


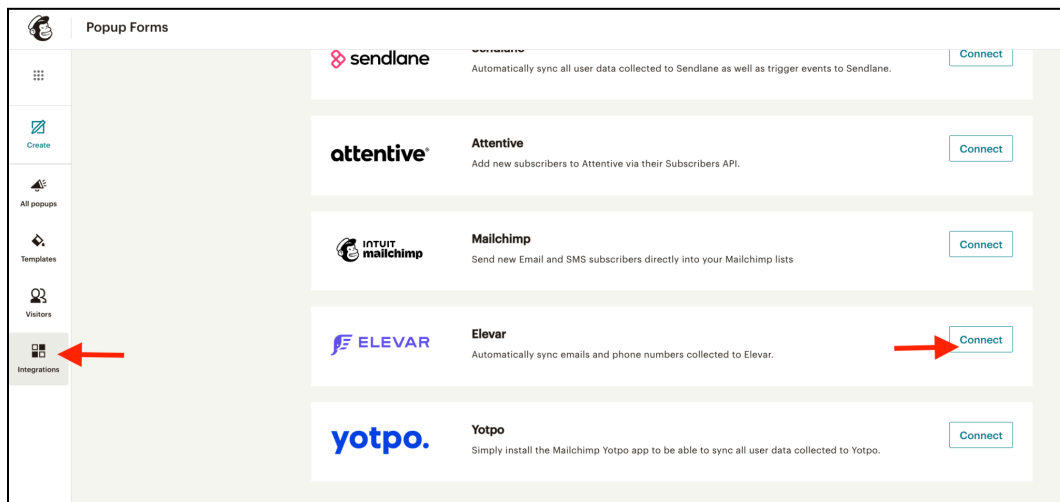
Elevar Integration

This guide outlines the straightforward steps to activate [Elevar](#) tracking within your Mailchimp Forms account.

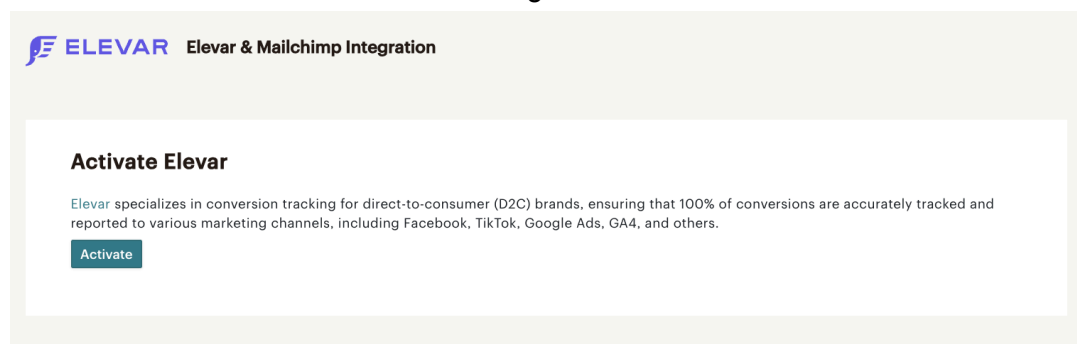
 This integration will only work if you already use Elevar on your site

Step to enable Elevar tracking in Mailchimp Forms

1. Access Integrations: Navigate to the 'Integrations' section within your Mailchimp Forms dashboard.
2. Locate Elevar: Scroll through the list of available integrations until you find Elevar.



3. Activate Elevar: If Elevar is not yet activated, click on the 'Activate' button. A visual indicator will confirm that the integration is now active.



Confirmation: Once connected, Mailchimp Forms will automatically start sending event data directly into Elevar.

- Events sent to Elevar:
 - i. Subscribe Email



ii. Subscribe Phone

That's all it takes! With Elevar now integrated, you can enjoy enhanced tracking functionality, providing valuable insights for your campaigns.

Technical Details for diving deeper

Once the Elevar Mailchimp Forms integration is enabled, the following 2 events are automatically sent to the Elevar DataLayer when an email or phone number are collected:

Example when email capture

event: "dl_subscribe"

lead_type: "email"

user_properties: customer_email: "test@testforms.com"

Example event when phone number capture

event: "dl_subscribe"

lead_type: "phone"

user_properties: customer_phone: "+19195547893"