

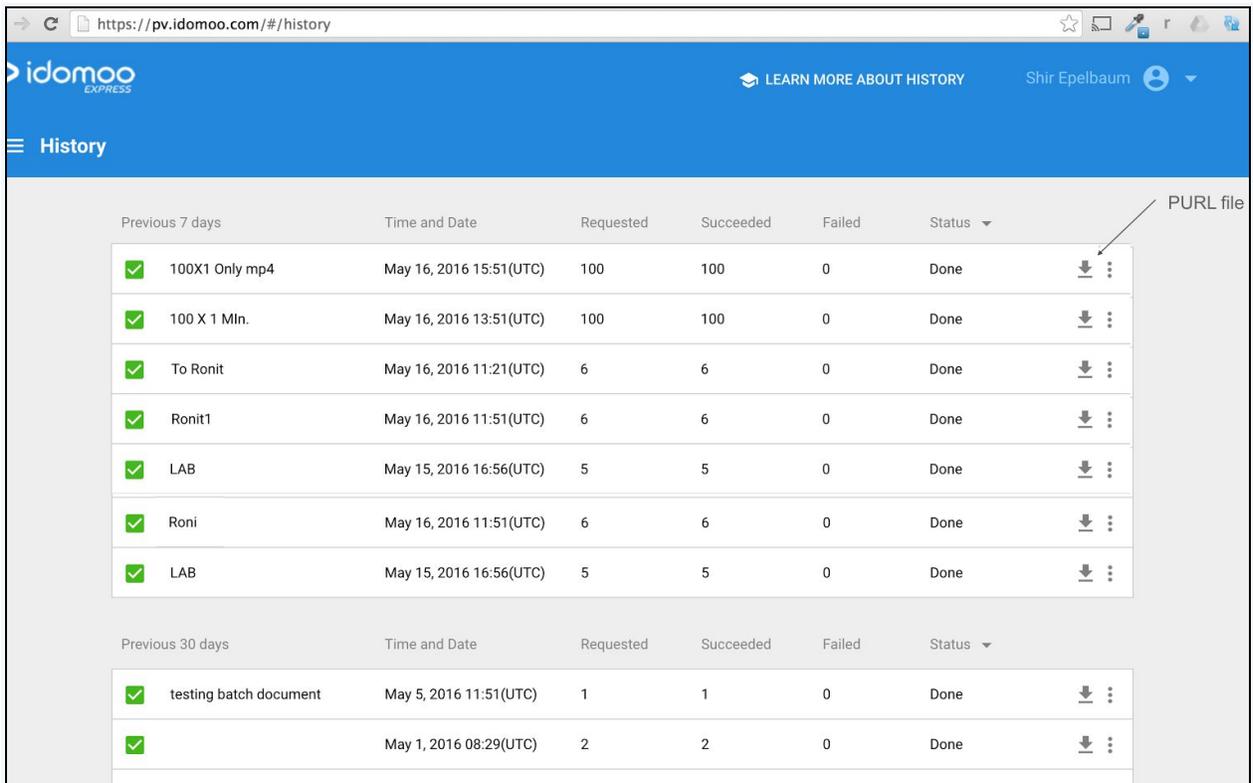
Integrate your PURL file into Mailchimp

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.



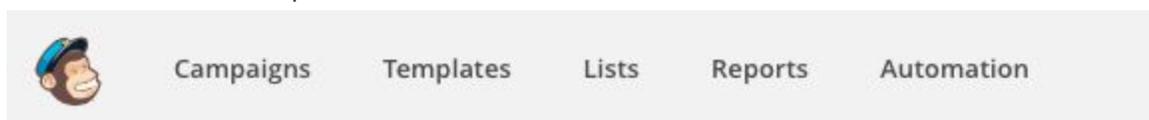
The screenshot shows the 'History' section of the idomoo EXPRESS interface. It displays two tables of video generation batches. The first table is for the 'Previous 7 days' and the second is for the 'Previous 30 days'. Each row in the tables includes a status icon, a name, a time and date, and columns for 'Requested', 'Succeeded', and 'Failed' counts. A 'Status' dropdown menu is also present. A callout labeled 'PURL file' points to the download icon in the final column of the first table.

