

# Magento Extension: Ecommerce Data Export

## Overview

When you configure the MailUp extension for Magento, you can indicate how often you want the system to gather customer data and pass it to MailUp.

- [See how to configure the extension](#)
- The information passed to MailUp includes these [ecommerce-specific data fields](#)

## When and which data is transferred to MailUp

Customer and order data is not transferred to MailUp in all cases in which the store communicates with the MailUp system. Here is a breakdown of when the store communicates with MailUp, and which data is pushed to MailUp.

Event	Action	Data transferred
Customer places an order	If customer opts in during checkout, it is added to MailUp	Customer email only
Customer updates newsletter opt-in preference	If a customer updates the newsletter subscription preferences in the Magento storefront, that preference is updated in MailUp	Subscription preference only
Automatic data sync	Data is gathered at regular intervals in Magento and pushed to MailUp	All mapped fields
Manual sync/segmentation	When using the <a href="#">Sync/Segment Customers</a> in Magento, customers are filtered and then pushed to MailUp	All mapped fields

## Automated post-purchase campaigns

The fact that updated customer and order information becomes available in MailUp allows you to leverage [Triggered Messages](#) to send automated, targeted emails to your customers.

One area that can have a substantial impact on sales is post-purchase campaigns. For example, you could configure MailUp to send a discount to a customer 30 days after the latest purchase date.

✉ 30-day Post Purchase Message
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[Edit](#)

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Name

Description

---

Status:  Enabled  Disabled

Enabled from  until

---

Time zone GMT:

Daylight savings automatically applied

---

Frequency
Event trigger
Action

Include the recipients that match  all the selected filters  at least one of the selected filters

---

After  days from

---

When   plus [value] days is earlier than

In MailUp you can create all sorts of automated campaigns by leveraging:

- [Activity filters](#)
- [Profile filters](#)
- [Tasks](#)

### Note on date format

The date format used in the data that is **exported to MailUp** (E.g. order date) is always **dd/mm/yyyy**.

- This is true both for the data that is exported automatically (e.g. hourly data transfer from Magento to MailUp) and manually (using the [customer segmentation](#) feature of the extension)
- Keep this into account when **configuring triggered messages** in your MailUp account.
- Note that the date shown in Magento will reflect the Locale of the store (e.g. a US-based store will use dates in the mm/dd/yyyy format when using the [customer segmentation](#) feature of the extension)

### Related articles

[Back](#) to an overview of the MailUp Extension for Magento.