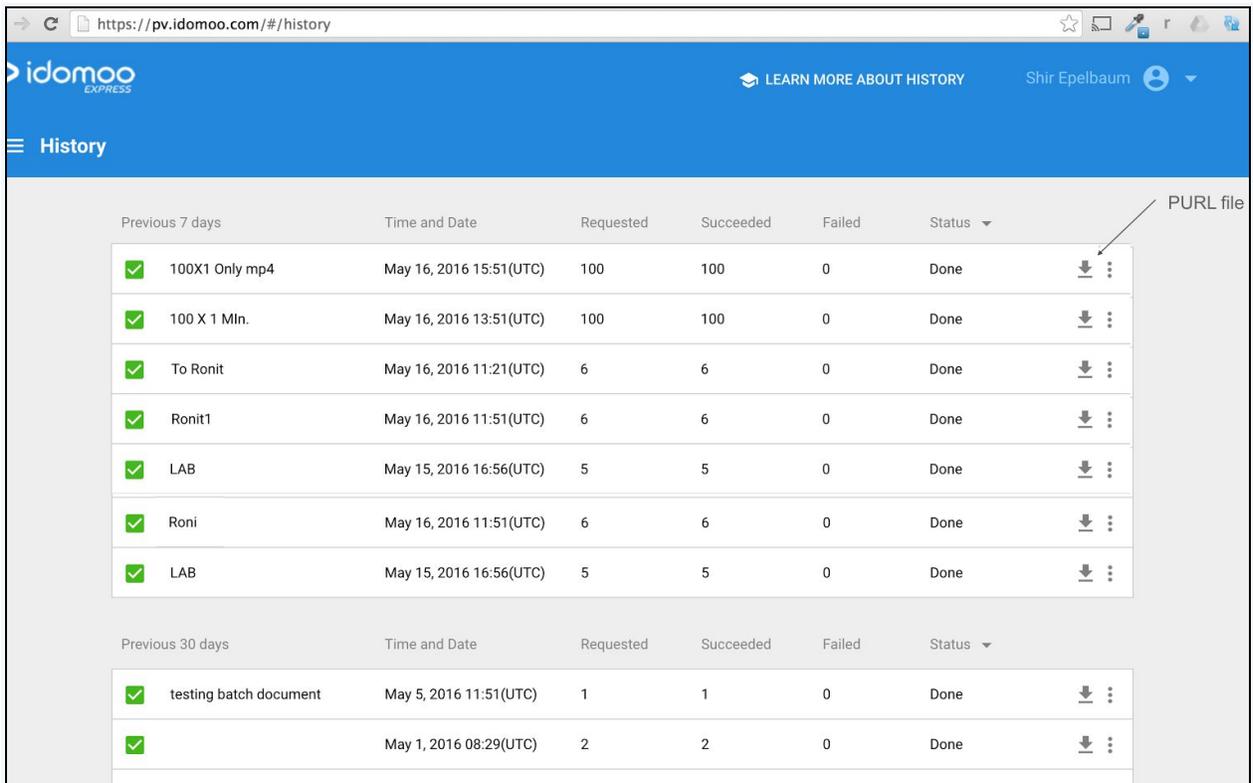## Integrate your PURL file into Mailchimp

Below are the instructions to configure an email campaign from your mailchimp account using idomoo's PURL file.

Please note that you will need to generate the videos with the Idomoo landing page in order to use the following explanations.

Step 1: Download the PURL file

The PURL file is available under the "History" section of your account after video generation is completed using the batch process.
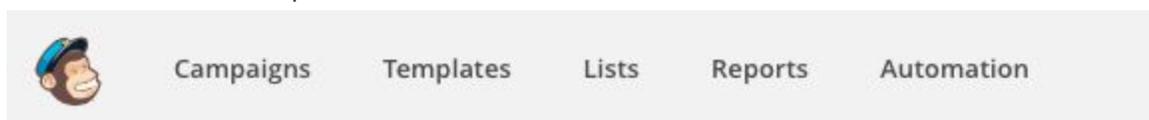

