

# Drupal

## MailUp for Drupal 7

### Overview

Drupal is one of the most popular content management systems for powering Web sites. It can also be used as a framework on top of which custom Web applications are built. It is used by over one million companies around the world.

The MailUp module for Drupal is an open-source application not developed by MailUp, but rather supported by various members of the Drupal community.

Download link: <https://www.drupal.org/project/mailup>

### Main benefits

After adding the MailUp module to a Drupal-powered site or Drupal Commerce-powered online store, businesses can:

- Collect multi-list email preferences (e.g. a customer may be interested in "Weekly Specials" and "Monthly Promotions", but not "New Arrivals").
- Collect group preferences within lists (e.g. the same customer may want "Weekly Specials > Female" and not "Weekly Specials > Male") by displaying them as additional options when signing up
- Keep email preferences synchronized both ways between Drupal and MailUp
- Transfer key data from Drupal to MailUp so that it can be used for personalization, segmentation, and email automation.

### Features available to all Drupal users

- Connect Drupal to MailUp
- Activate N email lists in Drupal of the M lists that exist in the MailUp account (e.g. the MailUp account may have 5 lists, of which 3 will be shown to users that register/checkout on the Drupal site)
- Display the lists on the Drupal user registration page
- Support for Groups within Lists:
  - For each List, the module retrieves Groups from the MailUp account
  - User can activate which groups should be:
    - Selected by the customer at registration: use case: customer subscribes to "Weekly Specials" (List) for "Men" (Group), but not "Women" (Group)
    - Preselected and hidden: use case: all customers are automatically added to the hidden group "Online store" so that you always know in MailUp where they came from (for marketing channel attribution)
- When a user registers a call is immediately made to the MailUp API to add the user to the list(s) and group(s) selected
- Email preferences are synchronized back from MailUp to Drupal via Webhooks
- Tokens (i.e. merge tags) in Drupal can be mapped to Recipient Fields in MailUp so that key data is transferred from Drupal to MailUp for segmentation, personalization and email automation
- Ability to leverage MailUp as an SMTP relay for transactional messages sent by Drupal (by leveraging MailUp's built-in SMTP relay and the Drupal [SMTP module](#))

### Features available only to Drupal Commerce users

- Multi-list email signup form is shown during checkout
- Tokens made available by Drupal Commerce can be mapped to Recipient Fields in MailUp (transaction data). This feature is key because it allows for the transfer of commerce data from Drupal Commerce to MailUp: that data can then be used in segmentation and email automation related to the transactions that happened in the store.
- RSS feeds created by Drupal Commerce can be used in MailUp (e.g. new products)

### Commerce Kickstart

Installing Drupal and all the modules needed to run Drupal Commerce could take some time. Commerce Kickstart is an "all in one" solution to get started, and it will soon include the MailUp module.

- Description in the Drupal marketplace: [https://drupal.org/project/commerce\\_kickstart](https://drupal.org/project/commerce_kickstart)
- Documentation on Drupal Commerce Web site: <http://www.drupalcommerce.org/commerce-kickstart-2>

### Documentation

Documentation for the MailUp module for Drupal 7 will soon be available on the Commerce Guys marketplace.



- [MailUp for Drupal 7](#)
  - [Overview](#)
  - [Main benefits](#)
  - [Features available to all Drupal users](#)
  - [Features available only to Drupal Commerce users](#)
  - [Commerce Kickstart](#)
  - [Documentation](#)
  - [Screen shots](#)
- [MailUp for Drupal 6 \("MailUp Integration"\)](#)
  - [Overview](#)
  - [Features](#)
  - [Documentation](#)

## Screen shots

MailUp lists imported into Drupal via the module: the admin can now pick which lists to show at registration / checkout (and which groups to show within each list, if any).

The screenshot shows the 'MailUp Settings' configuration page. At the top, there is a breadcrumb trail: Home > Administration > Site settings > Advanced settings > Configuration > Web services > MailUp Settings > Lists. Navigation tabs include 'Account', 'Lists', 'Recipient Fields', and 'Webhooks'. Below these are sub-tabs: 'Overview' (selected), 'Manage fields', and 'Manage display'. The main content area is divided into two sections:

**Subscription Targets**  
A subscription target is a List/Group combination that a user can subscribe to.

**Confirmed Opt-in**  
When enabled, recipients receive a confirmation email with a link they must click to confirm their subscription. This is considered best practice.  
 Enable confirmed opt-in

| Name               | Actions                                     |
|--------------------|---|
| Monthly Promotions | <a href="#">edit</a> <a href="#">delete</a> |
| Weekly Specials    | <a href="#">edit</a> <a href="#">delete</a> |
| New Arrivals       | <a href="#">edit</a> <a href="#">delete</a> |