Previous 7 days	Time and Date	Requested	Succeeded	Failed	Status	PURL file
100X1 Only mp4	May 16, 2016 15:51(UTC)	100	100	0	Done	Download
100 X 1 Mln.	May 16, 2016 13:51(UTC)	100	100	0	Done	Download
To Ronit	May 16, 2016 11:21(UTC)	6	6	0	Done	Download
Ronit1	May 16, 2016 11:51(UTC)	6	6	0	Done	Download
LAB	May 15, 2016 16:56(UTC)	5	5	0	Done	Download
Roni	May 16, 2016 11:51(UTC)	6	6	0	Done	Download
LAB	May 15, 2016 16:56(UTC)	5	5	0	Done	Download

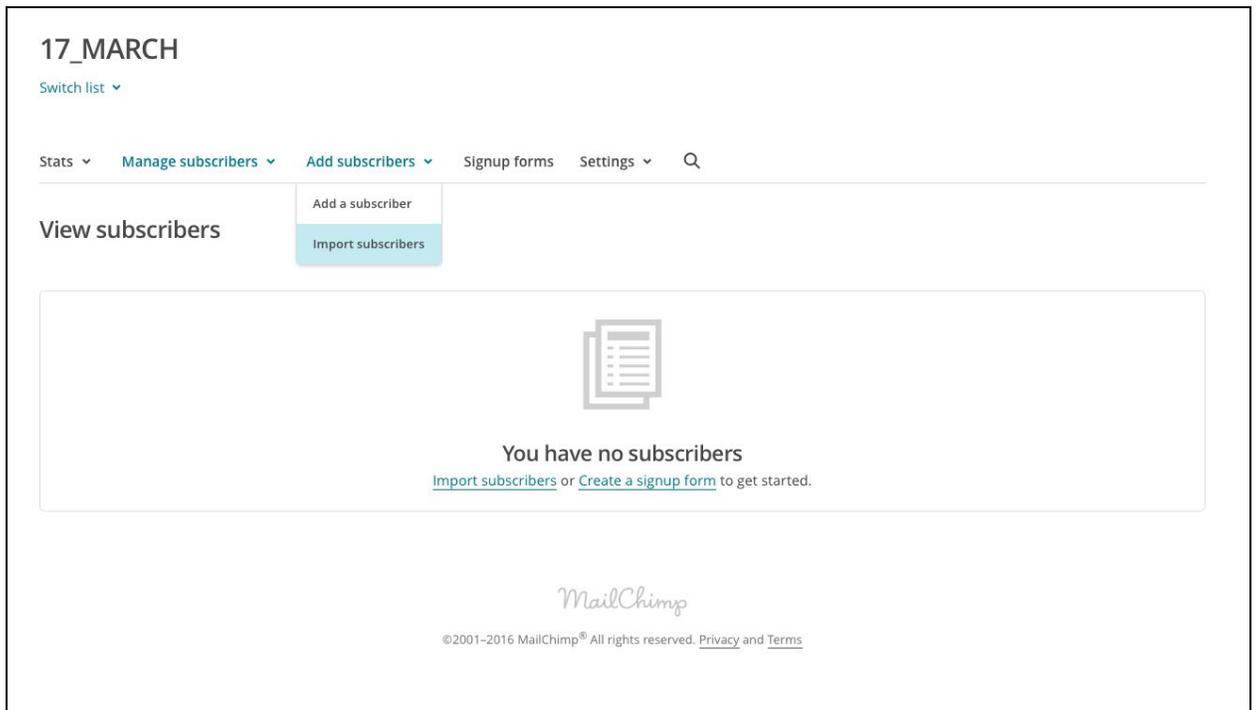
Previous 30 days	Time and Date	Requested	Succeeded	Failed	Status	PURL file
testing batch document	May 5, 2016 11:51(UTC)	1	1	0	Done	Download
	May 1, 2016 08:29(UTC)	2	2	0	Done	Download

