



DATASHEET

# Maximizer Connect for MailChimp

Published By |



## DEPLOYMENT PACKAGES

Maximizer MailChimp Connector is a synchronization solution which supports two-way synchronization between your Maximizer Address Book and a selected MailChimp list. It facilitates integration between Maximizer and MailChimp by ensuring that contacts added to the selected list in MailChimp are synchronized with Maximizer and vice versa. It also allows you to view MailChimp campaign activity information for your contacts within Maximizer.

	TASK	TIME ESTIMATE (PER ENVIRONMENT)
	Confirmation of MailChimp subscription and Existence of at least One (1) MailChimp List, MailChimp API Key Generation. Configure Conflict Resolution.	1 hour
	Creation of Basic MailChimp Sync Fields and User in Maximizer and Maximizer Sync List.	1 hour
<b>BASIC INSTALLATION PACKAGE \$899</b>	Run initial sync to confirm and validate functionality; Resolve any issues that may come up at this stage.	1 hour
	Identify and configure any custom fields that will need to be synchronized (identify matching pairs of fields in Maximizer & MailChimp, field types, synchronization direction, etc.	1-2 hours
	Review of the MailChimp Tab in Maximizer.	1 hour
<b>FOR EXISTING MAILCHIMP USERS – DATA MATCHING PACKAGE \$999</b>	Process existing contacts in MailChimp that do not have a definitive link back to Maximizer; Identify contacts for whom a definitive match could not be made based on e-mail address or which return multiple contacts in Maximizer.	4-8 hours or more depending on number of records in MailChimp
<b>MAILCHIMP TO MAXIMIZER LEADFLOW WORKSHOP \$799 (PART 1)</b>	Leadflow Workshop – What to do with MailChimp data to assign leads for the sales team to take action on and track follow through.	4 hours
<b>LEADFLOW CONFIGURATION STARTER PACKAGE \$799 (PART 2)</b>	Leadflow configuration based on workshop outcome and company business needs	Starts at 4 hours

## About Maximizer

### Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.



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