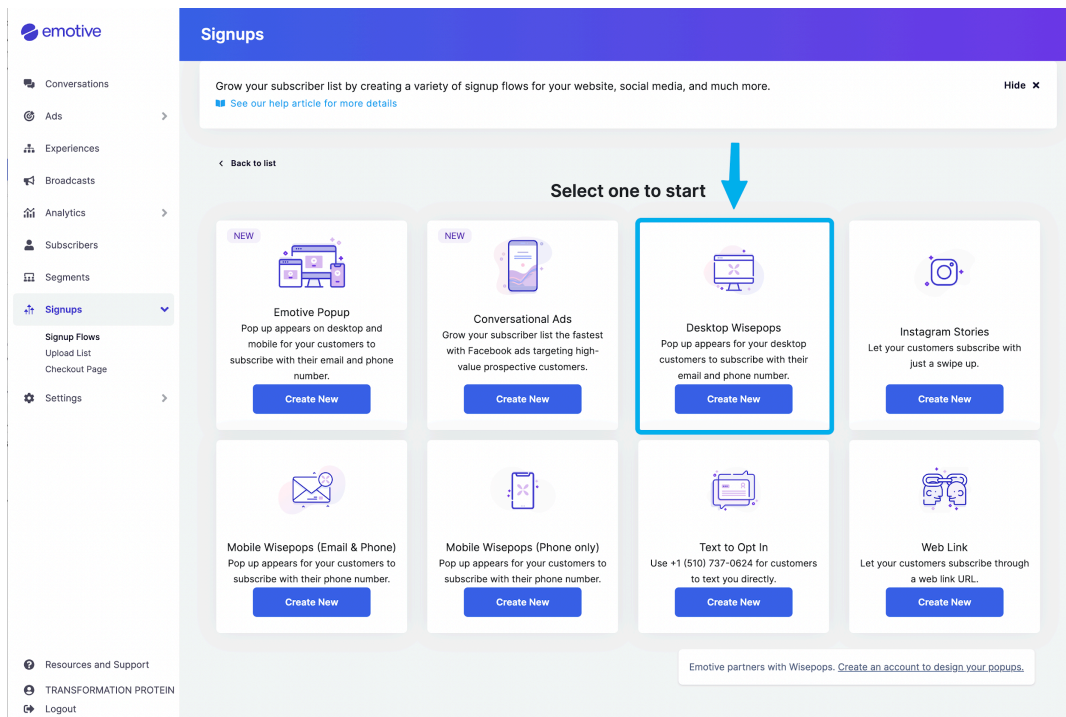


How to Integrate Emotive with Mailchimp Forms

Integrating Emotive with Mailchimp Forms allows you to send phone numbers from Mailchimp Forms to Emotive using the Emotive API. Follow these steps to set up the integration:

1. Sign in to Emotive and create a new "Signup" of type "Desktop Wisepops." Name the signup "Mailchimp Forms" and link it to an existing experience in Emotive (such as an SMS flow).



Signups

Grow your subscriber list by creating a variety of signup flows for your website, social media, and much more. Hide

[See our help article for more details](#)

[Need help completing your popup flow? Check out our help article.](#) Cancel Next

Signup flow details

Signup flow name

1 Mailchimp

Welcome Messaging

Launch your new subscribers into an Experience to let them know they've joined the list and drive engagement.

When a customer signs up, trigger Experience:

2 Signup Flow: **Designing Mailchimp** 11% ▼

2. Once you've created the signup, Emotive will generate an API Key. Copy this key to use later.

Conversations

Ads

Experiences

Broadcasts

Analytics

Subscribers

Segments

Signups

Signup Flows

Upload List

Checkout Page

Settings

Resources and Support

Signups

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[See our help article for more details](#)

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Signup flow details

Signup flow name

1 Mailchimp

Welcome Messaging

Launch your new subscribers into an Experience to let them know they've joined the list and drive engagement.

When a customer signs up, trigger Experience:

2 Signup Flow: **Designing Mailchimp** 11% ▼

Success! Your API key is ready.

