Magento Extension: Settings

Magento has announced that they'd stop supporting the Magento 1.x platform, and has finally sunset the version 1 on June 2020. More info here.

Following this announcement, we have stopped supporting our integration with Magento 1 as well.

Now that you have finished installing the extension you will need to configure a few settings. But first, make sure you've also enabled MailUp's Web Services API. See Web Services API for more.

Configuring the Extension

To configure your Magento extension settings:

1. Log into your Magento admin console and navigate to *Newsletter > MailUp > Settings & Field Mapping* (v2.3 and above)
2. In previous version of the extension, the navigation used to say *Newsletter > MailUp > Connect to MailUp*
3. You can reach the name page under *System > Configuration > MailUp*
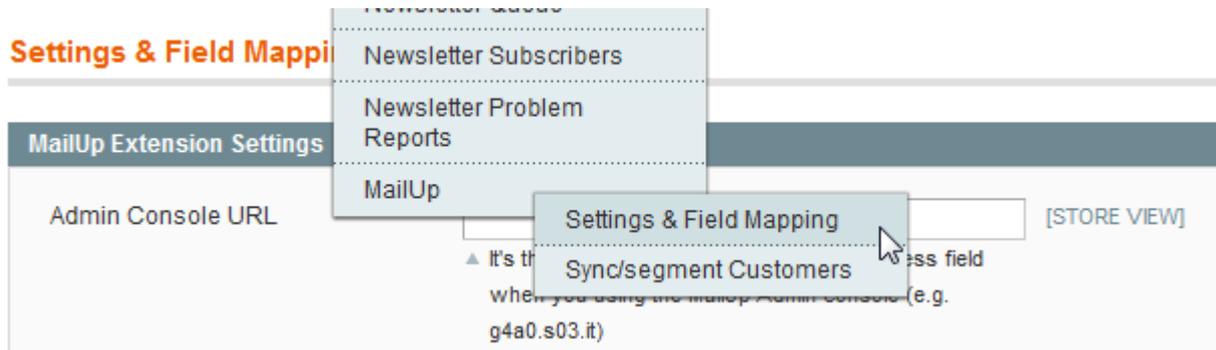
You will now be able to configure the *MailUp Extension Settings*

Settings & Field Mapping

MailUp Extension Settings

Current Configuration Scope:			

Current Configuration Scope:
Default Config ▾ ?
Manage Stores

Configuration

▸ GENERAL
General
Web
Design
Currency Setup
Store Email Addresses
Contacts
Reports
Content Management

▸ ITALIAN LOCALIZATION
News e Info

▸ CATALOG
Catalog
Inventory
Google Sitemap
RSS Feeds
Email to a Friend

▸ MAILUP
Settings & Field Mapping

▸ CUSTOMERS
Newsletter
Customer Configuration
Wishlist
Promotions
Persistent Shopping Cart

▸ SALES
Sales
Sales Emails
PDF Print-outs
Tax
Checkout
Shipping Settings
Shipping Methods
Google API
Payment Methods
Payment Services
Moneybookers

▸ ASCHRODER EXTENSIONS
SMTP Pro

▸ SERVICES

Settings & Field Mapping

MailUp Extension Settings

Setting	Value	Scope
Admin Console URL	▮▮▮▮▮	[STORE VIEW]
	▲ It's the domain portion of the URL to your MailUp Admin console (e.g. g4a0.s03.it)	
Web Service Username	▮▮▮▮▮	[STORE VIEW]
Web Service Password	••••••••••	[STORE VIEW]
	▲ For assistance visit http://help.mailup.com/x/PgAy	
Test Connection	**Test Connection**	[STORE VIEW]
List	Main List ▾	[STORE VIEW]
Default Group	-- Select a group (if any) -- ▾	[STORE VIEW]
	▲ Used as default group in all subscriptions that do not have a manual group set	
Enable subscription checkbox during checkout	Yes ▾	[STORE VIEW]
Require Subscription Confirmation	No ▾	[STORE VIEW]
	▲ Defines whether double opt-in is required	
Disable Magento Newsletter Subscription Notification	Yes ▾	[STORE VIEW]
	▲ Disables the default notification sent by Magento if set to "Yes"	
Enable Automatic Data Export to MailUp	No ▾	[STORE VIEW]
Order Statuses to Match For Customer Totals	-- Please Select -- Pending **Processing** **Complete** **Closed** Canceled On Hold	[STORE VIEW]
	▲ If none set, those that are complete, closed or processing will be matched	
Server Timezone	UTC	[STORE VIEW]
Export Frequency	Hourly ▾	[STORE VIEW]
Export Offset (in hours)	0	[STORE VIEW]
	▲ e.g. Offset of 2 hours and frequency of each 12 hours will run at 02:00 and 14:00	
Webhook Crypt Key		[STORE VIEW]
Enable Module Debugging Log	Yes ▾	[STORE VIEW]