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

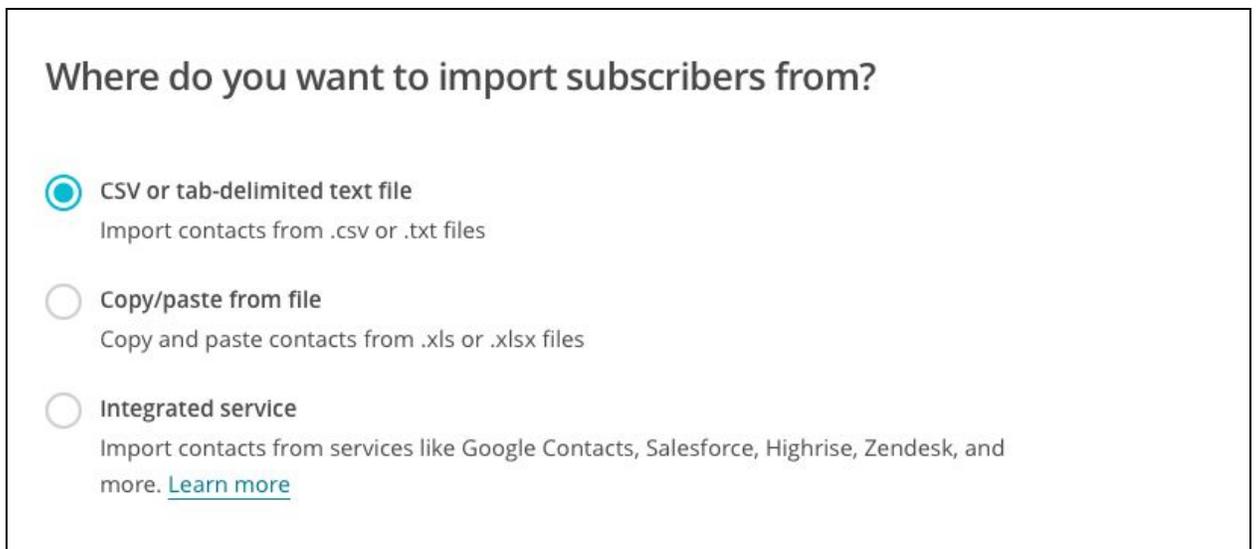
1. Create a list from the top menu.



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:

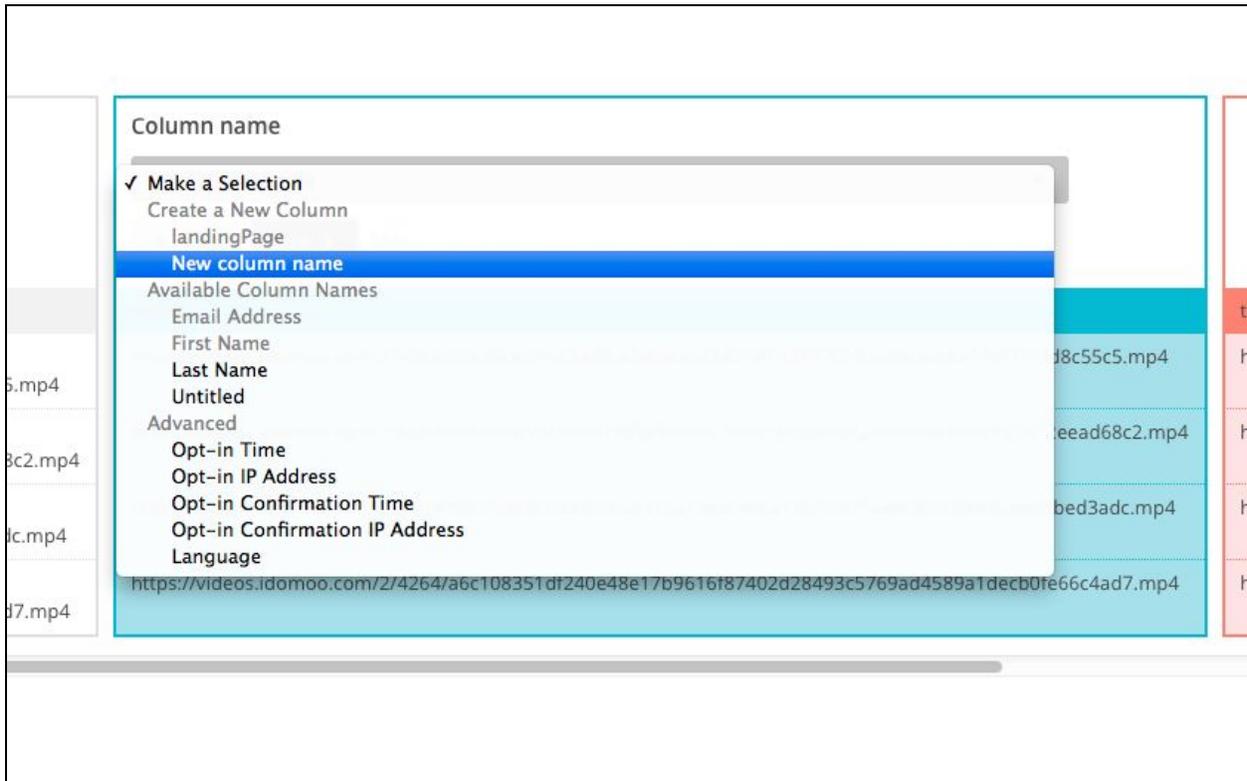
- A. Storyboard parameters (as a number of the storyboard parameters: e.g Name of Customer)
- B. recipient's_email_address