Step 2: Create a list and import contacts from a file

1. Create a list from the top menu.

2. Select in the sub menu "Add subscribers" and then "Import subscribers".
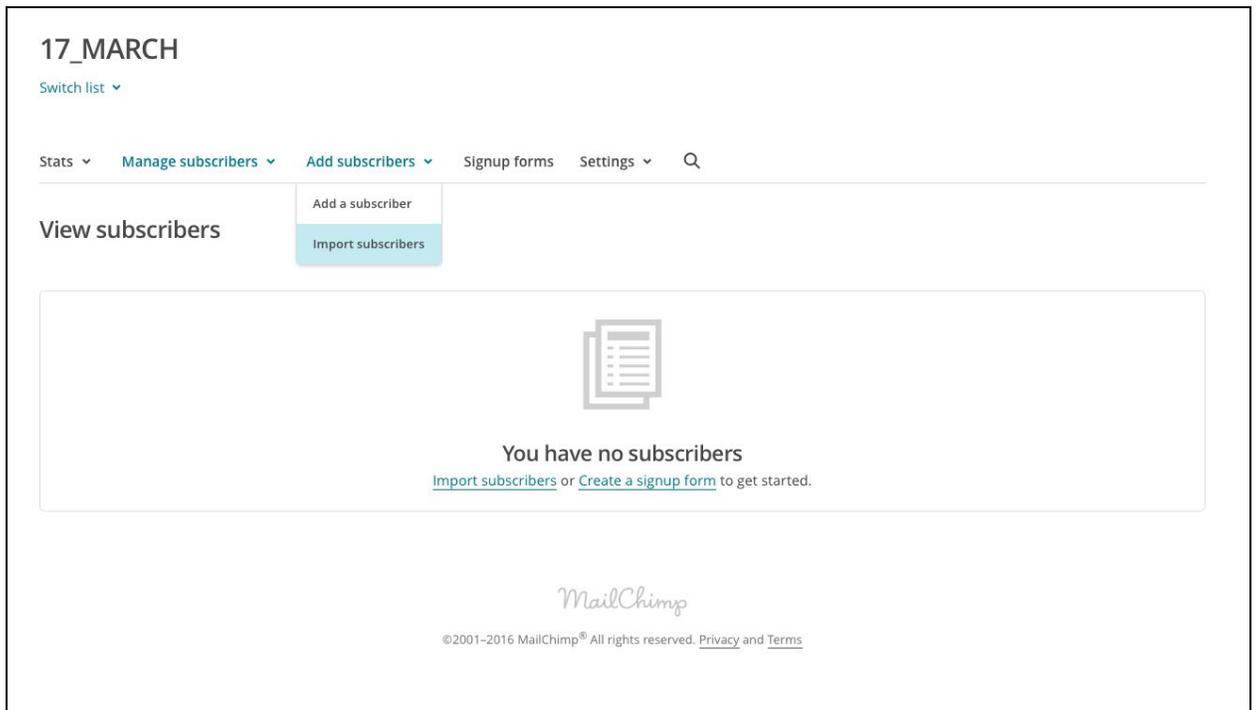
3. Import subscribers from a CSV file and upload the PURL file
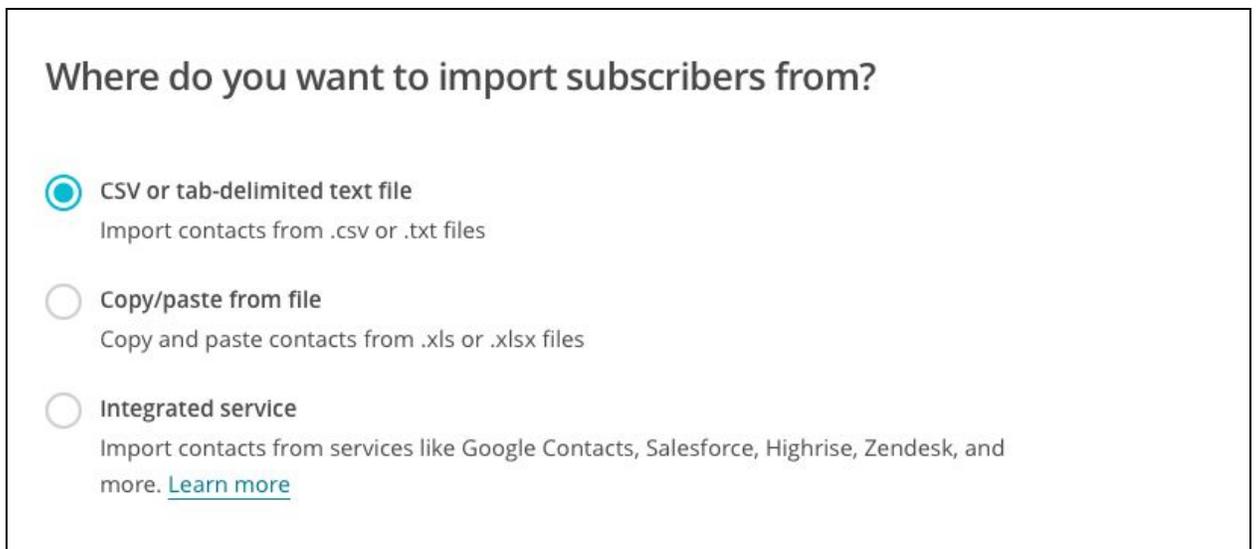
4. Import subscriber and match the columns in the uploaded file to the MailChimp list
   This PURL file contains the following headers:
   A. Storyboard parameters (as a number of the storyboard parameters: e.g Name of Customer)
   B. recipient's_email_address

