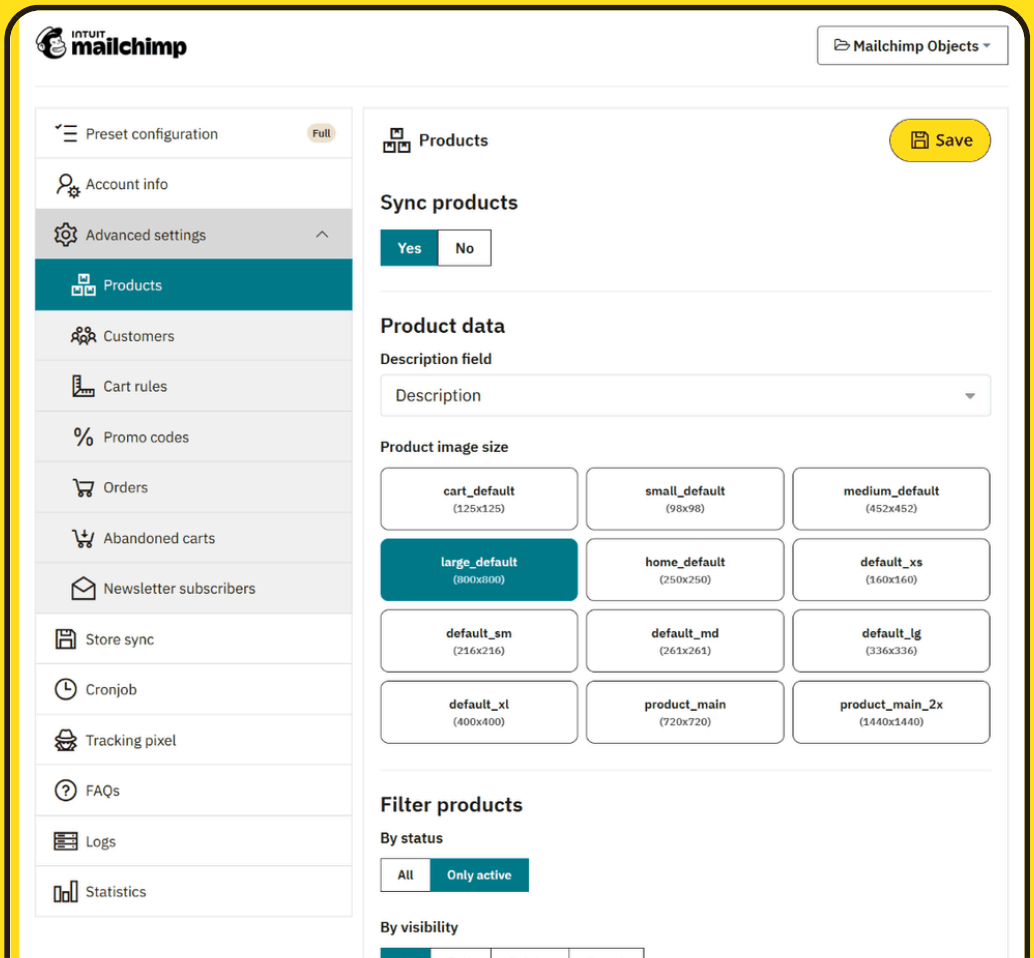
USER GUIDE

Mailchimp for PrestaShop

The official Mailchimp integration for PrestaShop: connect your store, keep your audience in sync, track shoppers and win back abandoned carts.

Module version	3.1.15
PrestaShop	1.7.0 – 9.2.x
PHP	7.1 or higher, with `cURL`
License	Academic Free License 3.0 (AFL-3.0)



Documentation v3.1.15

Contents

Every page of the module has its own chapter, in the order of the module's menu.

