How to Connect FormyChat with Mailchimp

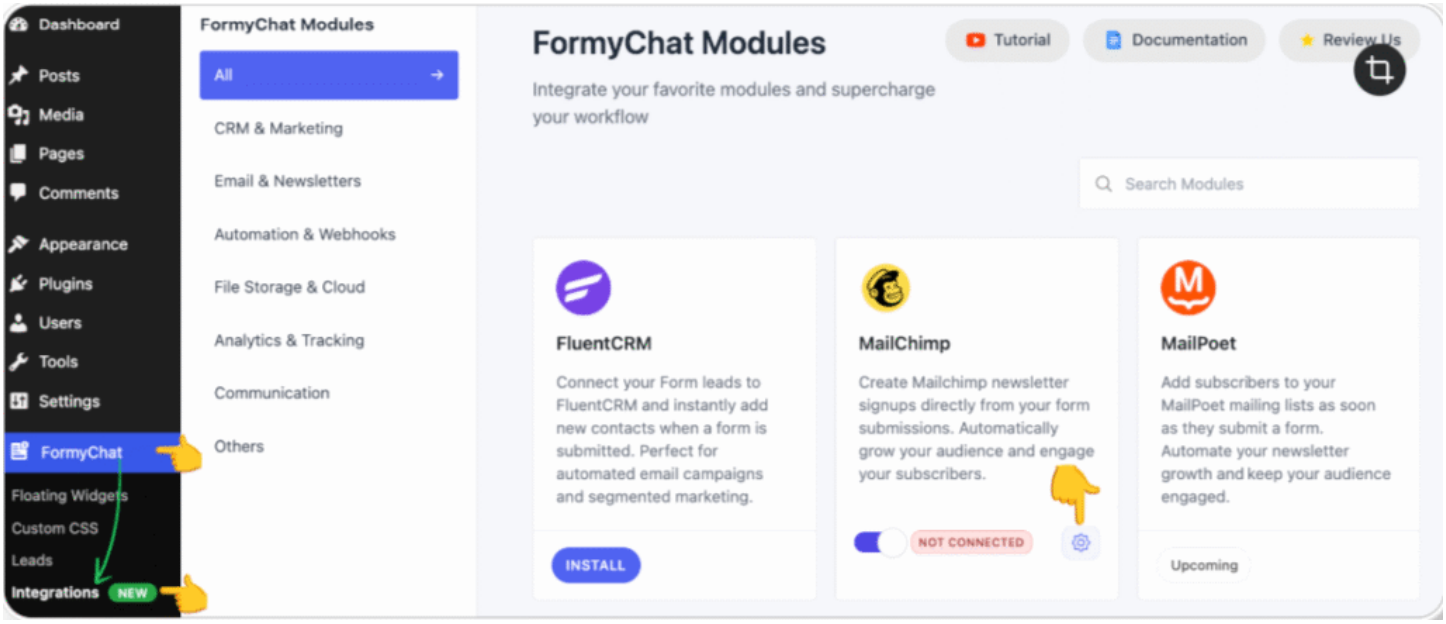
FormyChat · https://wppool.dev/docs/how-to-connect-formychat-with-mailchimp/

Overview: FormyChat introduces a new built-in integration with **Mailchimp**, a third-party SaaS platform for managing email lists, audiences, and marketing automation. Since Mailchimp is not a WordPress plugin, FormyChat provides a **direct enable/disable option** inside the Integration panel.