    C.   email_parameter (needed only if you wish to "personalize" the email itself)
    D.   landingPage (Link to landing page)
    E.   video (Link to video)
    F.   thumbnail (Link to thumbnail)
    G.   thumbnail_1 (Link to thumbnail with "play" image on top of it)

You need to import the following columns:

    A.   recipient's_email_address_ (optional)
    B.   email_parameter (only if you would like to add a personalized piece of information to the email itself; e.g. in the subject line or "Hey Name")
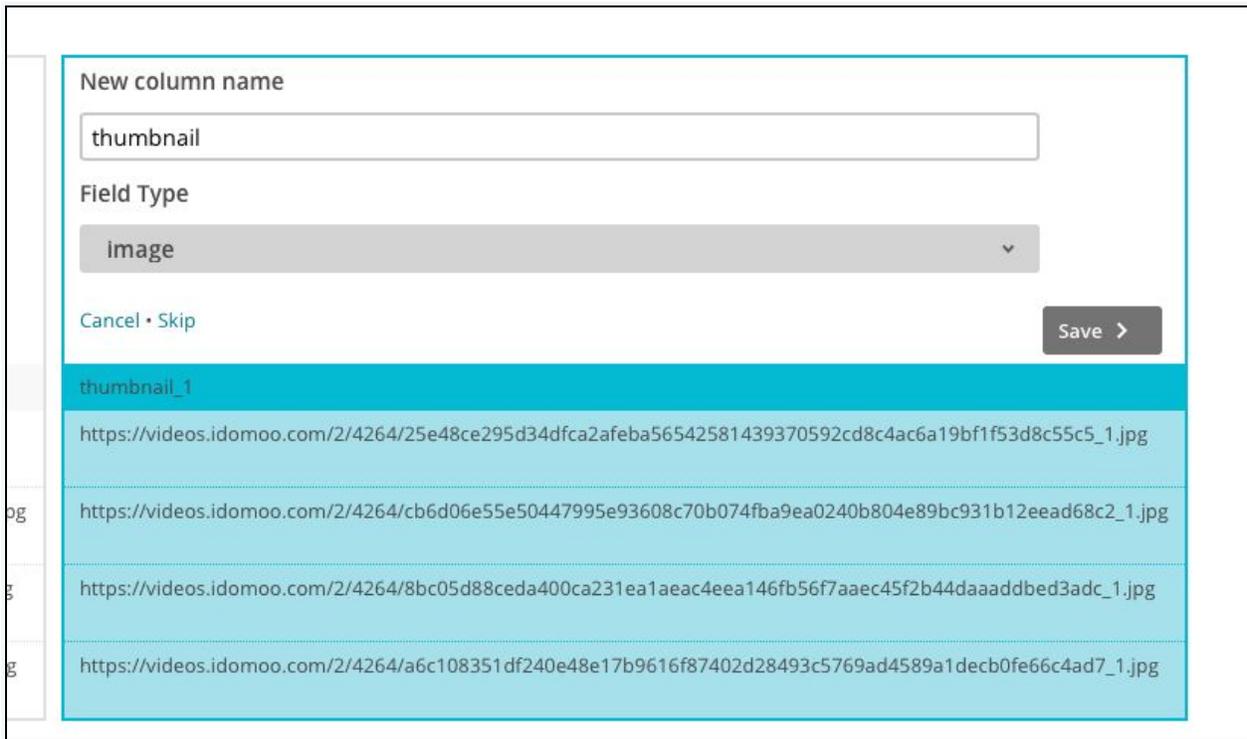   C.   landingPage
    D.   Thumbnail_1

