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.

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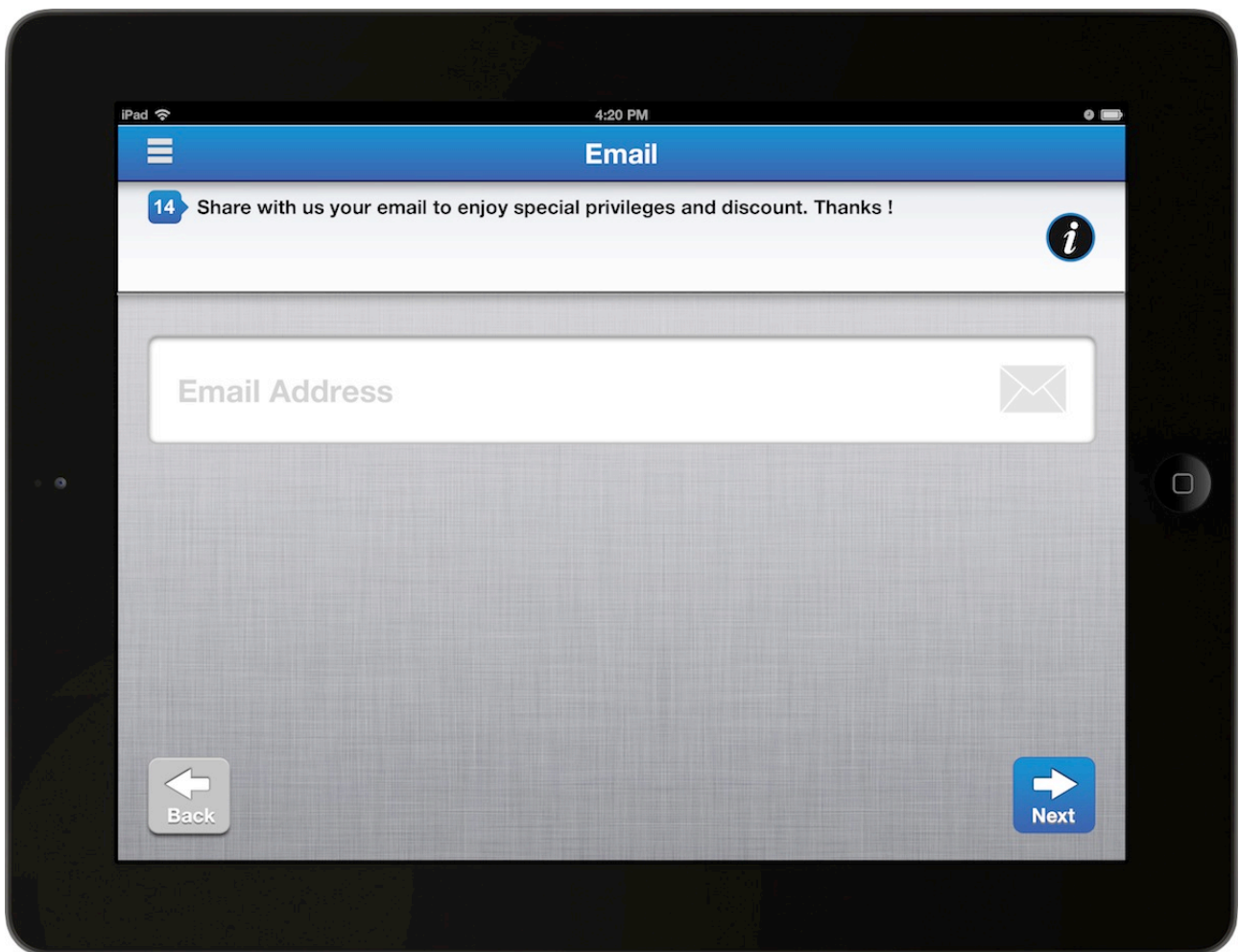
Here is the iPad screen as it will look on Datafield mobile application. Let us know if you required a special design.

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.

Quite simple isnt'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 whithin MailChimp email list.

Edit Sync Profile: Datafield to Mailchimp

Datafield — MailChimp — **Field Mapping** — Sync Scheduling
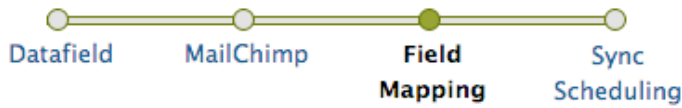
☑ Enable Additional Field Mappings ⑦

| Datafield Fields | Your first name (13562) * ⬍ |
| MailChimp Fields | First Name (FNAME) ⬍ |

Mapping Direction   Datafield to MailChimp ⬍

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. ⑦

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.

MailChimp Integration directory is availaible here :

http://connect.mailchimp.com/integrations/datafield