

## DATAFIELD TO MAILCHIMP TUTORIAL -

### HOW TO GROW YOUR EMAIL LIST FASTER USING MAILCHIMP AND DATAFIELD [MOBILE REGISTRATION FORM](#) ?

Thanks to Datafield, there's no need to buy email list anymore. Put your favorites tablet in front of your customers and prospects and have them fill your email database, for instance using [MailChimp](#).

Let's look at this step by step tutorial on how to rapidly build qualified and relevant email list that could be used to gain new customers and engage with existing ones.

Step 1: Create a Mobile Registration form using [Datafield web Dashboard](#)

Sign up or login to Datafield and create your [mobile registration form](#) requesting an email and a name + an other information that may be usefull for your segmentation strategy: gender, age, area of interest or else.

The screenshot displays the DataField web dashboard interface. At the top, the DataField logo is visible. Below the logo, there is a navigation bar with four tabs: "Prepare Surveys", "Launch Campaigns", "Collect Results", and "Manage Mobile Teams".

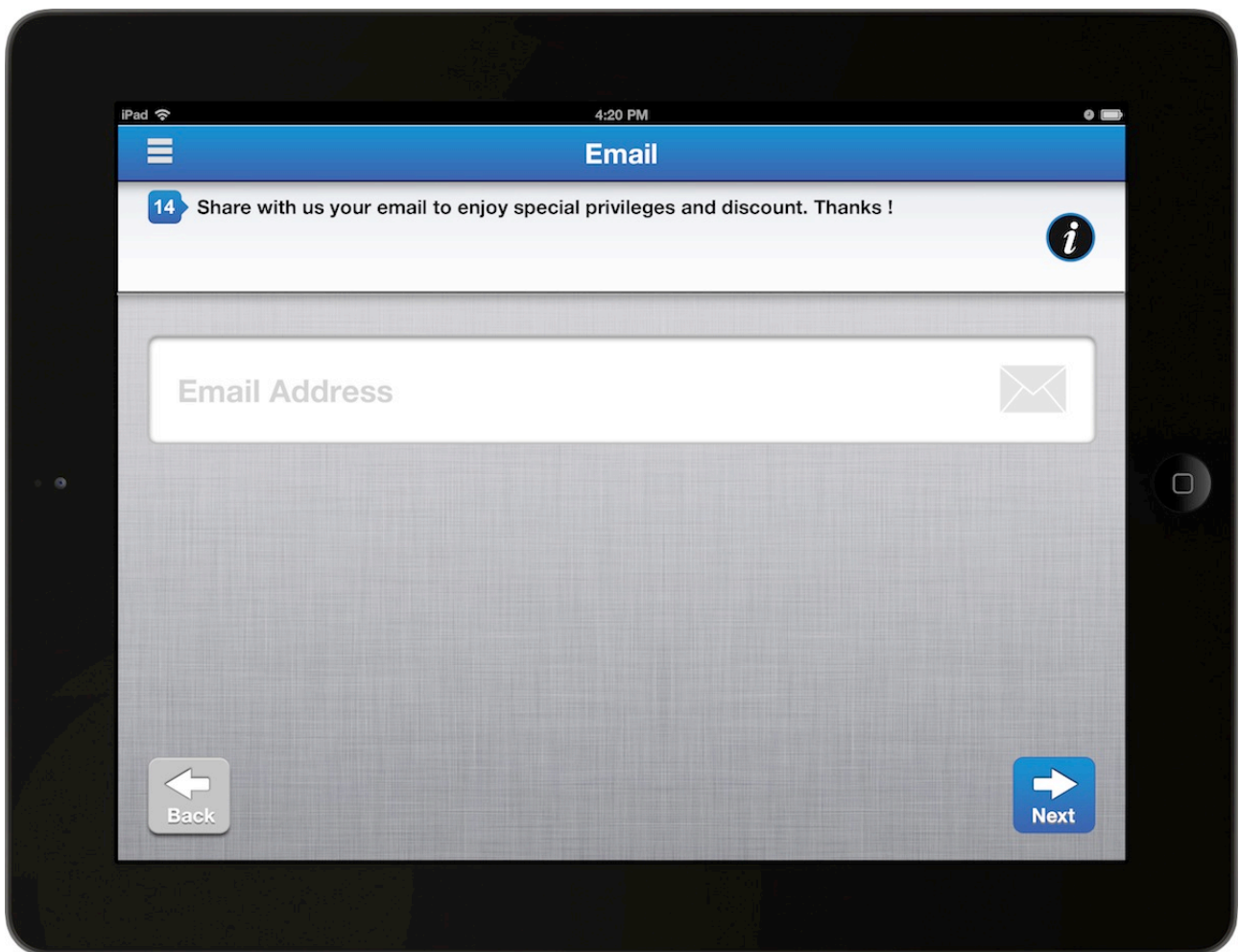
The main content area shows a configuration screen for a mobile registration form. The form is titled "Contact Field" and is part of a survey titled "SYNC WITH CAZOOMI SURVEY" with the code "MAILCHIMP".