Use this method:

| PURL column name	Mailchimp column name	Field Type
recipient's_email_address	Email Address	Default - text
email_parameter	First Name	Default - text
landingPage	landingPage	Website
thumbnail_1	thumbnail	Image

Selecting the Mailchimp column name:
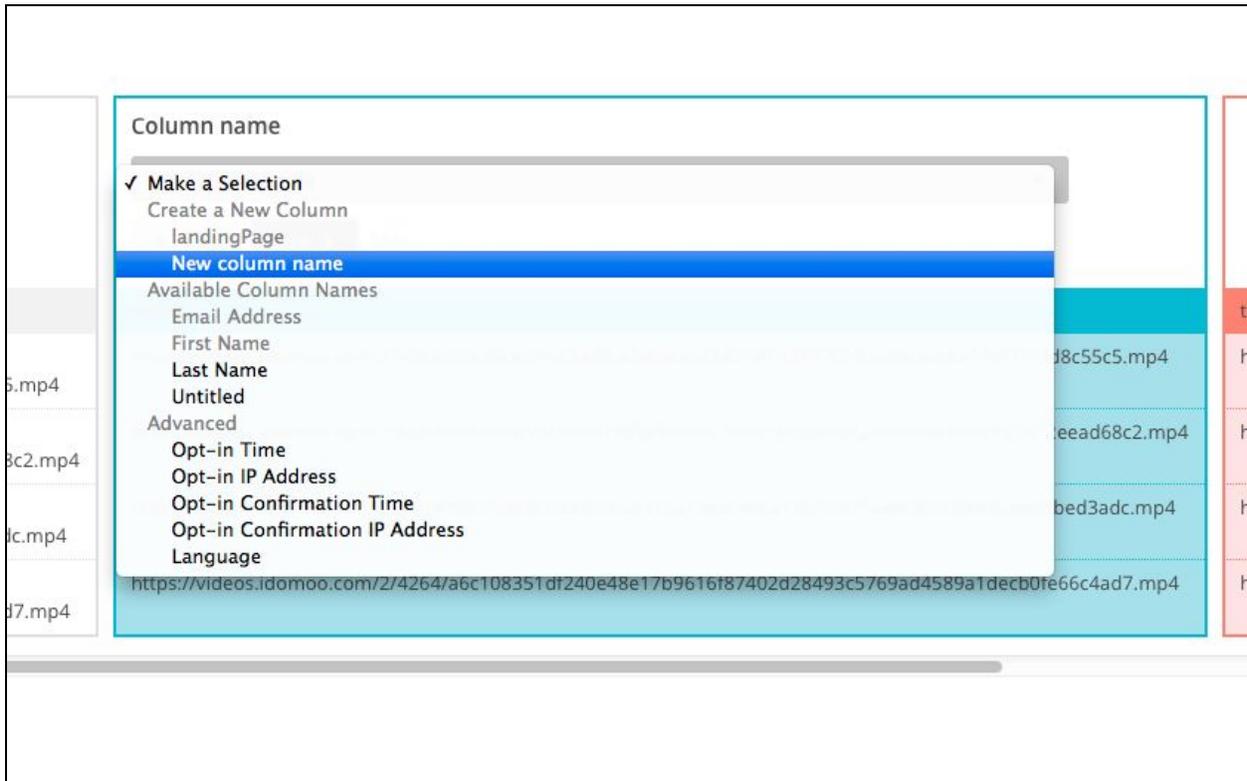
Selecting Field Type:

Note that you need to skip the following PURL columns:
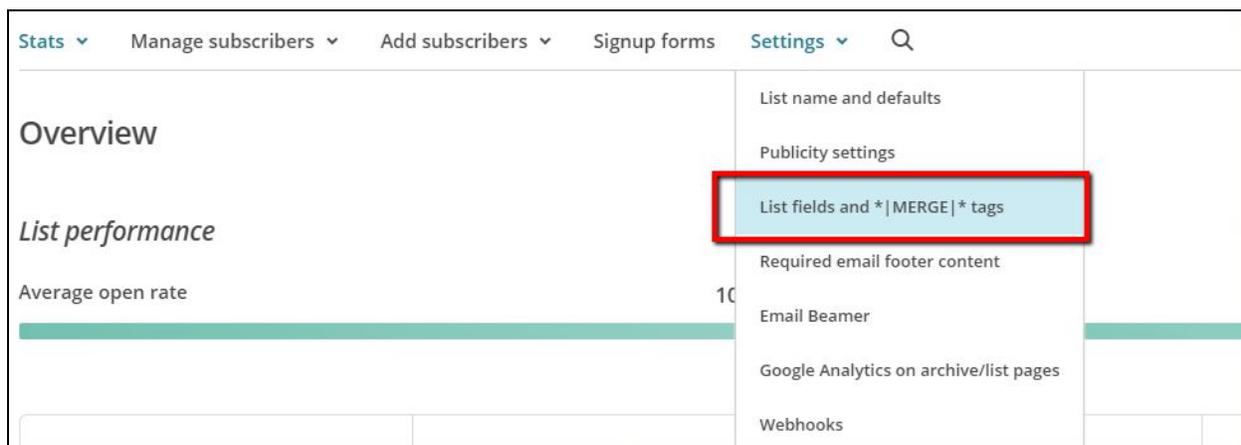 A. storyboard parameters
  B. Video
  C. thumbnail

You will have 4 columns on mailchimp.
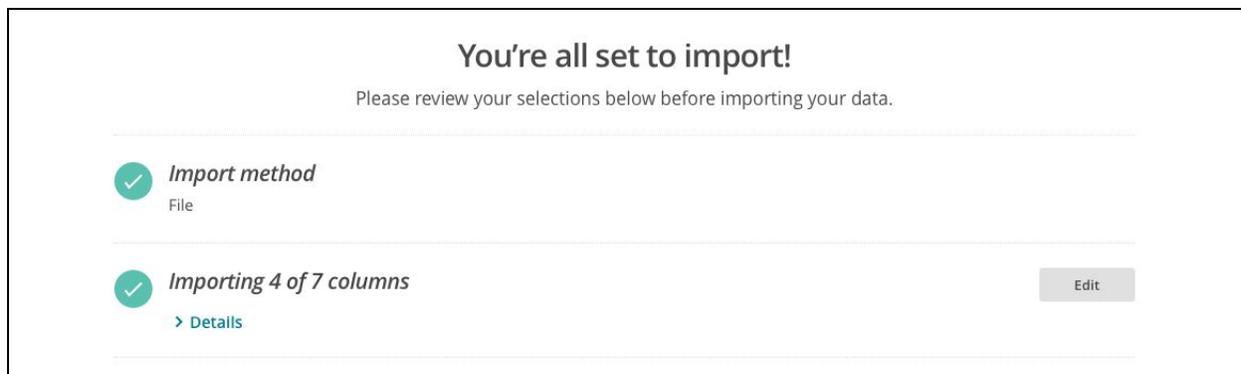
Step 3: Define the dynamic variables names