- 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

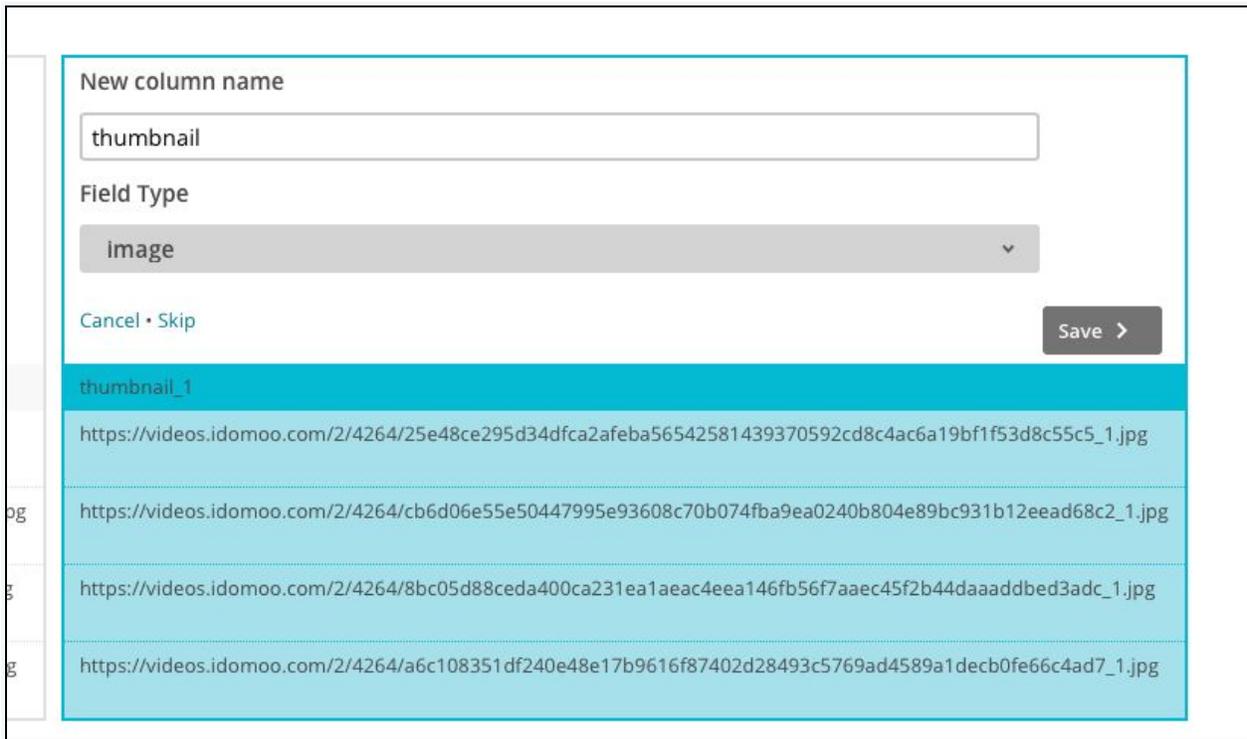
Use this method:

