



# GAMEDAY

## Integrate your Mailchimp account with GameDay

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### Overview

**GameDay users can now integrate with Mailchimp, the #1 email marketing and automation software globally.**

Many GameDay customers utilise Mailchimp to communicate with their members, create and send newsletters and manage marketing-related opt-ins. This integration will provide a seamless flow of contacts from GameDay to an existing Mailchimp account.

The product integration with Mailchimp will make it easy to bring member data from your organisations GameDay account into Mailchimp. By connecting your organisations Mailchimp and GameDay accounts, all members from your organisation will sync to a nominated audience list in Mailchimp with any new members or updated details continuing to sync on a daily basis.

### BEFORE YOU START:

- You will require **access to an active Mailchimp account**, login credentials and an audience already created in Mailchimp in order to continue with setting up the integration via **GameDay Marketplace**.
- For customers on a free Mailchimp plan, you can connect your organisation's GameDay and Mailchimp accounts for free and remain on a free plan provided the number of contacts does not exceed the limit of your free plan (currently 500 contacts is the maximum)
- If the number of contacts in your GameDay account exceeds this limit, customers may need to change their plan with Mailchimp. To review available plans with Mailchimp, [click here](#)

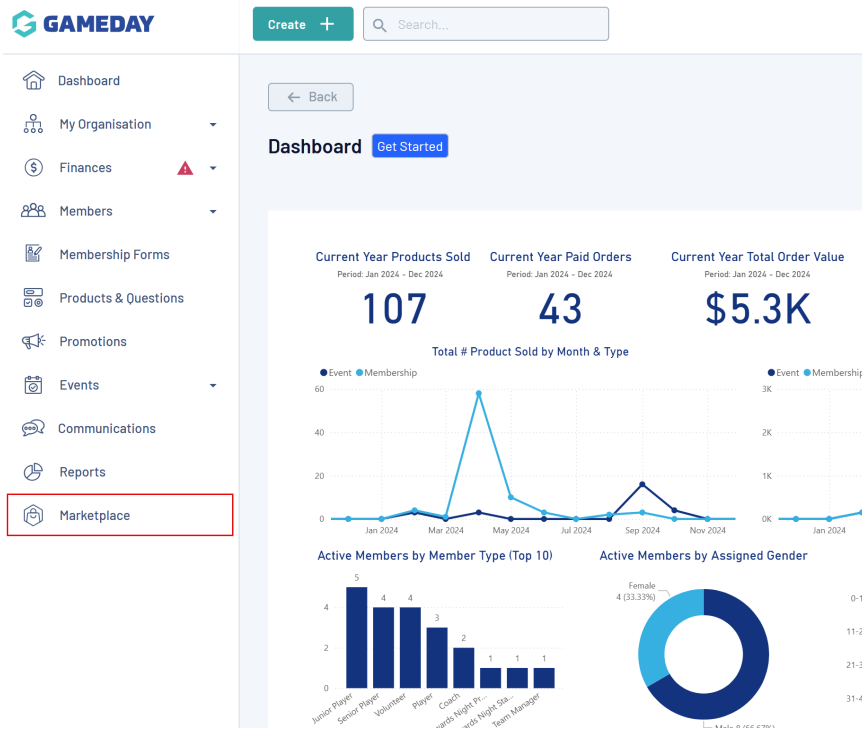
**Note:** A contact is considered to be a member with a unique email. In GameDay, members may have multiple family members registered with the same email address, so only the first listed contact will be synced across as Mailchimp only permits a single email to be listed.

The data synced across to Mailchimp includes:

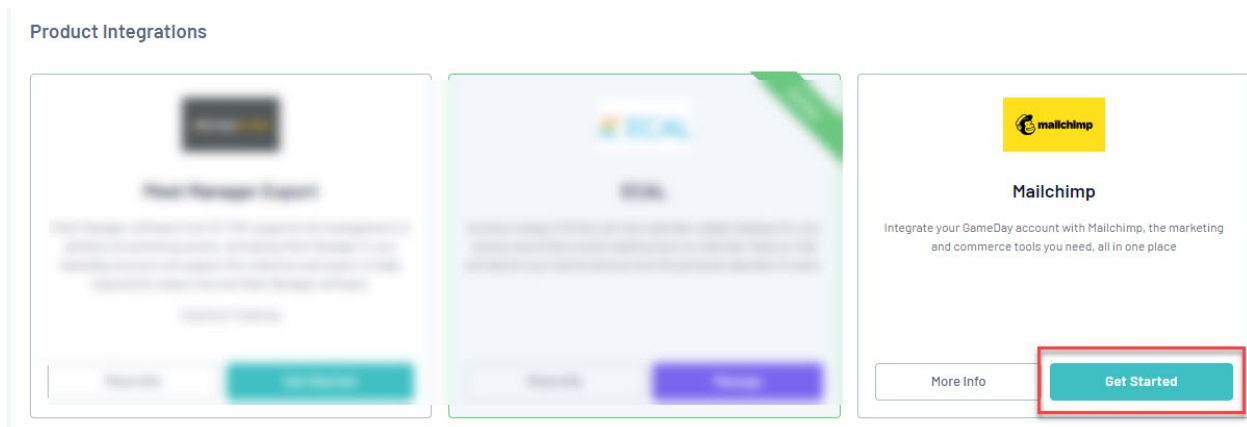
- **Profile Information:** Email, Name, DOB, Postcode, City/Town
- **Tags:** Season, Member Type & Product

