



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.



Merge Tag	Field Name	Field Type
ADDRESS	Address	address
BIRTHDAY	Date Of Birth	birthday
COMPANY	Company	text
COMPACT	Company Category	text
DEPARTMENT	Department	text
DOB		date
FNAME	First Name	text
INDCAT	Industry Category	text
JOBTITLE	Job Title	text
LNAME	Last Name	text
PHONE	Mobile	phone
REFERRAL	Referral Method	text

- 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

Action : Update & Tag Initial Status : Subscribed

Tag(s): Autumn Promotion

Record history for contacts

History Details :

Subject : Mailchimp Update & Tag

Details :

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.