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:



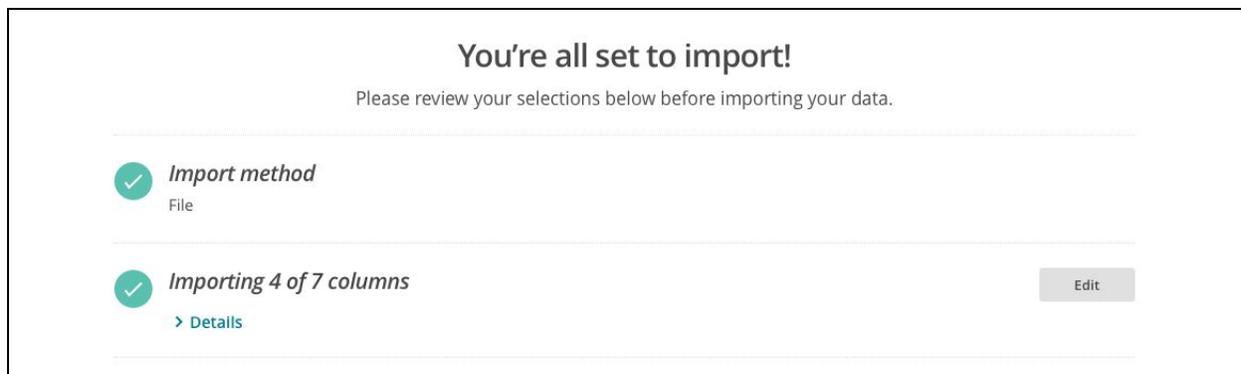
Selecting Field Type:



Note that you need to skip the following PURL columns:

- A. storyboard parameters
- B. Video
- C. thumbnail

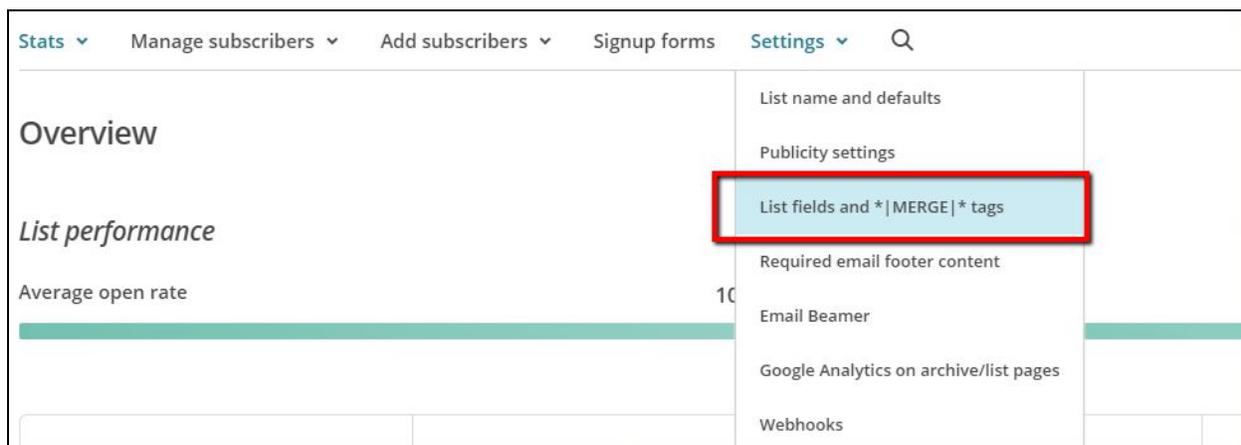
You will have 4 columns on mailchimp.



