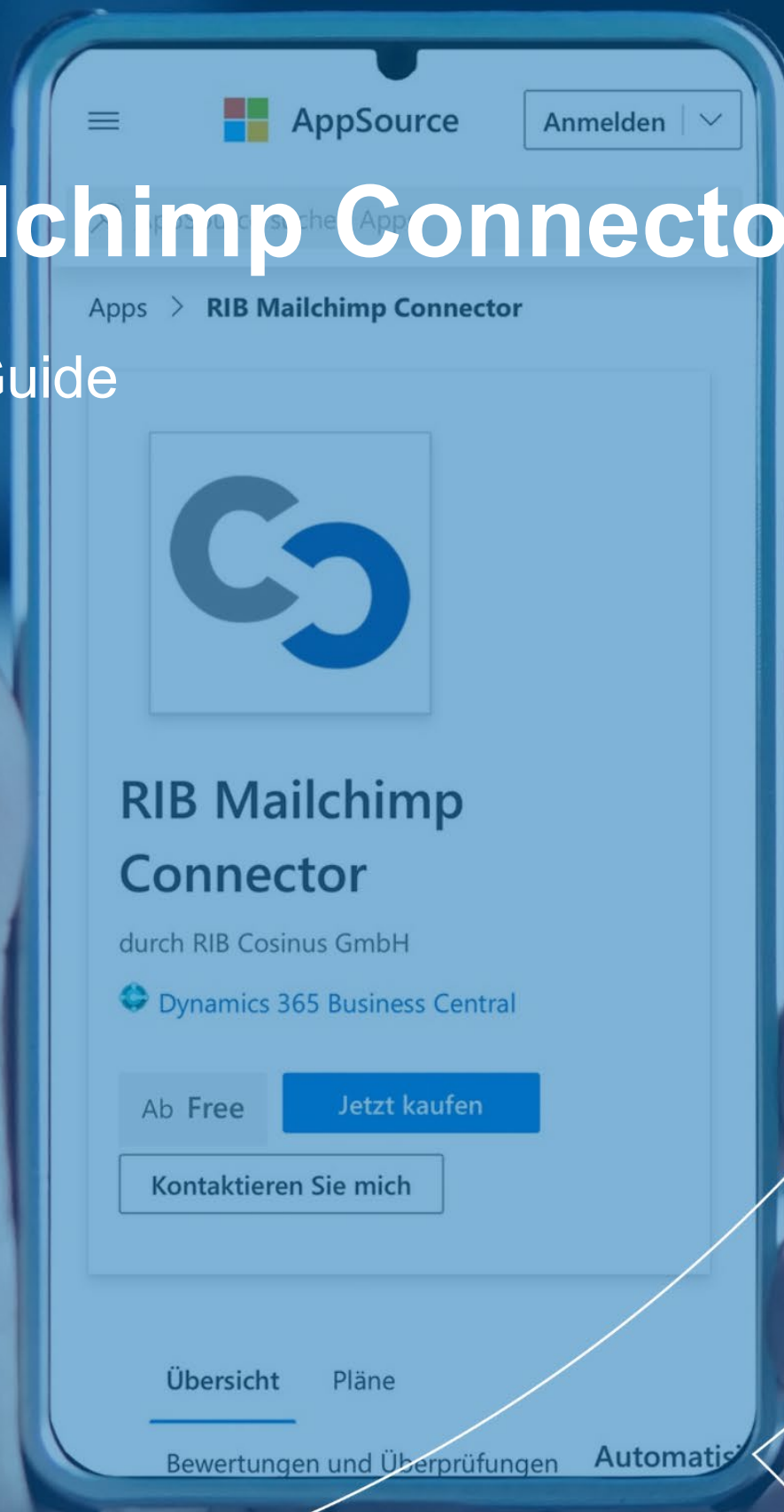


# Mailchimp Connector

## User Guide



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This guide is for Business Central users who manage contacts and their Mailchimp newsletter subscriptions day to day. It assumes you're comfortable navigating Business Central and know the basics of Mailchimp audiences, subscribers, and interest groups. For setup, monitoring, and troubleshooting, see the administrator guide or contact your system administrator.