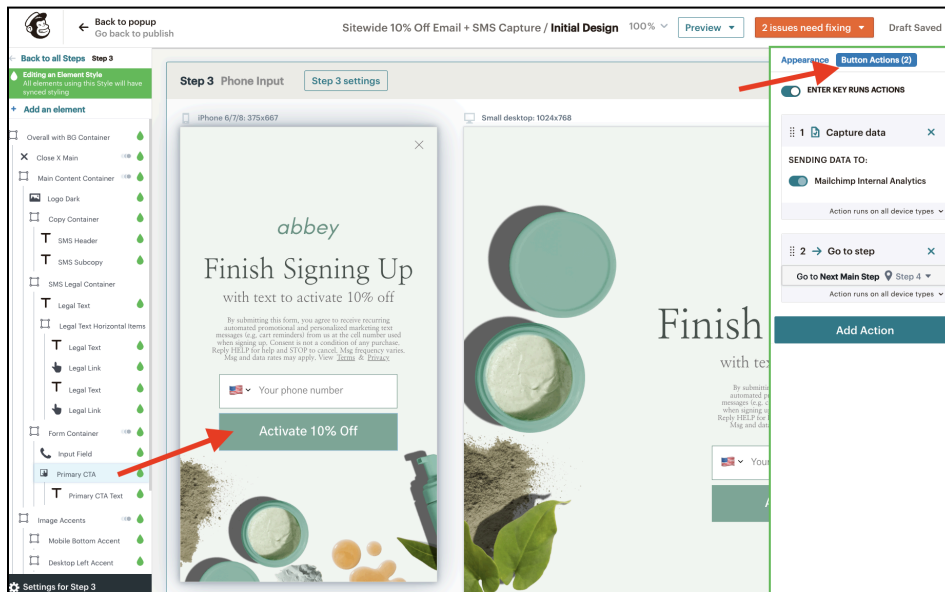
Simply copy your API key and paste into the Wisepops editor to complete the setup.

239637f7-9134-4582-a1b1-1b1b1b1b1b1b Copy

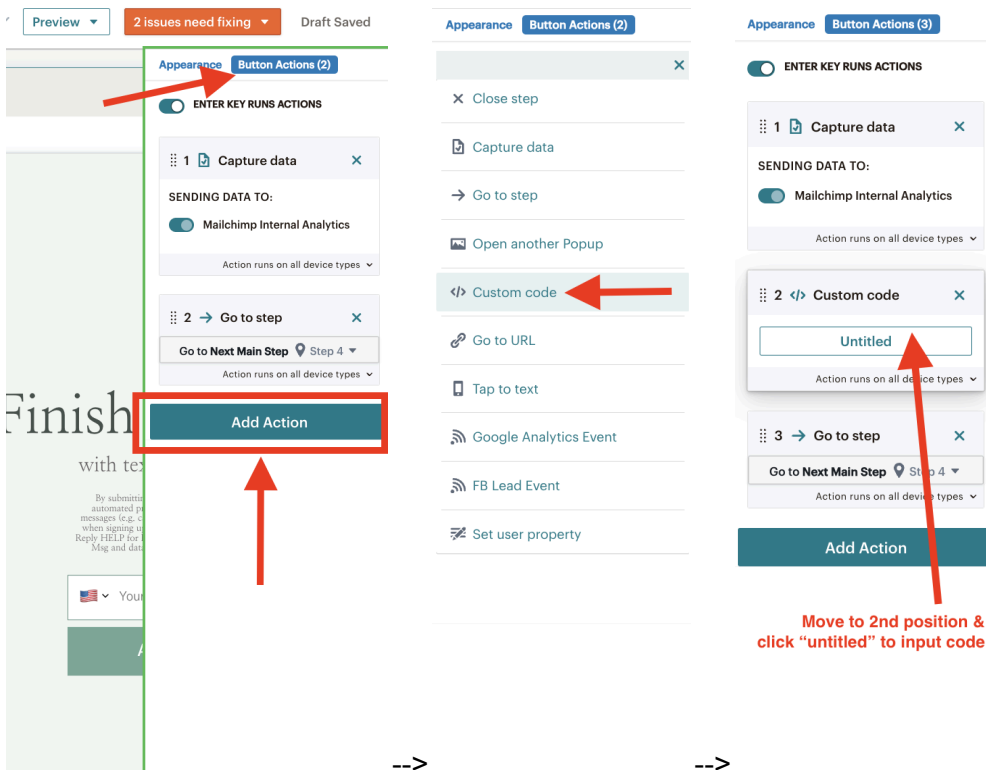
Continue to Wisepops



3. In Mailchimp Forms, go to the step that captures phone numbers and open the Button Actions for the CTA.



4. Click on "Add Action" and then select "Custom Code."



5. In the code editor, give the action a name (such as "Send to Emotive") and paste in the following code, replacing the API Key with the key you copied from Emotive:



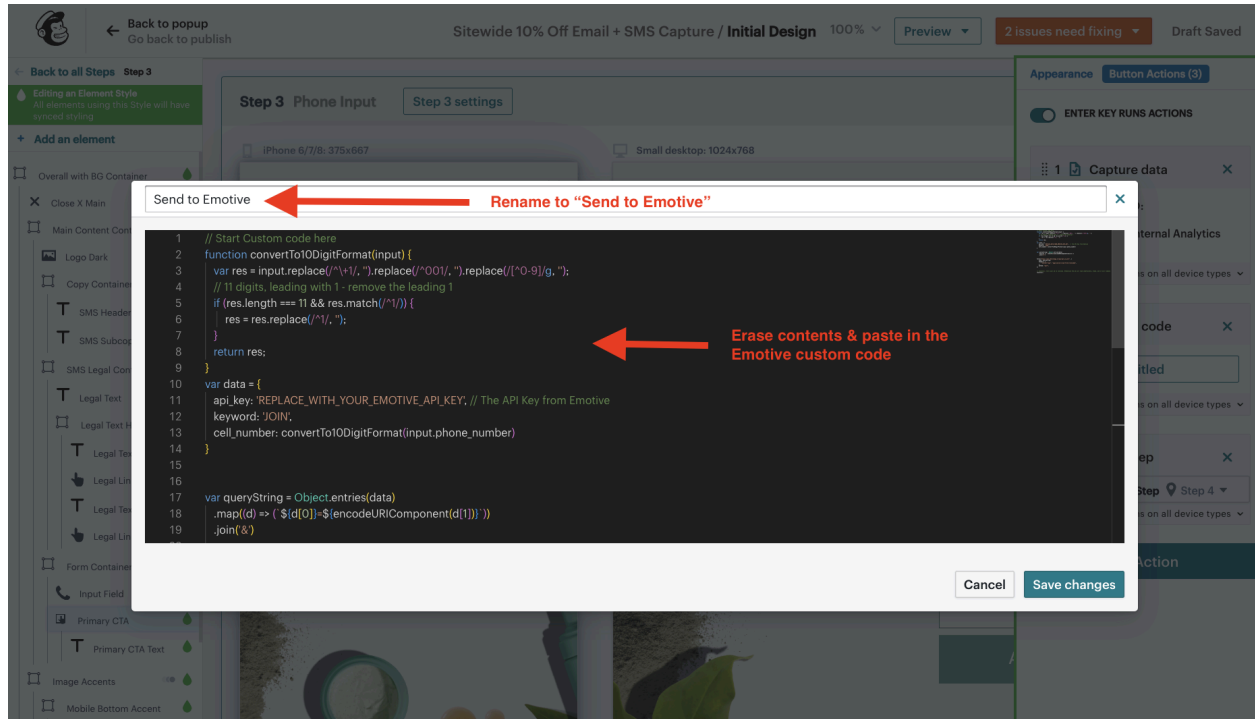
```
// Start Custom code here
function convertTo10DigitFormat(input) {
  var res = input.replace(/^+1/, "").replace(/^001/, "").replace(/^[0-9]/g, "");
  // 11 digits, leading with 1 - remove the leading 1
  if (res.length === 11 && res.match(/^1/)) {
    res = res.replace(/^1/, "");
  }
  return res;
}

var data = {
  api_key: 'REPLACE_WITH_YOUR_EMOTIVE_API_KEY', // The API Key from Emotive
  keyword: 'JOIN',
  cell_number: convertTo10DigitFormat(input.phone_number)
}

var queryString = Object.entries(data)
  .map((d) => (`${d[0]}=${encodeURIComponent(d[1])}`))
  .join('&')

fetch("https://www.emotiveapp.co/api/opt_in_user", {
  body: queryString,
  headers: {
    "Content-Type": "application/x-www-form-urlencoded",
  },
  method: "post",
})

// resolve(); tells your ad to continue. Otherwise the ad will load indefinitely, break, and it will
// timeout.
resolve();
```



6. Save the code and preview the popup live to confirm that everything is working as expected. You should see the Reply Y text and the phone number should be sent to Emotive.

