



# Shopify and Constant Contact

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Constant Contact and Shopify work hand-in-hand to help you do more with your marketing.

## This guide will help you sync your Shopify store with Constant Contact and make the most of our integration.

Constant Contact's integration with Shopify makes your email marketing easier than ever! By connecting your Shopify store to your Constant Contact account, you'll be able to automatically sync your contacts, promote your products, recover lost revenue, and more. We have all the help you need to get the most out of our Shopify integration!



## Here's what we'll go over:

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# 01

## Shopify integration features

When you sync your Shopify store to your Constant Contact account, you can take advantage of all these features!

### Segmented contact lists

We automatically import your Shopify contacts who have agreed to accept marketing emails from you into your Constant Contact account and place them into segmented lists, so you can target your customers based on their activity. Your contacts are even synced on a daily basis.

### Automated abandoned cart reminder emails

Recover lost revenue from customers who begin placing an order but never complete the purchase with an automated email reminder. You'll even be able to see how much revenue is generated from the reminders.

### Drag-and-drop email content

If you're an Email Plus customer, the products and services in your Shopify store can be easily inserted into your emails through a dedicated Shopify action block, so that you can get your items in front of the right contacts.

### Pull Shopify discount codes into an email

When you create discount codes for your Shopify store, you can use the Coupon action block to pull them into your emails and share them with your contacts. You can even create multiple codes to send targeted emails to different segments of your contact list.

### Sales reporting

Our reporting shows you the sales driven by the Shopify product blocks in your emails compared to your overall Shopify sales so that you get an idea of how your emails are having an impact.

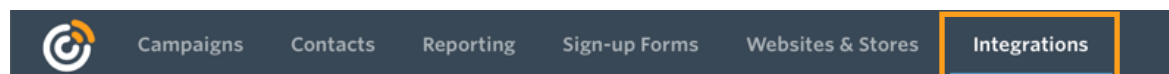
# 02

## Connecting your Shopify store

[Connecting your Shopify store](#) to Constant Contact is easy! To start, copy your Shopify store URL.

1. In your Constant Contact account, click the **Integrations** tab.
2. Locate the Shopify block, click the three dots, and click “Connect account.”

4. Check the box to verify that you have permission to email your Shopify contacts.
5. Paste your store’s URL into the field and click **Connect shop.**



### Integrations

Discover and connect apps to help run your business. Automatically sync contact and engagement data to save time, target your messaging, and deliver more successful campaigns.

#### Featured

A screenshot of the 'Featured' integrations section. It displays two large cards. The first card is for 'Shopify' with a green shopping bag icon and the text 'Shopify Connect Your Shop'. Below the card is a button labeled 'Connect Account' which is highlighted with an orange border. The second card is for 'eBay' with the eBay logo and the text 'eBay Connect Your Store'. Below this card is a button labeled 'Learn More'. At the bottom left, there are two tabs: 'All' and 'Connected', with 'All' being the active tab. A 'Connect' button is partially visible on the right side of the eBay card.

A screenshot of the Shopify integration setup form. It features the Shopify logo (a green shopping bag with a white 'S') and the heading 'Shopify'. Below the heading is a descriptive paragraph: 'Connect your shop and import contacts into pre-defined lists. Customers who agreed to receive promotional emails from your Shopify store will be added to Constant Contact. [View the lists](#)'. There is a checkbox with a checkmark and the text: 'I agree to the Constant Contact Shopify Integration [Merchant Agreement](#) and I have [permission to send](#) email to all contacts imported from Shopify.' Below this is a text input field labeled 'Enter shop name or URL' with the placeholder text 'e.g. https://shopname.myshopify.com'. To the right of the input field is a blue button labeled 'Connect shop' with an orange border.

# 03

## Setting up an abandoned cart email

An automated abandoned cart reminder email helps to re-engage those customers who left items in their shopping cart, and encourages them to complete the purchase.

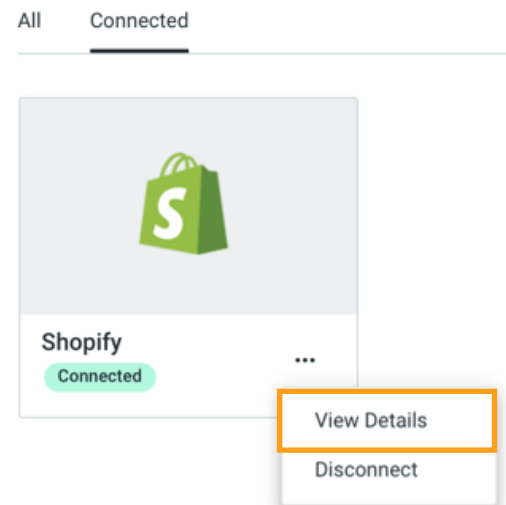


### Tip

To prevent your customers from receiving too many reminder emails, make sure the abandoned cart feature is disabled in your Shopify account.

On the **Integrations** tab:

1. Locate the connected Shopify block, click the three dots, and select “View details.”
2. Click **Abandoned Cart Email**.
3. Click the three dots and select “Edit.”
4. Once you’re finished customizing the email, click **Activate**.



Reporting Lists Activity **Abandoned Cart Email**

Recover lost sales by automatically sending an email to customers who have left an item in their cart.

Shopify Abandoned Cart Email		0	\$0.00	...
<b>INACTIVE</b>	Sends 10 hours after customers abandon cart	SENT*	RECOVERED*	

**Edit**  
Send Test Email  
Activate

Once activated, this is where you'll see how many reminders have been sent and how much revenue you've generated from them.