GETTING STARTED

1 Overview
2 What's new in 3.1
3 Requirements
4 Create a Mailchimp account
5 Installation
6 Connect to Mailchimp

THE SETTINGS PAGES

7 Preset configuration
8 Account info
9 Advanced settings
10 Products
11 Customers
12 Cart rules
13 Promo codes
14 Orders
15 Abandoned carts
16 Newsletter subscribers
17 Store sync
18 Cronjob
19 Tracking pixel
20 Third-party checkout modules
21 FAQs
22 Logs
23 Statistics

MORE TOOLS

24 Queue Work
25 Mailchimp Objects
26 On a phone or tablet

REFERENCE

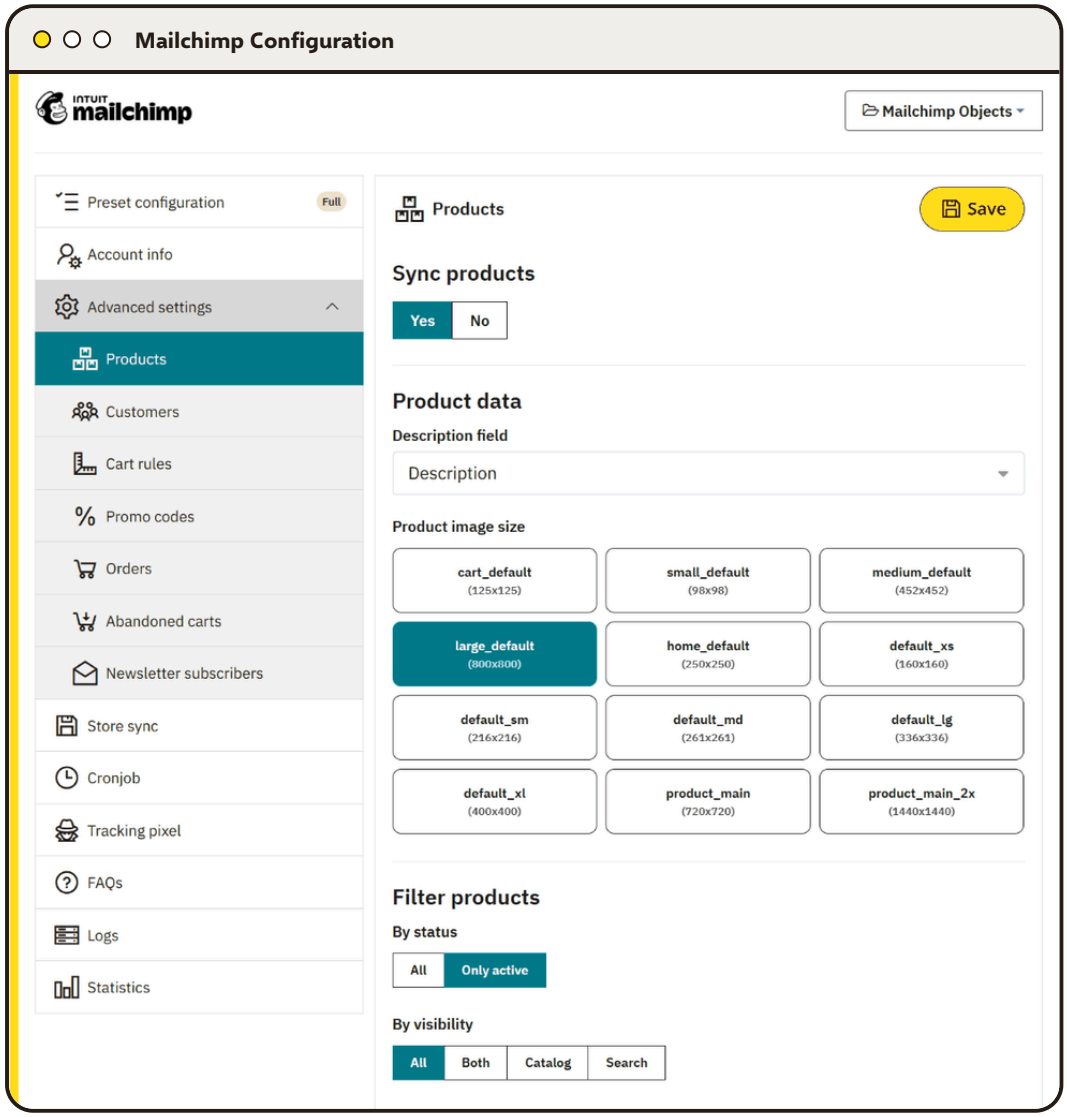
27 Multistore
28 Connection health and recovery
29 Troubleshooting
30 Support

1 Overview

Mailchimp for PrestaShop is the official integration between your PrestaShop store and Mailchimp's all-in-one marketing platform.