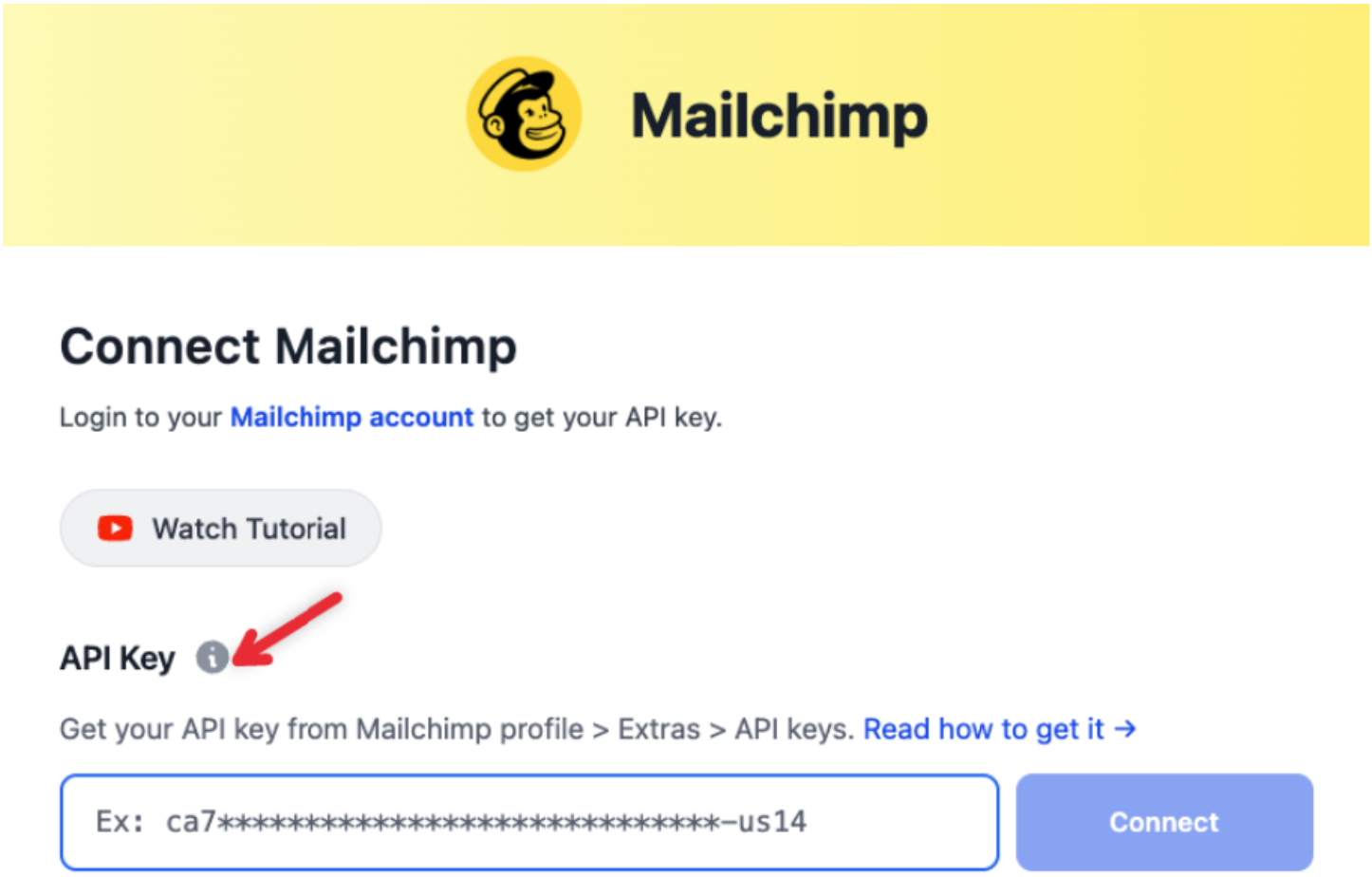
This documentation explains how to enable the integration, connect your Mailchimp account, and send leads from FormyChat directly to your Mailchimp Audience.

How to Enable Mailchimp Integration: Navigate to: **FormyChat → Integration → Select Mailchimp**

An **Enable/Disable** toggle. Once enabled, a **settings (⚙) icon** will appear.



Click the settings icon to open a pop-up window where you can enter your **Mailchimp API Key**.



