button labeled 'Bulk synchronize with Mailigen'. Below the navigation bar is a table with columns: ID, Email, Type, Customer First Name, Customer Last Name, Status, Website, Store, and Store View. The table is currently empty, and there are 'Select All', 'Unselect All', 'Select Visible', and 'Unselect Visible' options above it.

After these two steps, you're ready to go. From now on Magento will silently communicate with Mailigen each time a guest or a customer subscribes to or unsubscribes from your newsletter.

If you want to run an initial sync between your Magento Customers and your Mailigen List, then go to your admin panel > Customers > Manage Customers and use the new option available “Bulk synchronize with Mailigen”.



The screenshot shows the Magento Admin Panel interface. The top navigation bar includes 'Dashboard', 'Sales', 'Catalog', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', 'System', and 'Maverick'. The 'Customers' menu is expanded, showing 'Manage Customers', 'Customer Groups', and 'Online Customers'. A red arrow points from the 'Manage Customers' option to the 'Bulk synchronize with Mailigen' button. Below the menu, there is a 'Manage Customers' section with a 'Bulk synchronize with Mailigen' button. The page also displays pagination information (Page 1 of 50 pages), view options (View 20 per page), and total records found (Total 1000 records found). There are also export options (Export to: CSV) and buttons for 'Export', 'Reset Filter', and 'Search'. The table below has columns for ID, Name, Email, Group, Telephone, ZIP, Country, State/Province, Customer Since, and Action. The table is currently empty, showing only the headers and some filter options.

5. Example: Guest subscription

Magento comes with a default subscribe to newsletter form. That is present in all Magento installations, unless it has been removed by intention.

In a default Magento installation this form may look like this:

NEWSLETTER

Once a visitor fills in correct email address, he will be automatically added to Newsletter subscribers list. At the same time, this module will automatically send the new contact to the Mailigen list. Based on your email settings, the welcome email will be sent from Magento or from Mailigen.

6. Example: Customer subscription

CREATE AN ACCOUNT

Please enter the following information to create your account.

First Name *

Last Name *

Email Address *

Password *

Confirm Password *

Sign Up for Newsletter

* Required Fields

[← Back](#)

REGISTER