[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)

st fields and *|MERGE|* tags

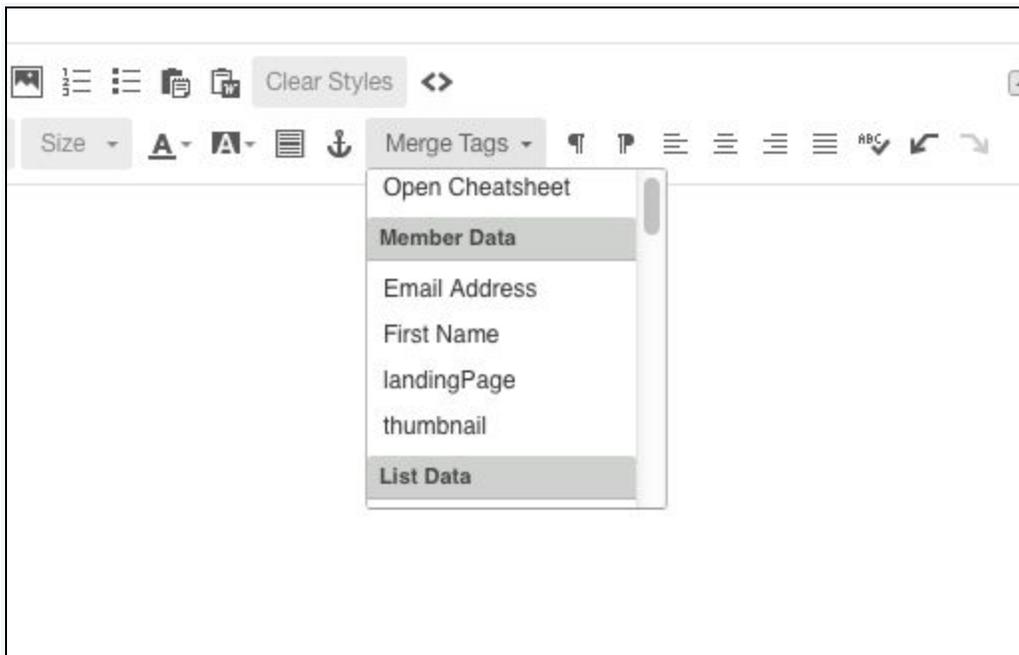
re you can manage the fields available to your list's [signup forms](#).
 oups can also show up on signup forms but are edited on the list's [groups](#) page.

Field label and type	Required?	Visible?	Put this tag in your content:
<input type="text" value="Email Address"/> email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* EMAIL * or * MERGE0 *
<input type="text" value="First Name"/> text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* <input type="text" value="FNAME"/> * or * MERGE1 *
<input type="text" value="landingPage"/> website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* <input type="text" value="LINK"/> * or * MERGE4 *
<input type="text" value="thumbnail"/> image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* <input type="text" value="IMAGE"/> * or * MERGE5 *

