Welcome to Bloomerang Academy

Thank you for joining us!

Please tell us where you are joining us from and what the weather is like where you are....drop it in the CHAT!

bloomerang

Housekeeping

Housekeeping

Our dial in number in case you need it today: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.

Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to support@bloomerang.com. Our support team is amazing!

Bloomerang and Mailchimp

Thomas Gappmayer

Senior Product Manager

Thomas Gappmayer is a Senior Product Manager at Bloomerang responsible for integrations. Thomas is a long-term volunteer with Big Brothers Big Sisters of Utah, a two-time organ donor, and a passionate living donor advocate. When they're not at work, they can be found playing in the snow, roasting coffee, or cuddling their four rescue animals.

Send email with Mailchimp.
Get insights in Bloomerang.

Bloomerang unlocks the fundraising potential of your Mailchimp data.

Add email data to constituent profiles.
Access deeper insights as Mailchimp's interaction data enriches Bloomerang constituent profiles.

Understand email interaction.
Gain insights into email interactions, empowering you to optimize content and campaign strategies.

Create messages that resonate.
Combine recipient email engagement data with their donation history to deliver campaigns that resonate.

How we do it

Contacts Sync
Two-way sync updates relevant contact information for those assigned to a Bloomerang Group.

Groups Sync
Two-way sync between Bloomerang Groups and Mailchimp Tags. Users can map multiple Bloomerang Groups to create various audience segments.
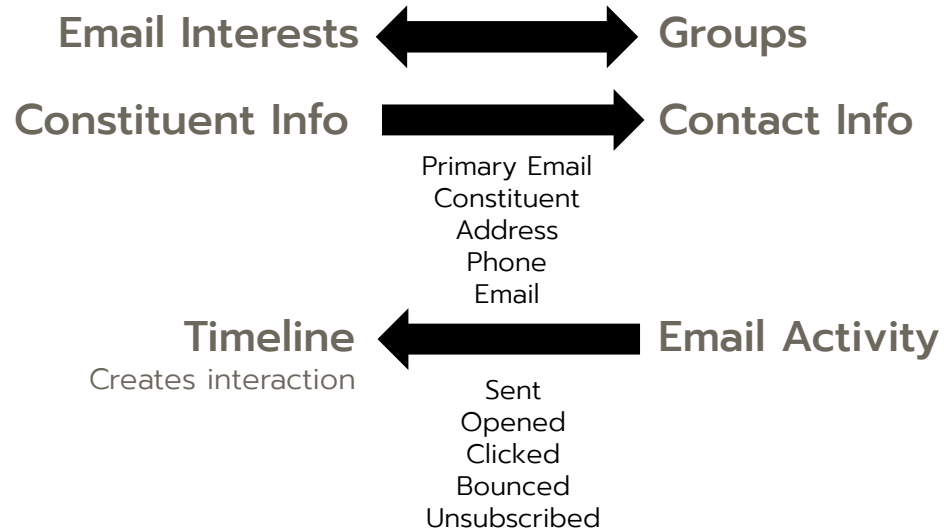
Email Activity Sync
Sent, opened, clicked, bounced, and unsubscribed data is added to the recipient's profile and timeline.

Feature Overview

Current State

Email Interests ⬅➡ Groups

Constituent Info ➡ Contact Info

Primary Email
Constituent
Address
Phone
Email

Timeline ⬅ Email Activity
Creates interaction

Sent
Opened
Clicked
Bounced
Unsubscribed

Future State

Groups ⟷ Tags

Email Interests ⟷ Groups

Constituent Info ⟷ Contact Info

Primary Email
Constituent
Address
Phone
Email

Timeline ⟵ Email Activity
Creates interaction

Sent
Opened
Clicked
Bounced
Unsubscribed

Mailchimp Mappings

- **Bloomerang Groups to Mailchimp Tags** (internal segmentation)
- **Bloomerang Email Interests to Mailchimp groups** (external segmentation)

Mailchimp interactions to Bloomerang

Mailchimp Mass Email — August 1
Join us at Blossom's Orangutan Congress

Email Activity on **Timeline**

♥ Engagement Level

On Fire!

Mailchimp activity is factored into **Engagement Level**

Interaction Filters

Include — Channel is 'Mailchimp Mass Email' ✕ — And...

Or...