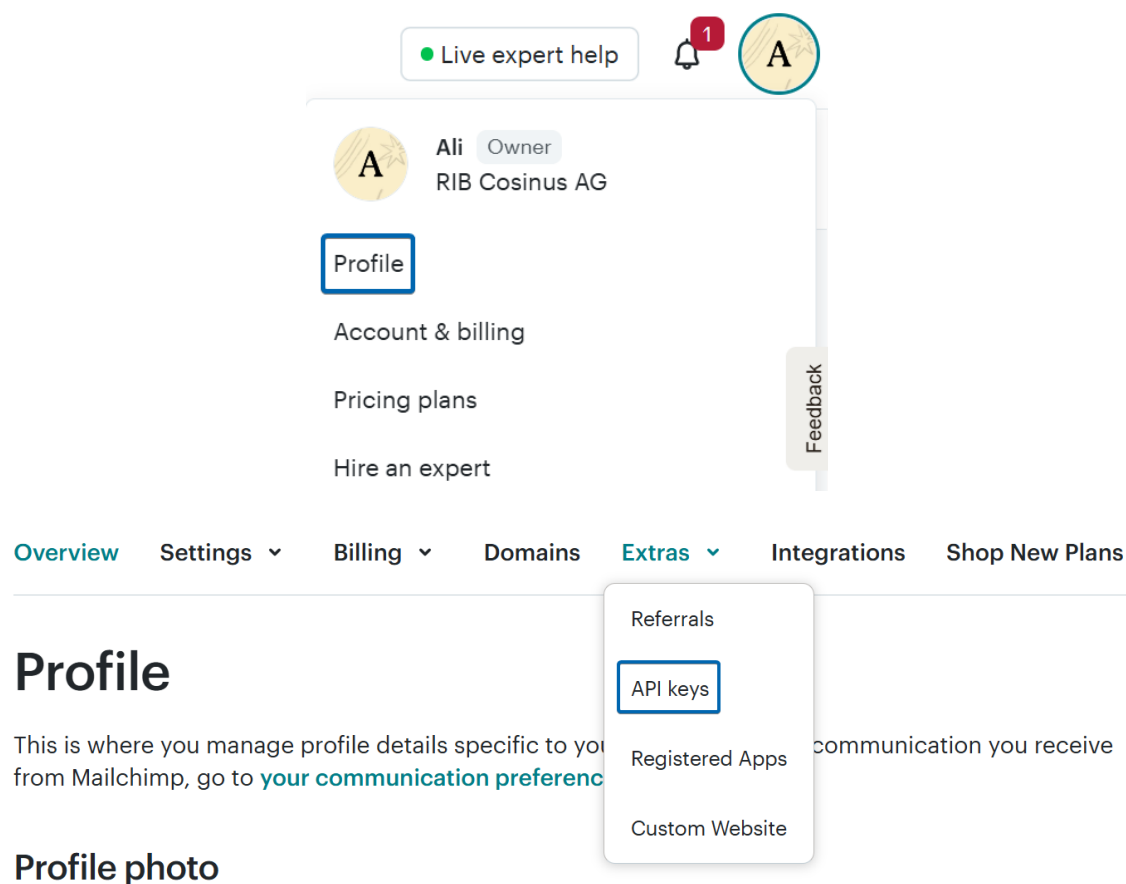
The connector keeps your Business Central **Contacts** in sync with Mailchimp **Members** in your audiences, so newsletter sign-ups can be managed without leaving Business Central.

## Setting up the connection

Setup is usually a one-time task handled by the person who administers Business Central for your company.

### 1. Get your Mailchimp API key

1. Log in to Mailchimp and go to **Profile** by clicking your profile icon in the upper-right corner, then open **Extras** and select **API keys**.



2. If you already have a key you want to reuse, copy it. Otherwise, select **Create A Key**, give it a clear name such as Business Central, and copy the generated key. Mailchimp only shows the full key once.

### Your API keys

You can review, revoke, or generate new API keys below. [Learn more about generating, revoking, and accessing API keys here.](#)

| CREATED                                 | EXPIRES                                   | USER                   | LABEL             | KEY ⓘ      | STATUS |
|-----------------------------------------|-------------------------------------------|------------------------|-------------------|------------|--------|
| Tuesday<br>September 8, 2026<br>8:21 AM | Wednesday<br>September 8, 2027<br>8:21 AM | Ali<br>Ozan<br>(owner) | BC RIB<br>Cosinus | [REDACTED] | Active |

Create a key

## 2. Connect Business Central

1. In Business Central, search for **Setup - Mailchimp**.
2. Paste the key into the **Api Key** field. It should look like xxxxxxxxxxxxxxxx-xxx. The **Data Center** field, such as us21, fills in automatically.
3. Select **Test Connection** to confirm Business Central can reach your Mailchimp account. The test should be successfully confirmed with "Everything's Chimp! Connection successful."
4. Turn on **Enabled**.
5. Select **Create Sync Job** for automatic synchronisation.

Creating a sync job requires sufficient permissions. If an error appears, contact your administrator.

## 3. Bring in your audiences

You do not need to select or create audiences in Business Central. Every audience that exists in your Mailchimp account is pulled in automatically.

To bring them in immediately instead of waiting for the next scheduled sync, open **Audiences - Mailchimp** and use the **Sync** action. Your audiences, subscribers, interests, and merge fields will then appear.

The information may already be present if you created the Sync Job beforehand.