After you create the list, the next step will be to match the columns of the PURL into the mailchimp |*MERGE*| tags.
Go to settings -> List fields and *|MERGE|* tags

You can define the tags and their name. The field label should be the same as the header names in the CSV file. The tag name is used in the email template to identify the dynamic variable (see step 3)
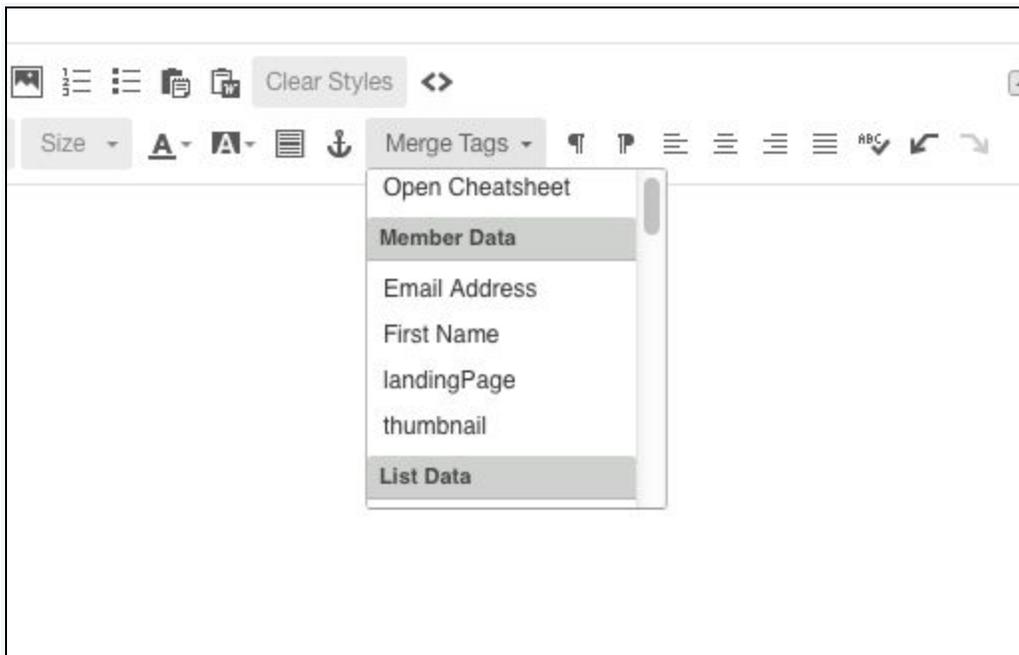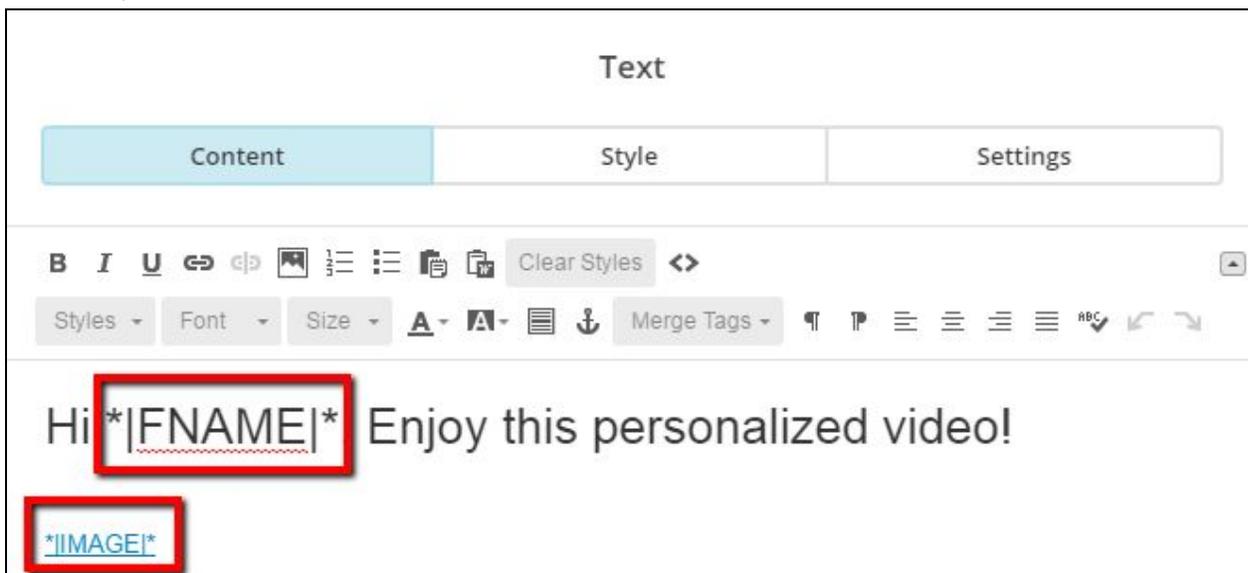
Step 4: Create and edit a template (upper ruler in the site):