MailUp Field Mapping

Matching Magento customer attributes (on the left) with MailUp attributes (on the right)

Attribute	Mapping	Scope
Name	FirstName ▾	[STORE VIEW]
Last	LastName ▾	[STORE VIEW]
Email	Email ▾	[STORE VIEW]
Company	Company ▾	[STORE VIEW]

Magento Core API	Address	Address ▾	[STORE VIEW]
OAuth	City	City ▾	[STORE VIEW]
4-Tell Boost Service	ZIP	ZIP ▾	[STORE VIEW]
▶ ADVANCED	Province	State ▾	[STORE VIEW]
Admin	Region	Region ▾	[STORE VIEW]
System	LatestAbandonedCartTotal	LatestAbandonedCartTotal ▾	[STORE VIEW]
Advanced	LatestAbandonedCartDate	LatestAbandonedCartDate ▾	[STORE VIEW]
Developer	LatestShippedOrderDate	LatestShippedOrderDate ▾	[STORE VIEW]
	LatestShippedOrderID	LatestShippedOrderID ▾	[STORE VIEW]

Multi-store support

With version 2.3 and above, the MailUp extension supports multi-store installations. You can now set at the store view level:

- MailUp settings (e.g. which list in MailUp to connect the store to)
- Field mappings (which fields in the MailUp account to map the store fields to)

Settings set at the higher level (e.g. at the *Default* or *Website* level) can be used "as is" or overwritten at the store view level.

Configuration details

Here is a description of what the settings are and what they do.

Setting	Description
Admin Console URL	**This URL is unique for each MailUp account.** It's the domain portion of the URL shown in your browser address field when you are your MailUp admin console. It looks like something like g4a0.s03.it or ddbd.emailsp.net. To locate it, just log into your MailUp account, launch the admin console, and look at the URL in the browser address field.
Web Service User Name	Your MailUp API User Name (part of your MailUp Web Services API credentials). To retrieve your MailUp API user name and passw into your MailUp admin console and navigate to *Settings > Account settings > Developer's corner > Web Services*.
Web Service Password	Your MailUp API Password (part of your MailUp Web Services API credentials).
Test Connection	**Test Connection** The Test Connection button separately tests that the Console URL is correct and that the API credentials successfully authenticate, and returns friendly messages in both of those scenarios. It was added with v2.7 (upgrade to v2.7 beginnin 17, 2014).
List	The List within your MailUp account that you wish Customers to be subscribed to, by default. If this List drop-down does not show the lists that you have set up in your MailUp account (*by default MailUp includes one list called "!* then **the store is not connecting to MailUp**. Troubleshoot this >
Default Group	Allow to associate a default Group at the store view level

Enable subscription checkbox during checkout	Select yes if you wish to show the newsletter sign up checkbox during checkout. Here is how it is displayed: The text shown can be edited as any other text string shown in the storefront (see how).
Require Subscription Confirmation	This feature works in tandem with the previous setting. You can select whether to ask your customers to confirm that they wish to rec emails from your store. This is a best practice in email marketing. It's what's called "Double Opt-In" or "Confirmed Opt-In" and it's the l way to ensure that the subscribers on your list are (a) valid emails, and (b) people that do want to hear from you (thus minimizing any chances of spam complaints that can hurt your sender reputation). - If the feature is **turned on**, a subscriptoin confirmation request message is sent automatically by MailUp (you can fully customize The customer remains a pending subscriber in MailUp until the subscription is confirmed. - If the feature is **turned off**, customers are immediately added to the list as subscribers. This is typically not a good practice in en marketing, although the risk of adding invalid emails, spamtraps, etc. to the list is lower on an ecommerce store vs. a simple new sign-up form.
Enable Automatic Data Export	Select yes to enable automatic data export from Magento into your MailUp list.
Export Frequency	Select how often data will be updated and exported. (e.g. choose "Hourly").
Export Offset	Transfers happen at midnight (midnight for the server where the store is hosted) and thereafter (e.g. every six hours will happen at 12 6am, etc.) This setting allows you to introduce a delay. For example, if you set it up for a daily transfer, the Server Timezone is UTC, I want the transfer happen at 4am UTC, you will want to set the offset at 4 hours.
Webhook crypt key	If you are encrypting webhooks, enter the encryption key that you used in the MailUp admin
Enable module debugging log	Enable the debugging log if you are experiencing any problems and need to communicate with our support team
Disable Newsletter Subscription Notification	This setting disabled the email that otherwise Magento sends by default to customers that subscribe to the store's newsletter. Since a subscription confirmation will be sent by MailUp when the customer confirms their subscription, this email sent by Magento represents duplicate and could create confusion. We recommend therefore setting this flag to *Yes*.
Order statuses	Select the order status(es) that should be used by the Extension to considered an order as a purchase with regard to data transfers a omer segmentation.