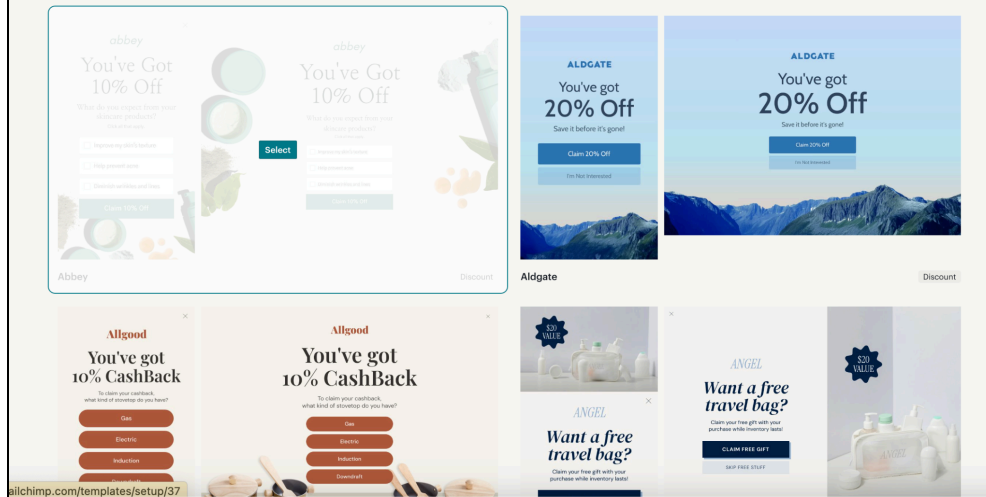
Picking the Right Template

For the best results when integrating Emotive with Mailchimp Forms, we recommend using the phone input field for all device types and not using Tap to Text. With Emotive, subscribers will need to reply Y to a confirmation text that is sent as soon as they sign up. Here's how to choose the right template:

1. Find a template you want to use and click on "Select" to customize it.


Templates

Need to create a non-lead capture popup? [See templates for bars, slideouts and more below](#)




2. Select "Email + SMS Subscribers" for How would you like to use this template?

Who do you want to capture?




Email subscribers




Email and SMS subscribers

3. Choose "Double opt-in with reply" for What type of SMS consent do you need?

What type of SMS Consent do you need?

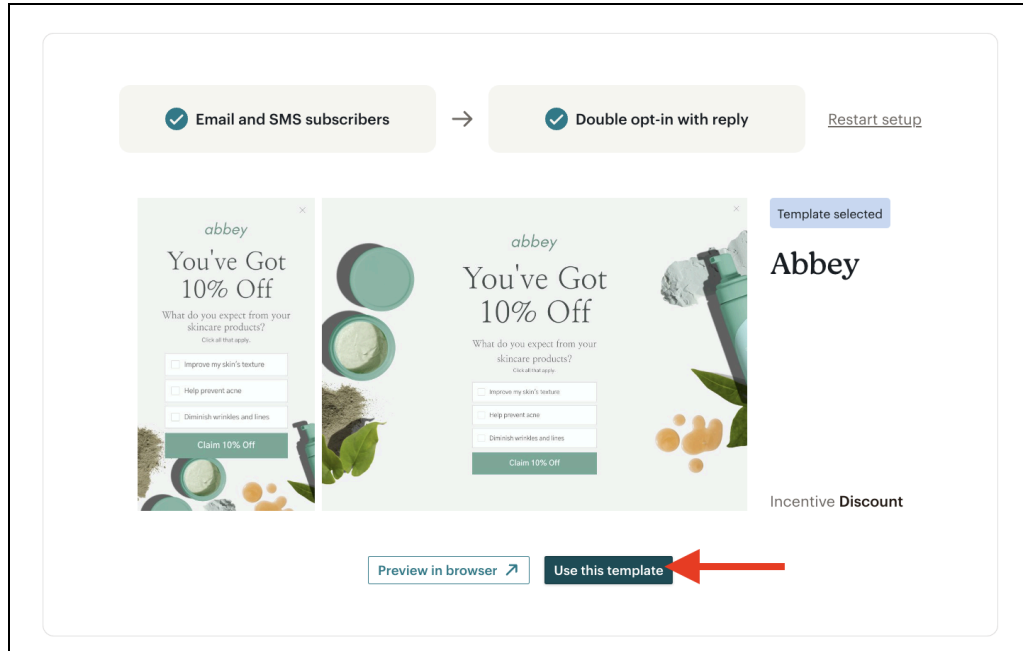


Single opt-in
Contacts are confirmed immediately



Double opt-in with reply
Contacts reply "Y" to confirm

4. Select "Use this template" to start editing in the builder!



5. Then customize the template to fit your needs, follow the steps above to add in the Emotive Integration, and you're all set!

Troubleshooting

If you are having issues with the integration, try the following:

- Make sure you have copied the correct API Key from Emotive and pasted it into the code in Mailchimp Forms.
- Confirm that you have selected the right template in Mailchimp Forms and are using the Phone Input Field and Reply Y option.
- Preview the popup live to ensure everything is working as expected.