Once connected, the module keeps your Mailchimp audience in sync with your store: products, customers, orders, cart rules, abandoned carts and newsletter signups. You can then run targeted campaigns, automate post-purchase follow-ups and recover lost carts without exporting a single CSV file.

The **Mailchimp Pixel** adds what a server cannot see: real shopper behaviour on your storefront (page views, product views, cart events, checkout starts and purchases), sent to Mailchimp as it happens. A strict-consent setting covers GDPR-style jurisdictions.



The Mailchimp Configuration page. The menu on the left opens each settings page; the Mailchimp Objects menu at the top right opens what was synced.

Who this module is for

- PrestaShop merchants who use, or want to start using, Mailchimp for email marketing.
- Stores that want behaviour-driven email automation: abandoned cart, browse abandonment, post-purchase and win-back.
- EU and UK merchants who need consent-based tracking (strict consent on the Tracking pixel page, together with a consent banner).
- Multistore operators who send several shops to one or more Mailchimp audiences.

The pages at a glance

Preset configuration
Pick a ready-made setup for every page in one click.

Account info
The connected Mailchimp account; log out from here.

Advanced settings
Sync type, multi-instance mode, delete data, the Mailchimp script.

Products · Customers · Cart rules
What is synced, with filters and tags.

Promo codes
Unique codes for your Mailchimp campaigns.

Orders · Abandoned carts · Newsletter subscribers
Purchase history, cart recovery and signups.

Store sync
Choose the audience and send everything to Mailchimp.

Cronjob
The schedule that sends queued changes every minute.

Tracking pixel
Site tracking, consent, identification and the pixel log.

FAQs · Logs · Statistics
Answers, the API log and your campaign results.

2 What's new in 3.1

Headline feature: the Mailchimp Pixel, with a consent layer

The Tracking pixel page turns on Mailchimp's site tracking on your storefront. Tracking is on by default (the module turns it on once for each connected site, also after an update) and you can turn it off at any time. Choose the consent mode that fits your jurisdiction: **Require explicit consent before tracking** is off by default; turn it on for the EU, the UK, Switzerland, Brazil and similar regions, and connect your consent banner. GDPR Compliance Pro connects by itself; other banners need one line of code.

- **Pixel events**: `PAGE_VIEWED`, `PRODUCT_VIEWED`, `PRODUCT_ADDED_TO_CART`, `CART_VIEWED`, `CHECKOUT_STARTED` and `PURCHASED`, plus `identify()` on login, signup, restock alert, contact form and password reset.
- **Consent layer** with the `mc_user_optin` first-party cookie: opt-out mode by default, prior-consent mode one switch away.
- **Pixel health** in the back office: the verification status, when it was last verified, and a pixel log you can filter by severity, source, event type, IP and date.
- **Third-party checkouts**: register OnePageCheckoutPS, SuperCheckout or your own checkout so `CHECKOUT_STARTED` and `PURCHASED` fire there too.
- **Preset configuration**: pick a preset on the first visit and the module fills in every related setting.
- **PrestaShop 9** support next to 1.7 and 8.

Added since

- **Connection health and recovery**: the module notices when something it relies on was deleted in Mailchimp (the connected site, the e-commerce store, the audience) or when the API key stops working. A banner explains it and takes you to the fix; sync pauses meanwhile and resumes by itself. See Connection health and recovery.
- **Company sync** to the `COMPANY` merge field, so you can segment business customers. See Customers.
- **Merge fields view** in the Mailchimp Objects menu. See Mailchimp Objects.
- **A back office that works on phones and tablets**: the menu folds into one button and every page fits the screen. See On a phone or tablet.

