Miva

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Miva, Inc. Announces Native Integration with MailChimp

Miva Ecommerce Platform Now Offers Built-In Integration with Leading Marketing Automation Software, MailChimp

San Diego, CA – – Enterprise ecommerce platform, Miva, Inc., announces an all-new native integration with popular marketing automation service, as part of the latest software release, Miva 9.7. With this integration, merchants can automatically send abandoned cart and order follow-up emails, import all products, customers, and sync historical order data in order to create and launch effective marketing campaigns.

Brennan Heyde, Miva VP of Developer Relations, explains how Miva store owners can leverage the powerful capabilities of MailChimp to increase ROI, "This new native integration with MailChimp allows customers to unlock all of MailChimp's ecommerce automations to drive sales." Heyde continues, "Now, merchants can capture valuable customer data easier with a newsletter signup box anywhere on their site, an opt-in checkbox at checkout, or auto-subscription with any customer order."

Merchants also have the ability to utilize the comprehensive marketing analytics reporting from MailChimp to track user behavior across every email send and every click.

"Targeting the right audience with the right message is the key to successful ecommerce marketing campaigns," Danial Dashtizad, Miva Director of Marketing adds. "Miva customers now have the ability to use Mailchimp data to create highly-focused subscriber list segments, and targeted content based upon customer status, location, buying history, new/lapsed subscribers, and preferences, just to name a few."

Miva Merchant version 9.7 is a free software update, available now, for all Miva store owners to download. Visit https://www.miva.com/miva-merchant-9-7-update to learn more about the additional features included in the Miva 9.7 software update.

About Miva, Inc
Since 1997, Miva has delivered expertly-designed solutions to help high-growth businesses serve their customers in the most innovative, forward-thinking ways possible. Miva stores deliver superior online shopping experiences and support sophisticated back-end ecommerce workflows. Miva is the only cloud-based platform that provides a reliable and expandable enterprise ecommerce solution from a single source; Miva owns and maintains the Miva Merchant software and cloud-based hosting environment. Visit http://www.miva.com for more information.