# 04

## Importing your contacts into Constant Contact

When you connect your Shopify store to Constant Contact, your contacts are automatically added to your account. However, there are other ways you can import contacts as well.

If you need to import your contacts from another email marketing platform, e-commerce platform, business software, or personal email account, we've got you covered:

- [Mailchimp](#)
- [Google](#)
- [Microsoft Outlook](#)
- [Eventbrite](#)
- [File or spreadsheet](#)

Don't see your program or option here? Check out the different ways you can import your contacts into Constant Contact:

- [Methods for Adding Contacts to Your Constant Contact Account](#)

# 05

## Setting up a sign-up form

Keeping a healthy supply of new contacts coming in will set you up for success and keep your list high performing.

With Constant Contact, you have a few different options for sign-up forms.



### Did you know?

You can create multiple sign-up forms and customize the content for specific audiences!

### Create a pop-up sign-up form

A [pop-up sign-up form](#) will visibly pop up on your website after a designated amount of time or when someone goes to leave.

### Create an inline sign-up form

An [inline sign-up form](#) can be embedded on different pages of your website with a little HTML code.

### Create a lead generation landing page

A [lead generation landing page](#) is a page that you can create to share a little more about your business with your contacts, as well as collect new sign-ups. You can share the URL on your social media pages or wherever you communicate with your contacts.

### More ways to grow your list

- [Help Overview: Constant Contact Sign-up Forms](#)

### Next steps

- [Set up a Welcome Email](#) to automatically send to your new sign-ups.
- [Segment your contacts](#) to send more targeted emails.

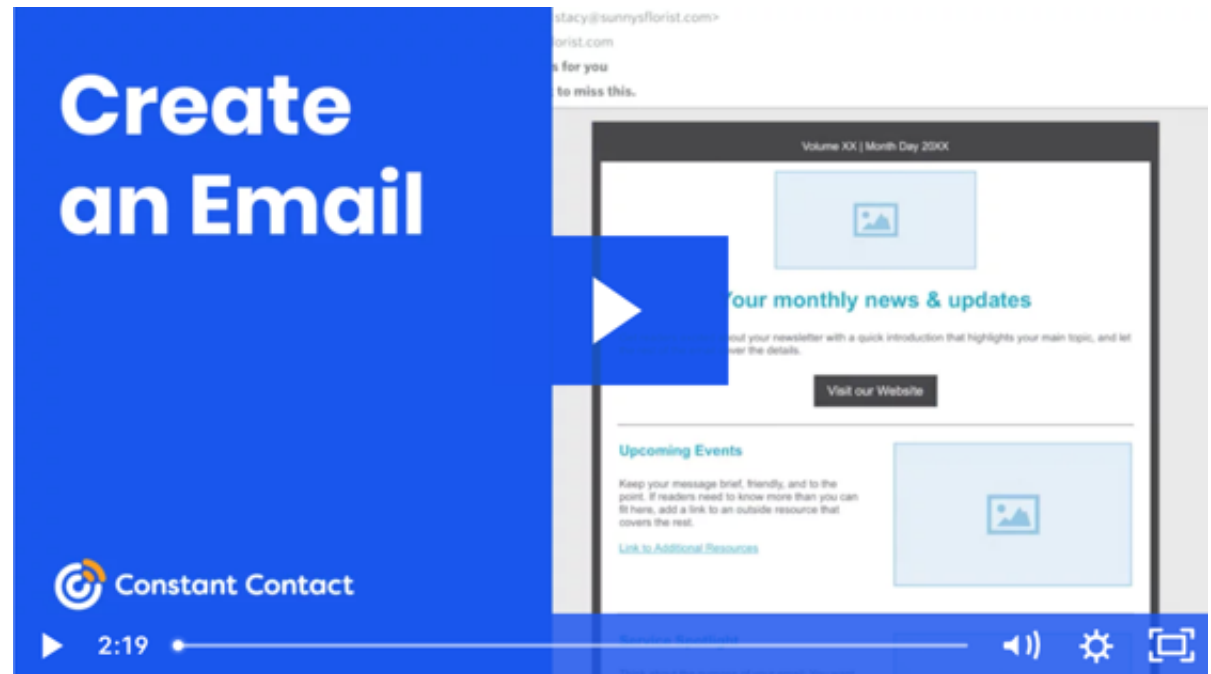
# 06

## Creating your first Constant Contact email

Now that you've got your Shopify account connected, your contacts imported, and your abandoned cart email set up, why not try creating your first email?

Our email editor is packed full of amazing features and user-friendly functionality.

Simply pick a template, customize the design, and add your content!



We have all the resources you need to use our Shopify features and get your first email out the door:

- [Add Items from a Shopify Store to an Email](#)
- [Add a Trackable Coupon to an Email](#)
- [Pull a Shopify Discount Code into an Email](#)



# More resources

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Check out these additional help resources to get the most out of our Shopify integration!

## Articles

- [Shopify Revenue Reporting and Contact List Sync](#)
- [Segment Your Contacts Based on Shopify Activity](#)
- [Send an Automated Email Series to Your Shopify Customers](#)

## Video tutorials

- [Using the Shopify Integration](#)
- [Create an Automated Shopify Abandon Cart Email](#)
- [Creating Shopify Customer Segments](#)
- [Insert a Coupon Block Into Your Email](#)

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