3 Requirements

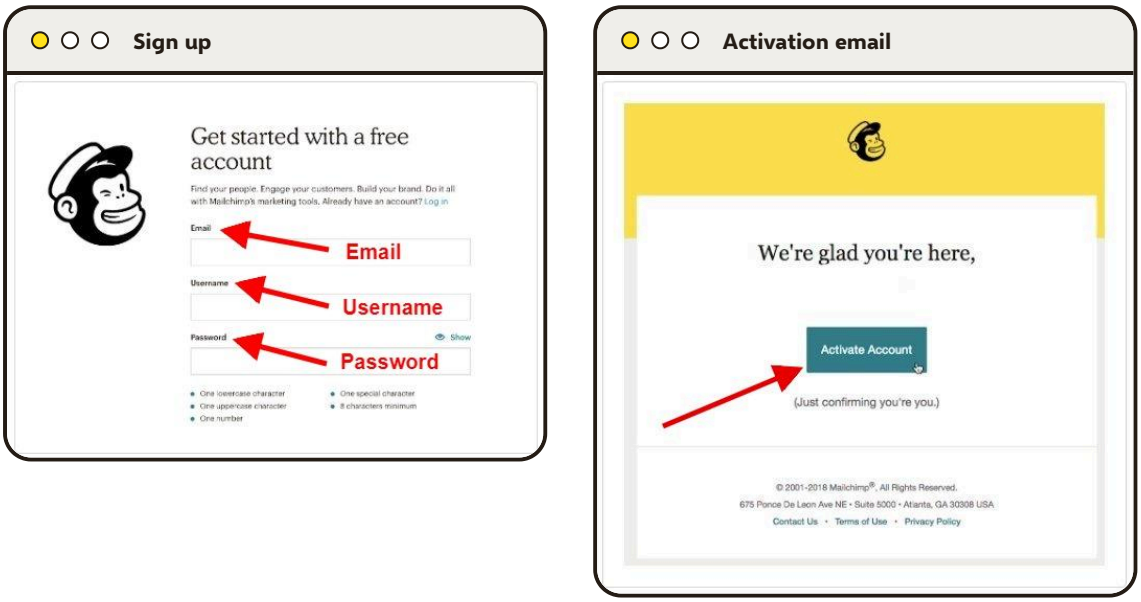
ITEM	REQUIRED
PrestaShop	1.7.0 to 9.2.x
PHP	7.1 or higher
PHP extensions	`cURL`, `json`, `mbstring`
MySQL / MariaDB	MySQL 5.6+ / MariaDB 10.0+
Mailchimp account	The free plan is fully supported. See Create a Mailchimp account if you do not have one yet.
Server cron	Recommended for production: it runs the queue every minute. See Cronjob.

4 Create a Mailchimp account

Already have an account? Skip to Installation. Otherwise these steps take about three minutes, and signing up is free.

Sign up

1. Open login.mailchimp.com/signup.
2. Enter your **email**, choose a **username** and a **password**, then click **Sign Up Free**.
3. Open the activation email from Mailchimp and click **Activate Account**, then confirm you are human on the next screen.



Mailchimp's signup form, and the activation email.

Finish your profile

The first time you log in, Mailchimp asks for a few details:

- **Name** and **email address** for your account profile.
- **Organization name**, **website URL** and **physical address**: anti-spam law requires them, and they appear in the footer of every campaign. A P.O. box is fine if you do not want to publish a home address.
- A few questions about your organization, which Mailchimp uses to tailor its guidance.

