

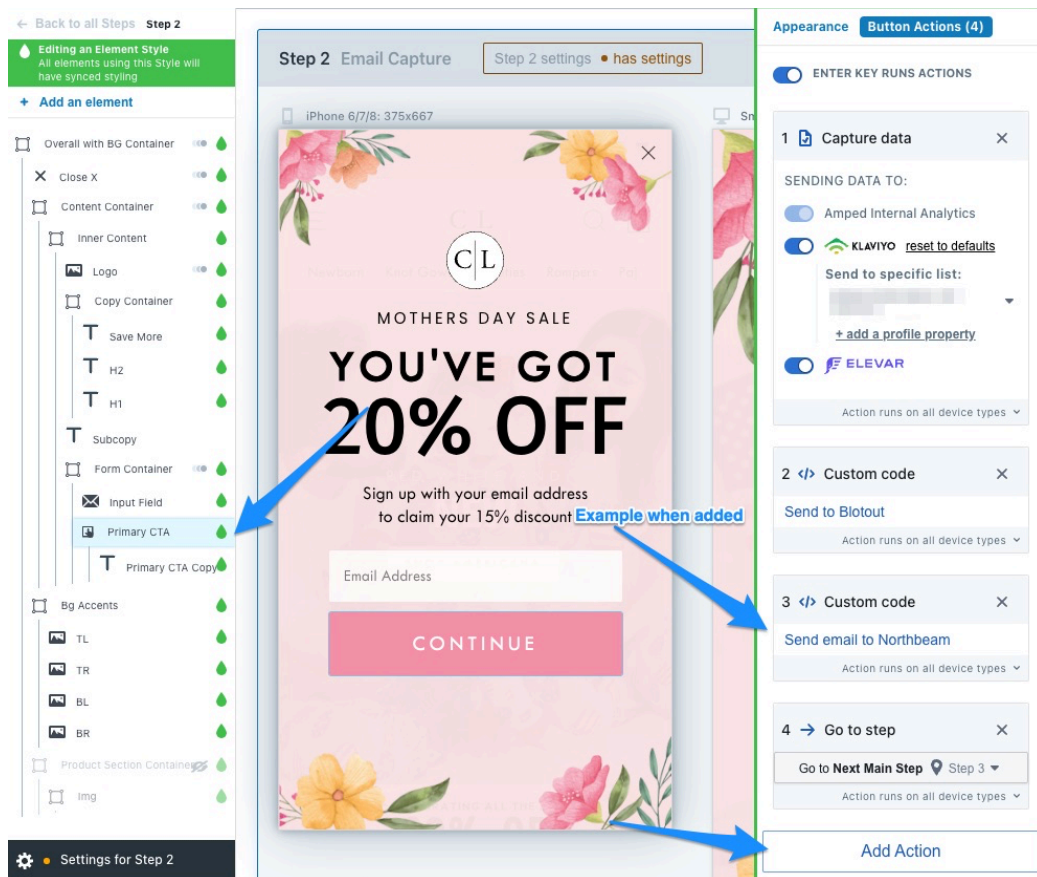
Northbeam

We're working with the Northbeam team to roll out an official integration but for now:

- You can easily send events to Northbeam by copying and pasting in the Custom Code below to your Mailchimp Forms Campaign!

Tracking Email Subscription Events to Northbeam

- For each campaign in Mailchimp Forms and on each split test variation you will need to add this Custom Code on the Button that captures the Email:



The screenshot displays the Mailchimp Forms editor for a campaign titled 'Step 2 Email Capture'. The central preview shows a mobile form with a pink background and floral decorations. The form text includes 'MOTHERS DAY SALE', 'YOU'VE GOT 20% OFF', and a 'CONTINUE' button. A blue arrow points from the 'Primary CTA' element in the left sidebar to the 'CONTINUE' button in the preview. Another blue arrow points from the 'Example when added' text in the preview to the 'Custom code' action in the right sidebar. The right sidebar, under 'Button Actions (4)', lists four actions: '1 Capture data', '2 Custom code' (with a blue arrow pointing to it), '3 Custom code', and '4 Go to step'. The '2 Custom code' action is configured to 'Send email to Northbeam'. The bottom of the sidebar has an 'Add Action' button.

Here's the Custom Code you can copy and paste in exactly to track email sign ups from Mailchimp Forms:

// Start Custom code here



```
if (window.Northbeam && typeof window.Northbeam.fireEmailCaptureEvent === 'function') {  
  window.Northbeam.fireEmailCaptureEvent(input.email, "Amped - Email Collected");  
} else {  
  console.log('Northbeam is not available on the page.');}
```

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

Tracking SMS Subscription Events to Northbeam

- For each campaign in Mailchimp Forms and on each split test variation you will need to add this Custom Code on the Button that captures Phone Numbers for SMS:

Action Required by Northbeam to enable this - There is not a standard SMS subscription event in Northbeam SDK currently so for now you will need to notify Northbeam of the custom event name you are setting for this so they can start reporting on it.

If you copy/paste the code below the event name is 'Amped_sms_capture'

Here's the Custom Code you can copy and paste in exactly to track sms sign ups from Mailchimp Forms:

// Start Custom code here

```
if (window.Northbeam && typeof window.Northbeam.fireCustomGoal === 'function') {  
  window.Northbeam.fireCustomGoal("Amped_sms_capture", {});  
} else {  
  console.log('Northbeam is not available on the page.');}
```

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