How to get your Mailchimp API Key:

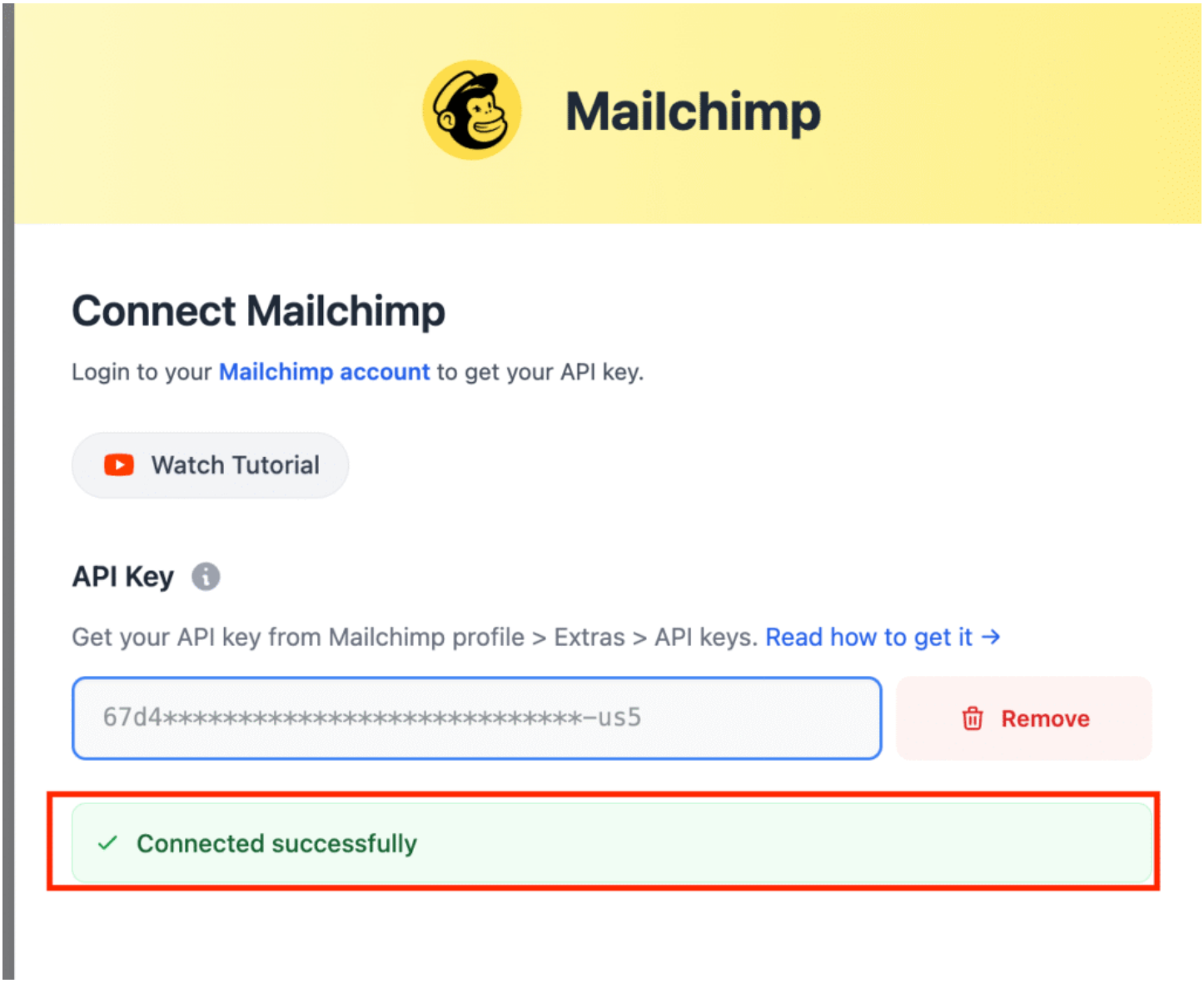
1. Log in to your Mailchimp account
2. Go to **Profile → Extras → API Keys**
3. Create a new API key (if needed)
4. Copy the API Key

Example format:

ca7**********-us14

Paste this API key into the FormyChat Mailchimp settings.