Exclude — Add filter...
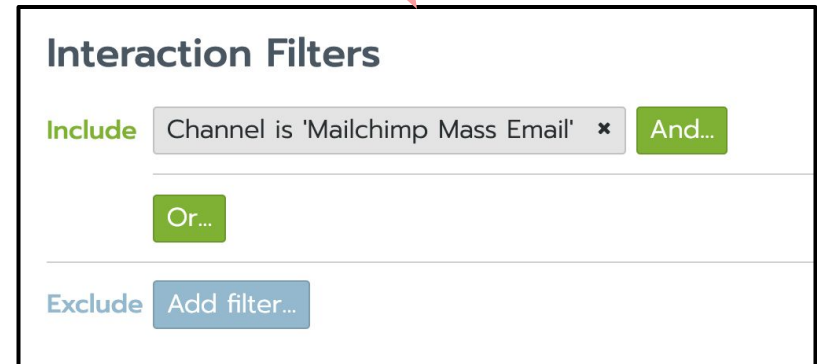
Mailchimp Mass Email available as an interaction filter

Into Bloomerang we go!

Resources

Knowledgebase
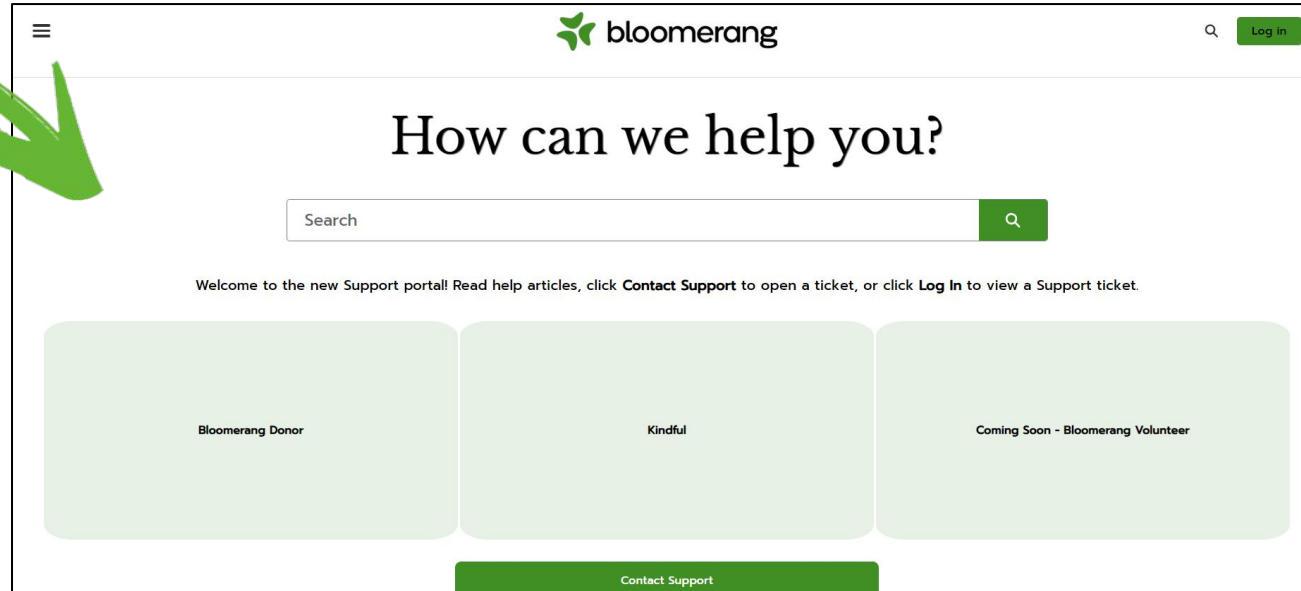
- [Mailchimp Basics](#)
- [Mailchimp Integration: How It Works](#)
- [Mailchimp Integration: Activate or Deactivate the Integration](#)
- [Mailchimp Integration: Sync and View Synced Data](#)
- [Mailchimp Integration: Manage Mappings and Audience](#)
- [How is engagement level calculated and what does it tell me?](#)
- Already using Mailchimp? [Mailchimp Integration: Upgrade to the Enhanced Integration](#)