Field mappings

Mapping default customer attributes

Once you've connected your Magento store to MailUp, the next step is to map fields between the two applications. This is done in the lower part of the Settings & Field Mapping page. You can:

- Map **default customer attributes** (shown on the left) to MailUp recipient fields (shown on the right)
- Map **custom customer attributes** in Magento to MailUp recipient fields. This feature was made available with v2.6 of the MailUp Extension for Magento

Here too, you have the ability to handle multi-store implementations of Magento:

- You can map fields at the *Default* settings level
- You can then override those mappings at the Website or Store View level

You can map a number of customer fields, and then several order-related fields.

Note that the fields that you find in MailUp - and that are imported into this screen via the connection between Magento and MailUp - can be renamed in the MailUp admin console, and new ones can be added. See managing recipient fields.

When adding a new field in MailUp...

If you add a new recipient field to MailUp, it may take a few minutes before you see it listed in the drop-downs on the Magento side. That's because Magento caches information to speed up the system. If you want to immediately see the updated list of fields, you can flush the cache in Magento under *System > Cache Management*

Mapping custom attributes

New with version 2.6 and above of the MailUp Extension for Magento is the ability to map custom attributes in Magento to recipient fields in MailUp.

In the lower part of the *Settings & Field Mapping* page you will find a section called *Custom Customer Attributes*. Just like with the default attributes:

- Magento custom customer attributes are shown on the left side
- MailUp recipient fields are shown in the drop-down on the right side

Map the fields that you wish to connect to MailUp, and save the settings. When data is transferred from Magento to MailUp, the values stored in those fields will be passed to MailUp.

Custom Customer Attributes

Matching custom Magento customer attributes (on the left) with MailUp attributes (on the right)

Favorite shipping method	Favorite Shipping Method ▼	[STORE VIEW]
Do you have kids?	Has Kids ▼	[STORE VIEW]
Wedding Anniversary	Wedding Anniversary ▼	[STORE VIEW]

Managing additional customer attributes in Magento

Note: there are several extensions that allow merchants to easily add custom attributes to their Magento-powered stores. One that we used in our tests is Customer attributes tool by officience. We have limited experience with it, but in our tests we liked the fact that it gives you great flexibility in defining the type of attribute and how it will be presented to the customer in the storefront (e.g. a drop-down menu vs. an input field).

Notes & Limitations

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)

Decimal separator

Currently all numbers are formatted using the comma as a decimal separator and no thousand separator. So, that is how numbers will appear in MailUp when they are transferred from Magento to your MailUp account.

Field mapping

MailUp is a multi-list environment, but recipient fields are **shared across the various Lists in the same account**, and each account comes with 39 customizable fields (so fields are limited in quantity). That means that if recipient "john.smith@yahoo.com" has the phone number in field 5 of List 1, the same data will appear if the same recipient exists in List 3. If the data were the "latest order date", this could be a problem in some scenarios as data for an order placed in storefront 1 (connected to List 1) would be overwritten by an order by the same customer (same email) placed in storefront 3 (connected to List 3 in MailUp), if the "latest order date" piece of information is mapped to the same field in MailUp.

This means that if you have multiple storefronts in Magento, you may not be able to map storefront-specific fields to a single MailUp account as you might run out of fields. Of course, there is no issue if you are using different MailUp accounts. The issue is just if you are using different Lists within the same account, connected to different storefronts in Magento.

For example, let's say you have 3 storefronts. If you map 20 fields for storefront 1, and 20 fields for storefront 2, you would not have enough fields left to map 20 fields for storefront 3, because you would need 60 unique fields, but MailUp only has 40.

That said, this limitation is somewhat limited in scope and most users are not affected by it. Here is why.

- It only applies when you need to uniquely map fields in different storefronts to different Lists in the same MailUp account. In many cases, this is not needed. Specifically, you do not need to uniquely map fields if the visitor to a certain store is likely never a visitor to another storefront. Think of different store views where each store view is a different language: it's unlikely that Mr. Smith would place an order on a store in German (different store view, connected to a different List in the same MailUp account).
- It only applies if you have to use just one MailUp account. However, nothing prohibits you from using multiple MailUp accounts (it's just a matter of cost, the cost is often limited).

Other limitations

Some additional limitations were recently removed.

- Lack of multi-store support was removed with version 2.3, which now supports multi-store implementations
- Lack of the newsletter subscription checkout during checkout was removed with v2.2, which adds this feature as a setting that can be turned on and off

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