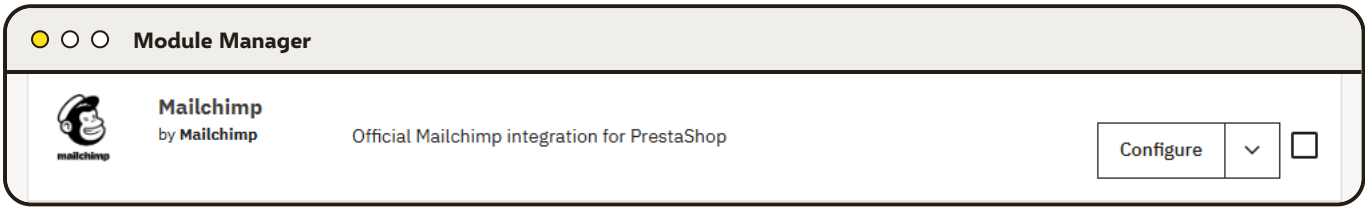
Recommended next steps in Mailchimp

- **Verify your sending domain** to send from your own address (you@yourshop.com).
- **Invite your team**: Mailchimp supports several logins per account, each with its own permissions.

5 Installation

Fresh install

1. Sign in to your PrestaShop back office and open **Modules › Module Manager**.
2. Click **Upload a module** and choose the module's zip file exactly as you downloaded it (do not unzip it).
3. When the upload finishes, the module is installed and a **Configure** button appears.
4. Click **Configure** to open the Mailchimp Configuration page. The module also adds **Mailchimp Config** to the left menu of the back office.



After installing, the module appears in Module Manager with a **Configure** button.