## 4. Map merge fields (optional)

Merge fields are Mailchimp custom subscriber fields such as first name or birthday. If you want a Business Central contact field to keep a Mailchimp merge field updated automatically, set up a field mapping.

1. Open **Audiences - Mailchimp**, select an audience, and use the **Merge Fields** action.
2. For each merge field you want to map, set **Contact Field No.** to the matching Contact field. For example, map Mailchimp `FNAME` to the Contact **First Name** field.
3. After mapping, changes to that contact field in Business Central are sent to Mailchimp automatically.

Only the following merge field types can be mapped and synced:

- Text
- Phone
- URL
- ZIP code (5-digit only)
- Number
- Date
- Birthday

Address, image URL, dropdown, and radio-type merge fields are not supported and will not sync even if mapped.

If you do not see any Mailchimp options on the Contact page after setup, the integration is likely not enabled yet. Check with your administrator.

## 5. License requirements

Users who configure **Audiences** or **Merge Fields**, or who assign or unassign audiences and interests for a contact, need a valid **Mailchimp Connector** license.

Updating normal contact data, including changing a contact's email address, does not require a Mailchimp Connector license.

## 6. Managing a contact's newsletter subscriptions

Open a **Contact** from either the Card or List page and use the **Mailchimp Newsletter** action under Related > Related Information. This opens a tree showing every Mailchimp audience, its interest categories, and its interests.

- Check **Subscribe** next to an audience to join or rejoin it.
- Check individual **interests** to opt the contact into specific topics or categories within that audience.
- Select **Save and Close** to apply your changes. They are sent to Mailchimp right away.

### Mailchimp Newsletter

  Edit List  Save and Close  Cancel  

Select the audiences and interests to assign to this contact. Check Subscribe to (re)join an archived or not-yet-subscribed audience. Unsubscribed and cleaned audiences cannot be changed here.

| Audience / Category / Interest |                         | Status       | Subscribe                           | Selected                 |
|--------------------------------|-------------------------|--------------|-------------------------------------|--------------------------|
| →                              | ▼ <u>RIB Cosinus AG</u> | ⋮ Subscribed | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
|                                | ▼ Funktionen            |              | <input type="checkbox"/>            | <input type="checkbox"/> |
|                                | CO Präsident/in         |              | <input type="checkbox"/>            | <input type="checkbox"/> |
|                                | Präsident/in            |              | <input type="checkbox"/>            | <input type="checkbox"/> |

If something cannot be sent immediately, you will receive a message and the connector will retry automatically in the background.

### Things to know

- The action is disabled if the contact has no email address because there is nothing to link without one.
- If an audience shows as **Unsubscribed** or **Cleaned**, you cannot re-subscribe it from this page. The contact must subscribe again themselves, for example through a sign-up form, or the bounce must be resolved directly in Mailchimp.
- If the page is read-only and there is no Save or Cancel option, your account does not have edit permissions for Mailchimp. Ask your administrator to assign you a license and grant you the permissions.

On the Contact page you will also see two read-only sections:

- **Mailchimp Audiences (Subscribed)** shows which audiences the contact is currently subscribed to.
- **Mailchimp History** shows a log of Mailchimp-related events for the contact, including linking, email changes, subscribing, unsubscribing, and bounce activity.

## 7. Changing a contact's email address

Edit the email address on the contact as usual. The connector automatically reconciles the Mailchimp side by moving, unsubscribing, or reconnecting memberships under the new address as needed.

If the new address is already actively subscribed under a different contact, you will be prompted to confirm before continuing.

## 8. Linking a Mailchimp subscriber to a different contact

Sometimes a Mailchimp subscriber is linked to the wrong contact, or to no contact at all, for example when someone signs up directly through a Mailchimp form.

From the Mailchimp **Members** list, use **Assign Contact** on the subscriber's row and choose the matching contact by email address.

If that subscriber already belongs to a different contact, you will be asked to confirm the switch. This only changes which contact owns the subscriber. It does not change subscription status.

## 9. Good to know

- Changes made on the Newsletter page for a contact are sent to Mailchimp immediately.
- Other changes, such as a name update on a mapped field, sync automatically in the background, typically within about 15 minutes.
- Mailchimp is always the final authority on whether someone is actually subscribed. Business Central can request a subscription, but it cannot override an unsubscribe or bounce that happened in Mailchimp.
- Deleting a contact that has Mailchimp history is normally blocked to avoid losing that history. Mailchimp membership data itself is not deleted this way; it is only unlinked from the contact.

## 10. Something not working?

- Cannot edit the Newsletter page: check your Mailchimp permissions with your administrator.
- An audience will not accept a subscribe request: check whether Mailchimp shows that address as unsubscribed or bounced. That can only be resolved in Mailchimp.
- Anything else looks wrong: contact your system administrator so they can review the Mailchimp sync log.