When creating email template insert the merge tags as text (although they may represent an image). All dynamic variables (like name, video, and thumbnail) should be marked with *|<name of variable>|*, you can see all your Meta Tags under the "Member Data" dropdown:

For example:

Where *|FNAME|*will be replaced with the data under the email_parameter column from the PURL, and |*IMAGE*|, is the recipient's personalized thumbnail (thumbnail_1 from the PURL).

Next step is to define a link for the personalized video when the recipient will click on the thumbnail.

This can be done by marking the text |*IMAGE*| and then clicking 🔗 at the bottom.

In the window that opens link the web address to the "link" merge tag:
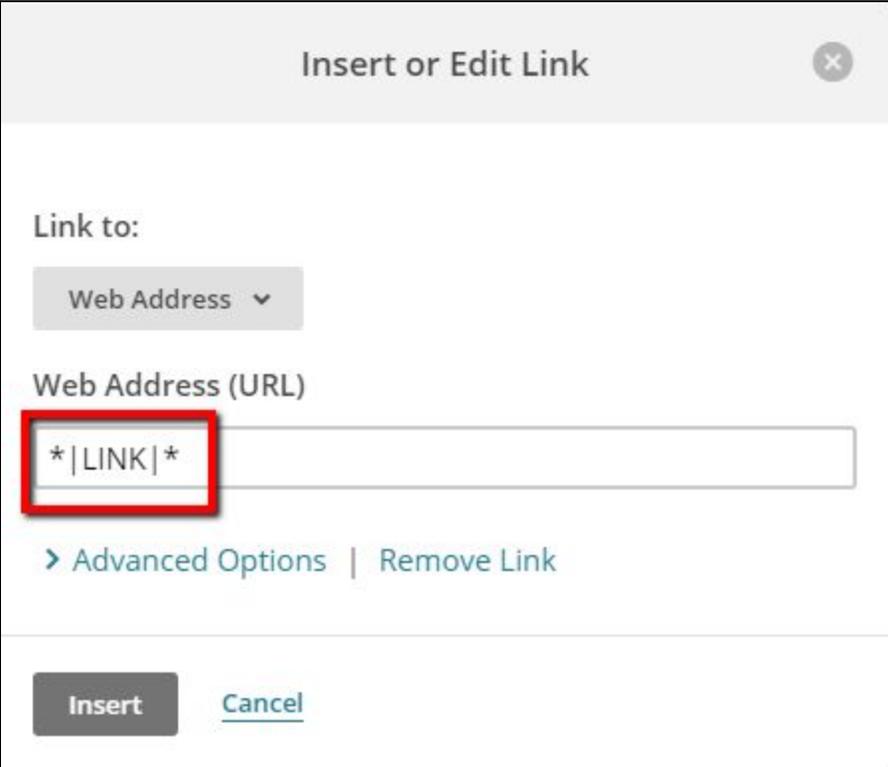
Step 5: Setup a campaign

This is it.
You are finished configuring your list and template. All that remains is to set up the campaign and send the emails.