Click **Connect Mailchimp**. Once the connection is successful, a **“Connected Successfully”** notification will appear, confirming that FormyChat is now linked to your Mailchimp account.

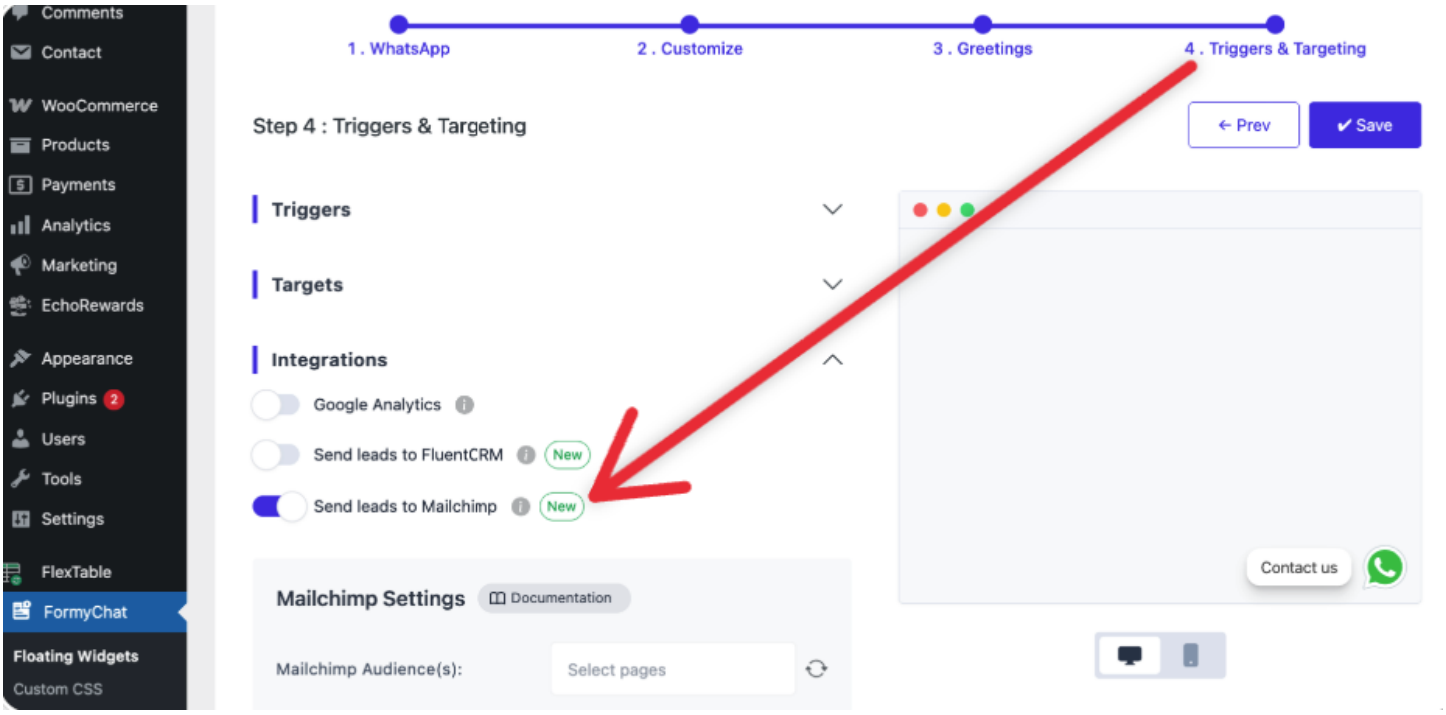


Once connected:

- FormyChat retrieves your Mailchimp **Audience list**
- Fetches your **Tags**

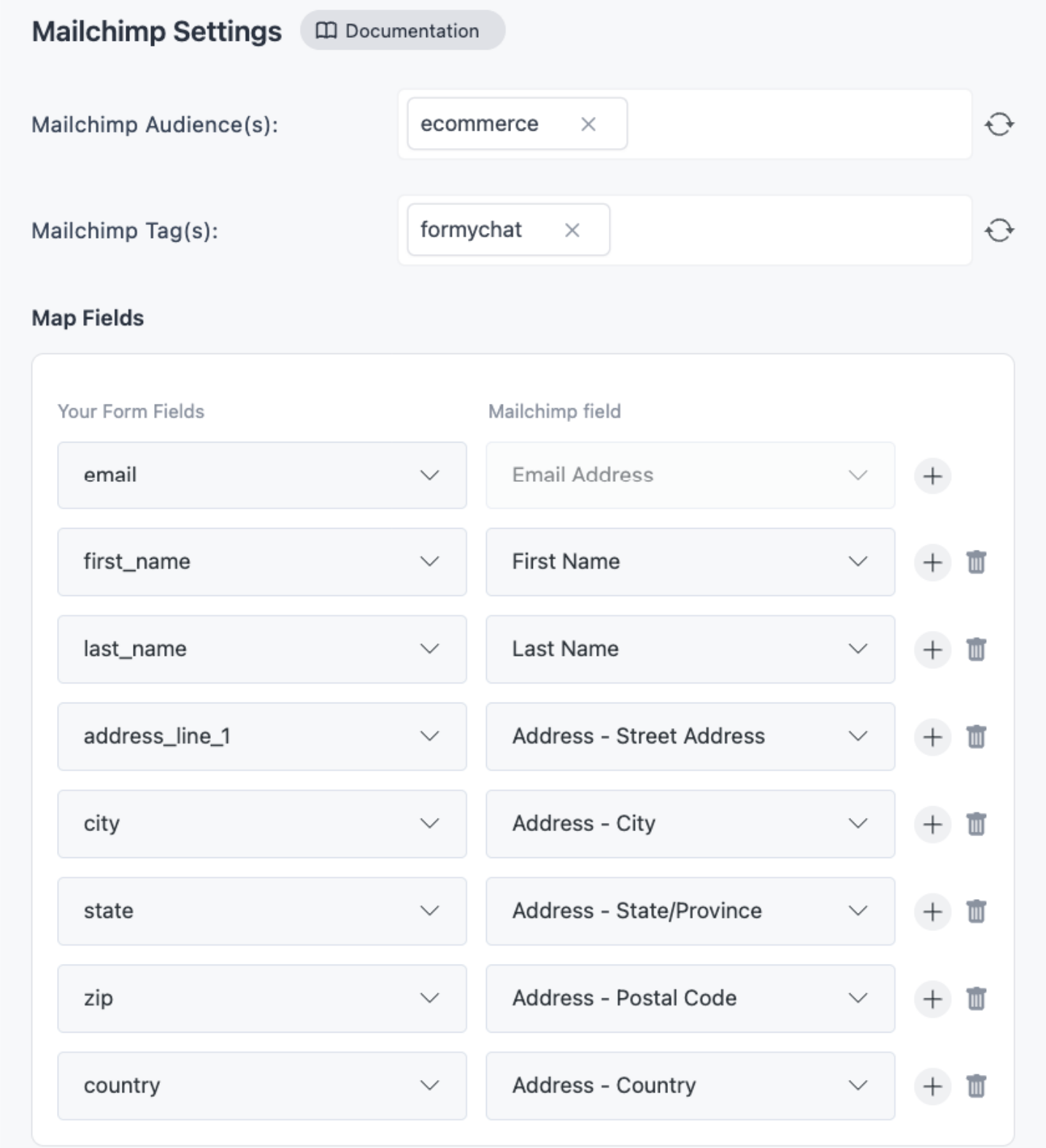
Enabling Lead Sync to Mailchimp: After successfully connecting your Mailchimp account, you can configure the lead synchronization settings as follows:

FormyChat> Step 4: Triggers & Targeting: Toggle **Send Leads to Mailchimp** to activate automatic lead transfer.