The form configuration includes three questions:

- 1 Your email address (Email address question)
- 2 Your first name (Text question)
- 3 How old are you ? (Number question)

Each question is preceded by a drag handle icon. The first question is highlighted with a red border, and the second and third questions are circled in red. At the bottom right of the form configuration area, there are buttons for "Insert favorite", "Add question", "Add block", "Conditional Branching", and "Launch mobile campaign".

Your registration form appear then on [Datafield Mobile Application](#) (or your custom mobile application if you require). Your customer or prospect can simply input it's email. We would advise to provide an incentive such a access to promotions, special discount or valuable tips to encourage users to opt-in to your newsletter/emailing list.



Here is the iPad screen as it will look on Datafield mobile application. Let us know if you required a special design.

## [Step 2 : Match your Datafield registration field with your MailChimp mailing list field using SYNC APP](#)

First, you need to first select the Datafield form that you want to Sync, then select the exact field from this Datafield form that will feed your MailChimp mailing list.

**SyncApps®** by AZOOMI | [Dashboard](#) | [Features](#) | [Pricing](#) | [Support](#) | antoine@data-field.com | [My Account](#) | [Logout](#)

### Sync Profile

[Dashboard](#)  
[My Account](#)  
[Settings](#)  
[Upgrade](#)  
[Addons](#) PRO

#### Edit Sync Profile: Datafield to Mailchimp

[Datafield](#) | [MailChimp](#) | **Field Mapping** | [Sync Scheduling](#)

Enable Additional Field Mappings ?

Datafield Fields:

MailChimp Fields:

Mapping Direction:

Fields with (\*) are read only fields, cannot be used as mapping target.

[Add Mapping](#) [Refresh Fields](#)

After adding new mapping please reset your SyncApp so all your data will be re-synced with the new mapping. ?

#### Current Mapping

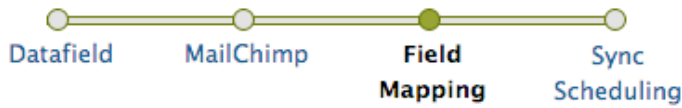
Datafield		MailChimp	
Your email (13428)	➔	Email Address (EMAIL)	<a href="#">delete</a>
Your name (13427)	➔	First Name (FNAME)	<a href="#">delete</a>

[Back](#) [Next](#) [Save](#)

Quite simple isn't it? SyncApp will then automatically sync Datafield email field with MailChimp email field, and so on.

Of course, you can decide to collect and sync more than just email address in order to have proper segmentation or your list. For instance, you can ask for the age, name or income bracket if you feel it is relevant. All these information will automatically be added to the relevant field within MailChimp email list.

## Edit Sync Profile: Datafield to Mailchimp



Enable Additional Field Mappings [?](#)

Datafield Fields

MailChimp Fields

Mapping Direction

Fields with (\*) are read only fields, cannot be used as mapping target.

Add Mapping

Refresh Fields

After adding new mapping please reset your SyncApp so all your data will be re-synced with the new mapping. [?](#)

### Step 3 : Your MailChimp email list is updated with emails collected with the Datafield Mobile Application.

You are building your MailChimp mailing list with emails collected with both the iOS (iPhone and iPad) and Android mobile Application. The list are automatically sync when user fill the registration form on the mobile application.

The screenshot shows the MailChimp interface. At the top, there's a navigation bar with 'MailChimp' logo and menu items: Dashboard, Campaigns, Lists, Reports, Autoresponders, Account, and Search Help. Below the navigation bar, there's a header for 'Lists' with a search bar and a notification: 'antoine@data-field.com, did you know I'm a super genius?'. The main content area shows a list titled 'Registered via iPad - MC SYNC' with 1 subscriber. Below the title, there are options: 'View All', 'Subscribe', 'Unsubscribe', and 'Change List'. A search bar for subscribers is also present. The list itself has a table with columns: 'Email Address', 'First Name', 'Last Name', 'member rating about', 'last changed', and 'date added'. The table contains one row with the following data: 'demo@data-field.com', 'Gatean', a 5-star rating, '2/19/13 12:09PM', and '1/30/13 3:00AM'. There are also 'Bulk Actions', 'View/subscribed', 'Download', and 'Segment' buttons above the table.

MailChimp Integration directory is available here :  
<http://connect.mailchimp.com/integrations/datafield>