### Step-by-Step

1. In the left-hand menu of your GameDay database, click **MARKETPLACE**



2. Scroll down to Product Integrations and select Get Started against **MAILCHIMP**



3. Read the important information related to the syncing of contacts between Mailchimp and GameDay, then select **the checkbox** to confirm you give permission for GameDay to access this information. Click **ACTIVATE**

## GameDay Events x Mailchimp Integration



### Getting Started

Our API integration with Mailchimp makes it easy to bring member data from your organisations GameDay account into Mailchimp. By connecting your Mailchimp account to your GameDay account, all members from your organisation will sync to a nominated audience list in Mailchimp with any new members or updated details continuing to sync daily. You will require an active Mailchimp account, login credentials and an audience already created in Mailchimp in order to continue with setting up this integration. To start the data sharing process please provide your consent by ticking the box below. Once you confirm your consent you will be asked to login to your Mailchimp account and select an audience in order to start the setup process.



For free Mailchimp plans, this includes up to 2,000 contacts. If the number of contacts in your GameDay account exceeds 2,000, only the first 2,000 records will sync. If you wish to upgrade or review your plan with Mailchimp - Click [here](#)

I agree to Mailchimp Terms & Conditions \*



Cancel

Activate

4. Log into Mailchimp using your existing Mailchimp credentials



# Log in and authorize

Log in to authorize your Mailchimp account to [Passport](#).

Username

mark.ay.app

Password

 Show

.....


Log In

Create An Account

[Forgot username?](#) · [Forgot password?](#)

5. Click **ALLOW** to give permission for GameDay share data from your Mailchimp account
6. Select the **AUDIENCE LIST** and the **CONTACTS** you want to sync across from your Mailchimp account
7. Click the checkbox to grant permission for GameDay to share this data, then click **ACTIVATE**

**GameDay Events x Mailchimp Integration** ×



*i* For free Mailchimp plans, this includes a limited number of contacts (a contact is considered to be a member with a unique email). If the number of contacts in your GameDay account exceeds this limit, you may need to change your plan with Mailchimp. To review available plans with Mailchimp - [Click here](#)

Select your Mailchimp audience list \*

BetaSports

Which contacts do you want to sync? \*

All Contacts (15 contacts)


Yes, I consent to share data with Mailchimp. \*

Cancel Activate

8. You have now completed the integration between Mailchimp and GameDay, where you can now log into Mailchimp and use the data from GameDay!

9. Now, you can log into Mailchimp by clicking on the **Manage** button from the Mailchimp tile in **GameDay Marketplace**

#### Product Integrations



Integrate your GameDay Passport account with Mailchimp, the marketing and commerce tools you need, all in one place.

More Info Manage

Once logged into your Mailchimp account, you will be able to segment and manage your data by the various **Profile Information & Tags** that get syncd across from GameDay

- Create
- Audience
  - Audience dashboard
  - All contacts
  - Signup forms
  - Tags
  - Segments
  - Surveys
  - Preferences center
  - Inbox
- Campaigns
  - All campaigns
  - Email templates
  - Email Analytics

[Upgrade](#)

faiza  
AlphaSports

**Matt Adam**

Added via Passport on September 13th at 3:03 AM  
Australian Eastern Standard Time

Opted in on September 13th at 3:03 AM Australian  
Eastern Standard Time

★★★★☆ Subscribed

Actions ▾

**Write a Note** 1000 characters remaining

Write an internal note here

Add Note

**Activity Feed** All Activity ▾

**Tags** +

Default x
2017\* x
Test Product (S... x
2018 x

2012 Winter x
2016 x
2019 x

Test Product Fe... x
Summer 2013 x
2015 x

2020 x

0%  
Open rate

---

—

0%  
Click rate

---

—

—  
Total revenue

—  
Average order value

Connect your store to get order data.

**Profile Information** Edit

Email Address	matt.adam@email.com
First Name	Matt
Last Name	Adam
Address	—
Phone Number	—
Birthday	—
Suburb	SOUTH YARRA
Assigned Gender	Female
Postcode	3141
Gender Identity	Female

**Note:** Once the integration is activated, data will continue to sync daily between GameDay and Mailchimp. This includes any updates to member records and addition of new members.

## Related Articles