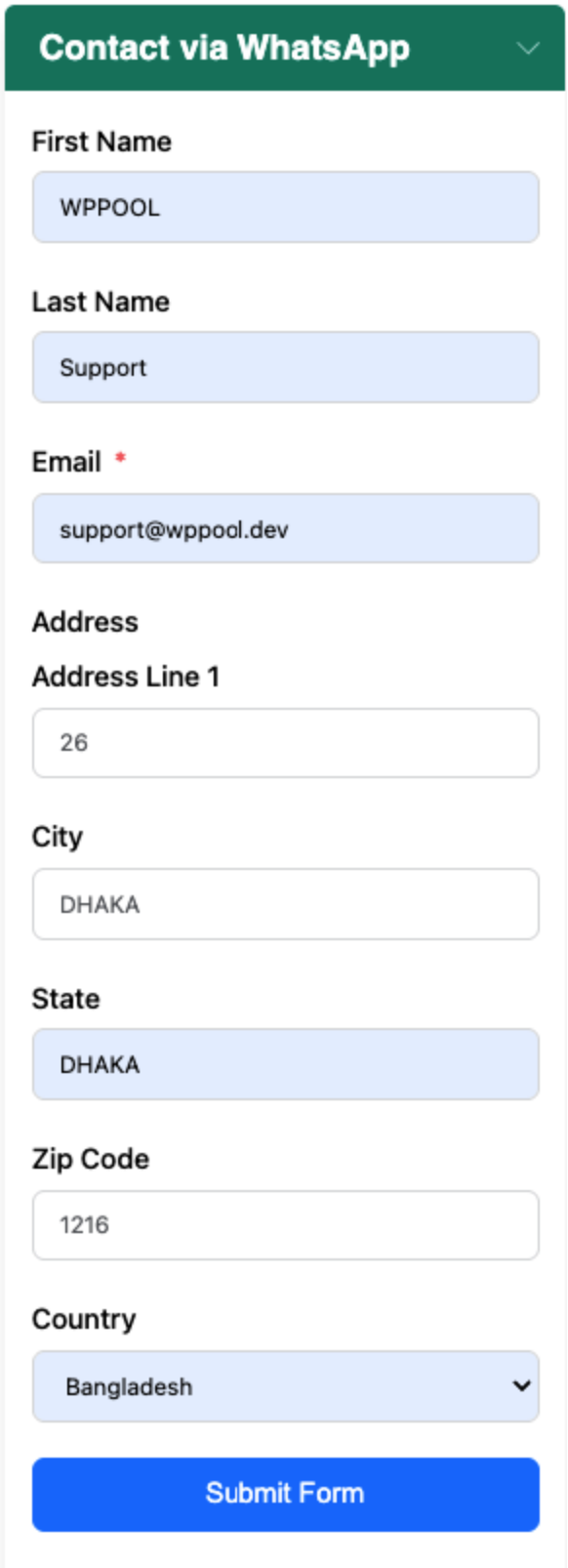
Configure Mailchimp Settings:

- **Mailchimp Audience(s):** Select the audience where new leads will be added.
- **Mailchimp Tag(s):** Assign tags to categorize or segment your leads.
- **Map Fields:** Match your form fields with the corresponding Mailchimp fields.



Duplicate Protection: Enable **Skip if contacts already exist in Mailchimp** to prevent duplicate entries.

Lead Submission Flow: User submits a form in FormyChat



- **FormyChat sends the lead to your WhatsApp (as usual)**
- **At the same time, the lead is pushed to Mailchimp**
- **In Mailchimp Audience, you'll see:**

ecommerce

Contact profile

Back to All Contacts

WPPOOL Support

Created on Nov 26, 2025 ET

Email Subscribed

Opted in on Nov 26, 2025 ET
Last originated from API - formy

Contact Information Edit

Email Address

support@wppool.dev

First Name

WPPOOL

Last Name

Support

Address

26 DHAKA, DHAKA 1216
Bangladesh