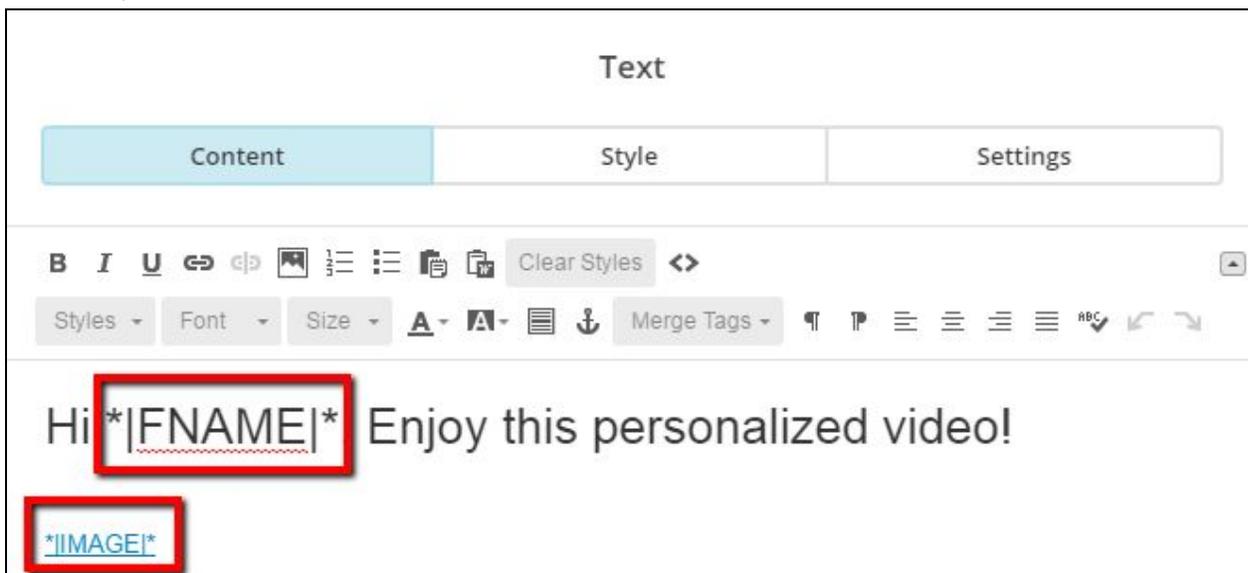
[Step 4: Create and edit a template \(upper ruler in the site\):](#)



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:

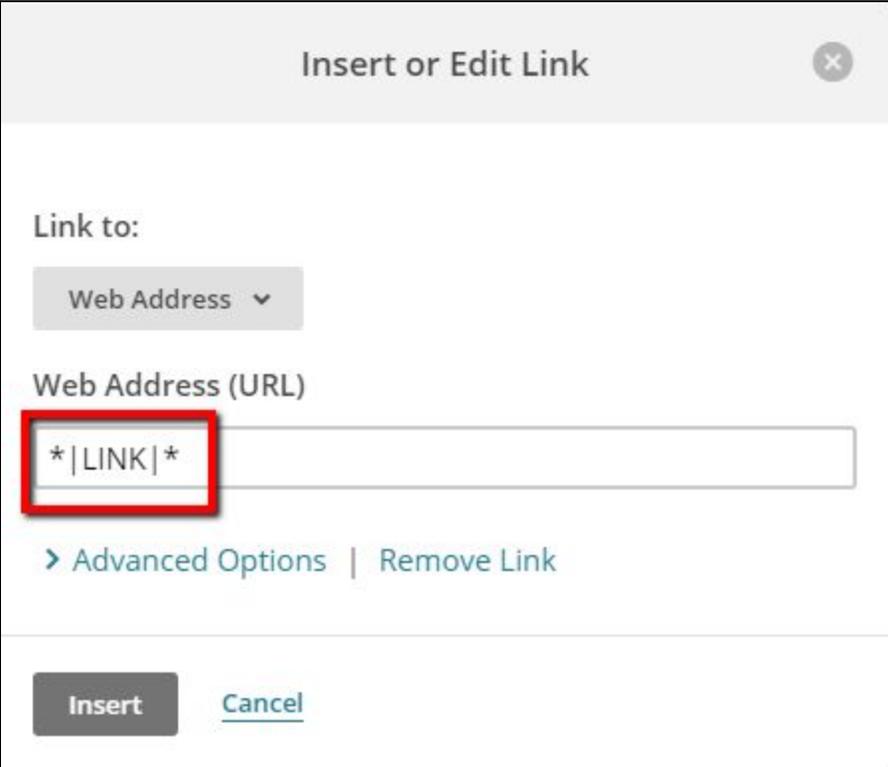


Where `*|FNAME|*` will be replaced with the data under the `email_parameter` column from the PURL, and `*|IMAGE|*`, is the recipient's personalized thumbnail (`thumbnail_1` from the PURL).

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:



Insert or Edit Link

Link to:

Web Address ▾

Web Address (URL)

|LINK|

> Advanced Options | Remove Link

Insert Cancel

[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.