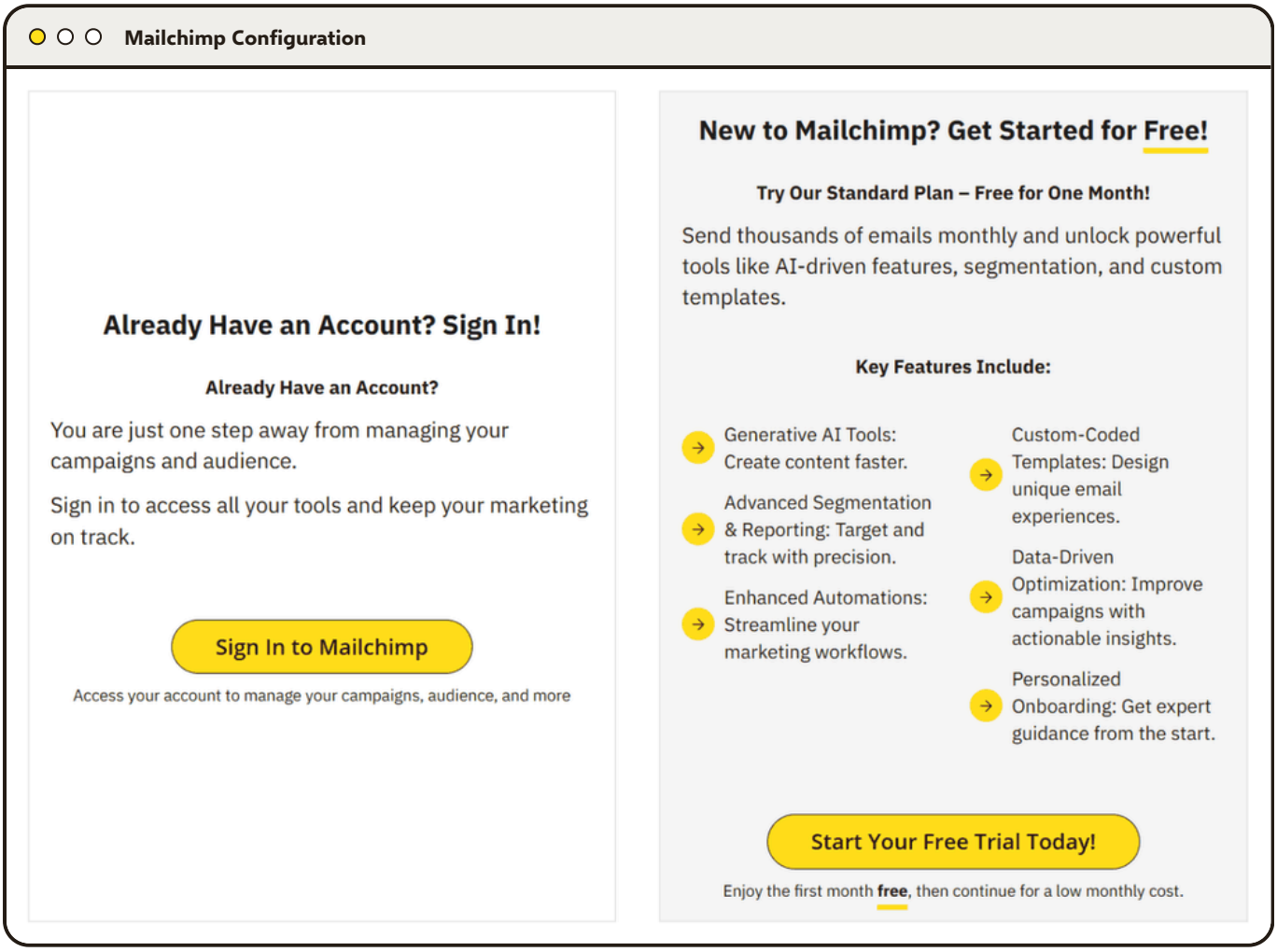
Upgrading

Within the 3.x series, upload the new zip in Module Manager. PrestaShop recognises the installed module and runs its upgrade; your settings, your Mailchimp connection and your synced data are kept.

> **!** **Coming from a version below 3.0?**
>
> Disable, uninstall and delete the old Mailchimp module first. Then, in your Mailchimp account, open **Integrations › Connected Sites** and disconnect the old PrestaShop site. Install version 3.1 only after that.

6 Connect to Mailchimp

1. Open **Mailchimp Config › Mailchimp Configuration**. As long as no account is connected, the page shows **Already Have an Account? Sign In!**
2. Click **Sign In to Mailchimp**. A Mailchimp window opens: sign in and approve the connection.
3. The window closes by itself and the page shows your account. Pick a preset (see Preset configuration).
4. Choose your audience and click **Initialize connection** on the Store sync page (or in the preset steps).
5. Set up the Cronjob so queued changes are sent every minute.



Before connecting: **Sign In to Mailchimp** on the left, or a free trial on the right.

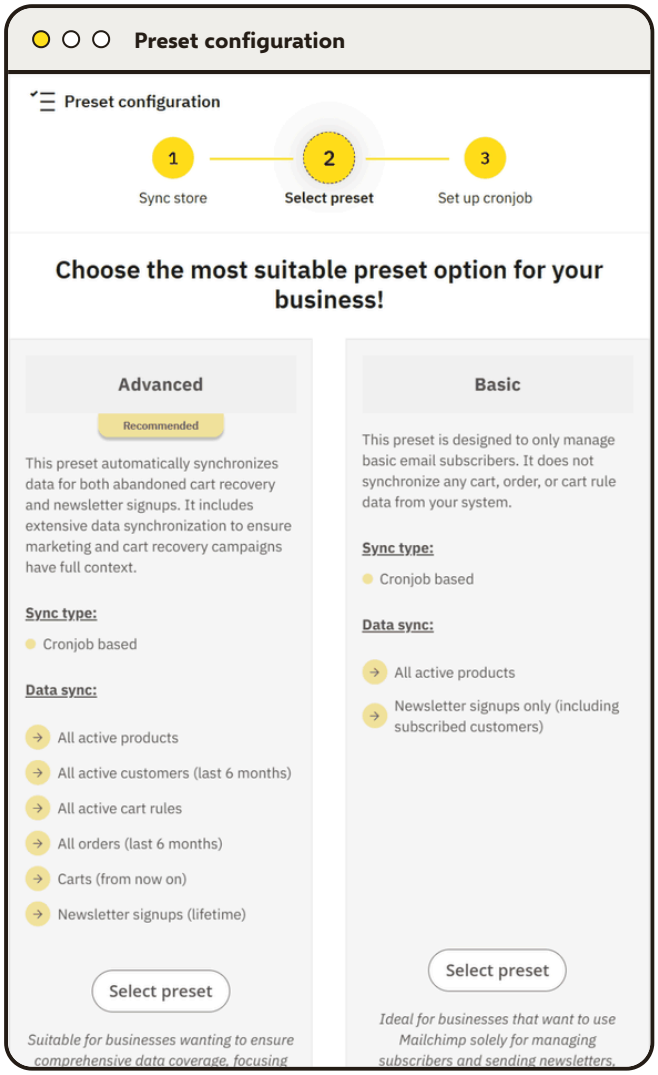
> **No Mailchimp account yet?**
>
> Click **Start Your Free Trial Today!** on the same screen, or follow Create a Mailchimp account.