**Tracked MailUp Lists**

|                       | Name               | Company                    | Description  |
|-----------------------|--------------------|----------------------------|--|
| <input type="radio"/> | Weekly Specials    | MAILUP INC                 | This is the default list. You can add unlimited other lists to your account. |
| <input type="radio"/> | Monthly Promotions | MailUp for Drupal Commerce | Sends a monthly promotions to our customers.                                 |
| <input type="radio"/> | New Arrivals       | MailUp for Drupal Commerce |  |

Buttons at the bottom: 'Add a Subscription Target' and 'Sync All Tracked Lists'.

Lists and groups during checkout on Drupal Commerce

Checkout
Shipping
Review order
Payment
Checkout complete

## REVIEW ORDER

Review your order before continuing.

---

**USER PREFERENCES**

---

### Monthly Promotions

Subscribe

**GROUPS**

To wear

To geek out

To drink with

To carry

Pending confirmation. Please check your email inbox.

### Weekly Specials

Subscribe

**GROUPS**

To wear

To geek out

To carry

To drink with

Pending confirmation. Please check your email inbox.

### New Arrivals

Subscribe



Mapping tokens to MailUp custom fields in Drupal via the MailUp module.

|  |   |
|--|---|
| <input checked="" type="checkbox"/> AllOrderedProductIDs     | <input type="text" value="[user:all-product-ids]"/>                           |
| <input checked="" type="checkbox"/> TotalOrderedLast30d      | <input type="text" value="[user:total-order-value-since-month-ago]"/>         |
| <input checked="" type="checkbox"/> TotalOrderedLast12m      | <input type="text" value="[user:total-order-value-since-year-ago]"/>          |
| <input checked="" type="checkbox"/> TotalOrdered             | <input type="text" value="[user:total-order-value]"/>                         |
| <input checked="" type="checkbox"/> LatestAbandonedCartID    | <input type="text" value="[user:last-abandoned-order:order-id]"/>             |
| <input checked="" type="checkbox"/> LatestAbandonedCartTotal | <input type="text" value="[user:last-abandoned-order:commerce_order_total]"/> |

Configuration values provided by the Drupal module to create a Webhook in MailUp that notifies Drupal automatically when someone unsubscribes, for example.

## MailUp Settings

Home ▶ Administration ▶ Site settings ▶ Advanced settings ▶ Configuration ▶ Web services ▶ MailUp Settings ▶ Webhooks

**Encryption Key \***

Enter the encryption key that MailUp webhooks will be configured to use.

**Configuration Values**

| Callback URL   | http://demo-tac5xr7iwafps.eu.platform.sh/mailup |
|----------------|---|
| Parameter Name | Parameter Value                                 |
| list           | ID List   |
| email          | Email   |
| type           | Event Type                                      |

The above values are required for Webhooks to work correctly with Drupal. See README.txt for full instructions.

[Save configuration](#)

## MailUp for Drupal 6 ("MailUp Integration")

### Overview

Some time ago a basic integration between MailUp and Drupal was developed to address the simple need of adding a MailUp list sign-up form to a Drupal site.

- The module helps you to manage users subscriptions and synchronization ([see an example](#)).
- From the [administration section](#), you can easily customize your website and enable the features you need

You can download this module here: [https://drupal.org/project/mailup\\_integration](https://drupal.org/project/mailup_integration)

The module is **not compatible with Drupal 7**.

### Features

After the [set up](#) of the Drupal module for MailUp you can

- Select a subset of MailUp lists and make them available for subscription in the registration form of your Drupal powered website. Selected MailUp lists can be locally renamed on Drupal.
- Specify one or more groups in which list subscribers are added.
- Map Drupal user profiles with MailUp personal data fields and keep synchronization for each Drupal user that is subscribed to MailUp lists.
- Let Drupal user change his/her profile and subscriptions, keeping these data synchronized with MailUp.
- Export existing Drupal users on a XML or CSV file that is compatible for manual import on MailUp admin console.
- Export existing Drupal users to MailUp lists/groups by using a specific function in the admin panel. In case of big numbers of users (e.g. several thousands) you can also enable an option that splits users list in several blocks and programs export of each block by using a cron.

### Documentation

- [Setup](#)
- [Admin](#)
- [Registration form \(frontend\)](#)
- [Authenticated users](#)
- [FAQ](#)

