

Mailchimp Integration for Pegasus Opera 3 CRM







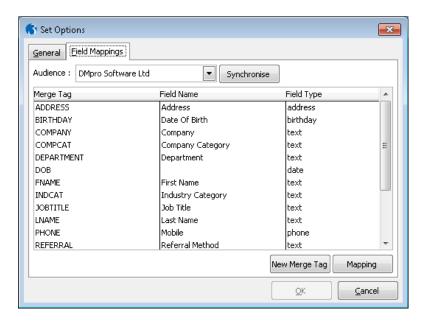
Unleash the marketing power of Mailchimp and Opera 3 CRM.

Transfer contacts to your Mailchimp audience and tag contacts

for targeted inclusion in marketing campaigns.

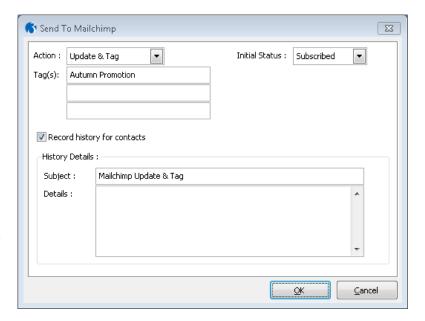
Bring your audience data, marketing channels, and insights together so you can reach your goals faster. With Mailchimp, you can promote your business across email, social, landing pages, postcards, and more.





- Connect your Opera CRM data to your Mailchimp Audience via a Mailchimp API key
- Define flexible mappings between data fields in Opera 3 CRM and Merge Tags in Mailchimp
- Import existing Merge Tag details automatically
- Create new Mailchimp Merge
 Tags from within Opera 3
- Many Opera 3 CRM fields –
 including User Defined Fields –
 are available for transfer to
 Mailchimp

- Transfer contact data to your Mailchimp Audience, avoiding the headache of maintaining multiple databases
- Use the power of Opera 3
 CRM Advanced Search to selectively tag contacts for inclusion in Mailchimp campaigns
- Send Opera 3 CRM Contact Groups to Mailchimp
- Automatically record details of data transfers in the Opera 3 CRM Contact History



The product includes fully searchable online documentation.

Pre-requisites:

- Pegasus Opera 3 Sales Pipeline Management module
- Pegasus Opera 3 DIT Activation
- A live Mailchimp account (including the Free plan)

For pricing please contact Deans Computer Services PLC on 01937 541411 or sales@deansplc.co.uk.