Resources

Bloomerang Knowledgebase and Support Portal

Resources

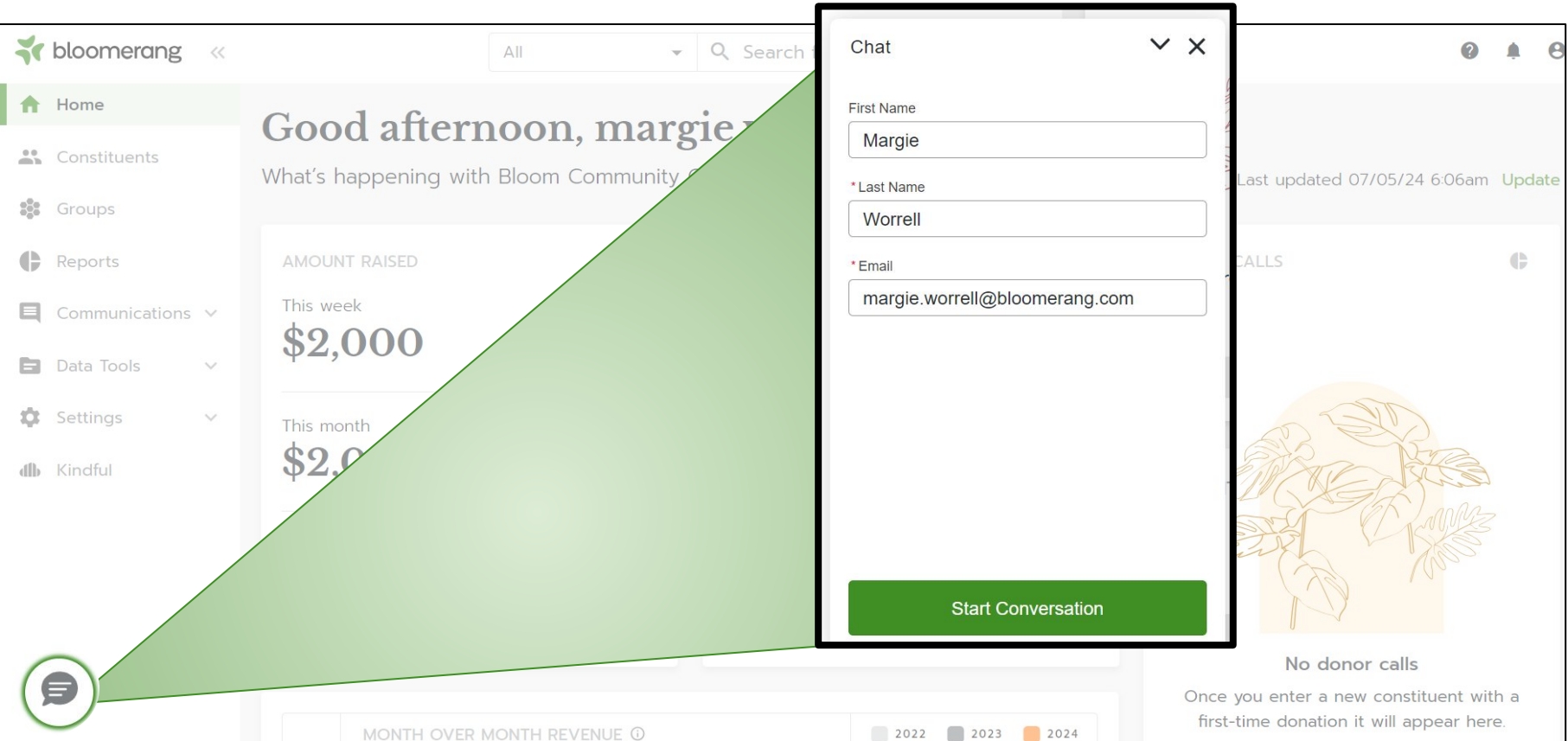Bloomerang Learning – our new on-demand learning platform

Resources

Bloomerang Learning – our new on-demand learning platform

If you did not receive this email to activate your Bloomerang Learning account, please click on the Bloomerang Learning link and request access.
You will receive the activation email shortly after submitting!
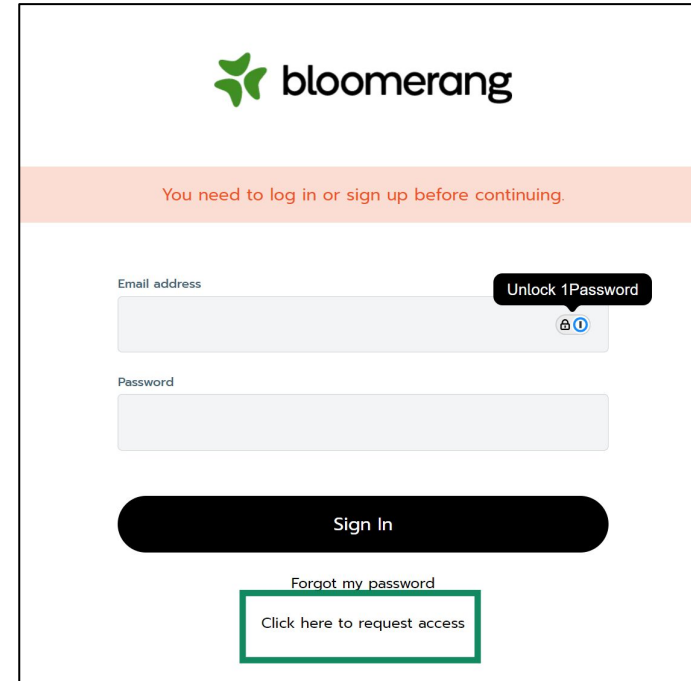
Live Chat to get online assistance immediately

Poll

Thank you for attending!

Visit our website to see more upcoming

Bloomerang Academy webinars!