> **The Mailchimp window does not open?**
>
> Your browser may block it the first time. Click the pop-up icon in the address bar, choose **Allow**, and click **Sign In to Mailchimp** again.

7 Preset configuration

WHERE Mailchimp Configuration › Preset configuration

A preset fills in every settings page in one click. It is the fastest way to a working setup, and you can still change any setting afterwards.



Three steps: sync the store, pick a preset, set up the cronjob.

All presets use the cronjob-based sync type (see Advanced settings) and sync all active products. They differ in what else they sync, and how far back:

PRESET	ALSO SYNCS	BEST FOR
Advanced *(recommended)*	Active customers and orders of the last 6 months, active cart rules, carts from now on, all newsletter signups.	Email marketing and abandoned cart recovery, with full context.

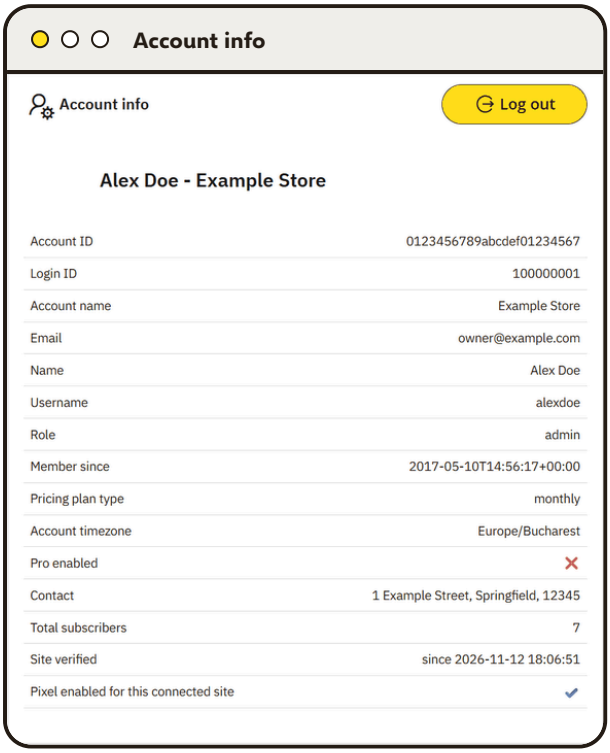
PRESET	ALSO SYNCS	BEST FOR
Basic	Newsletter signups only (including subscribed customers). No carts, orders or cart rules.	Managing subscribers and sending newsletters.
Free (testing purposes)	Customers, orders, carts and newsletter signups from now on; active cart rules. One audience.	Trying Mailchimp's free plan.
Abandoned Cart	Customers, orders and carts from now on; active cart rules. No newsletter signups.	Abandoned cart reminder emails.
Custom	Active customers and orders of the last 12 months, active cart rules, carts from now on, all newsletter signups.	A starting point for adjusting each page by hand.
Full	All customers, orders and carts with no time limit, active cart rules, all newsletter signups.	Your complete history in Mailchimp.

The selected preset is shown as a label next to **Preset configuration** in the menu.

8 Account info

WHERE Mailchimp Configuration › Account info

Your at-a-glance summary of the connected Mailchimp account.



The connected account (example data). **Log out** is at the top right.

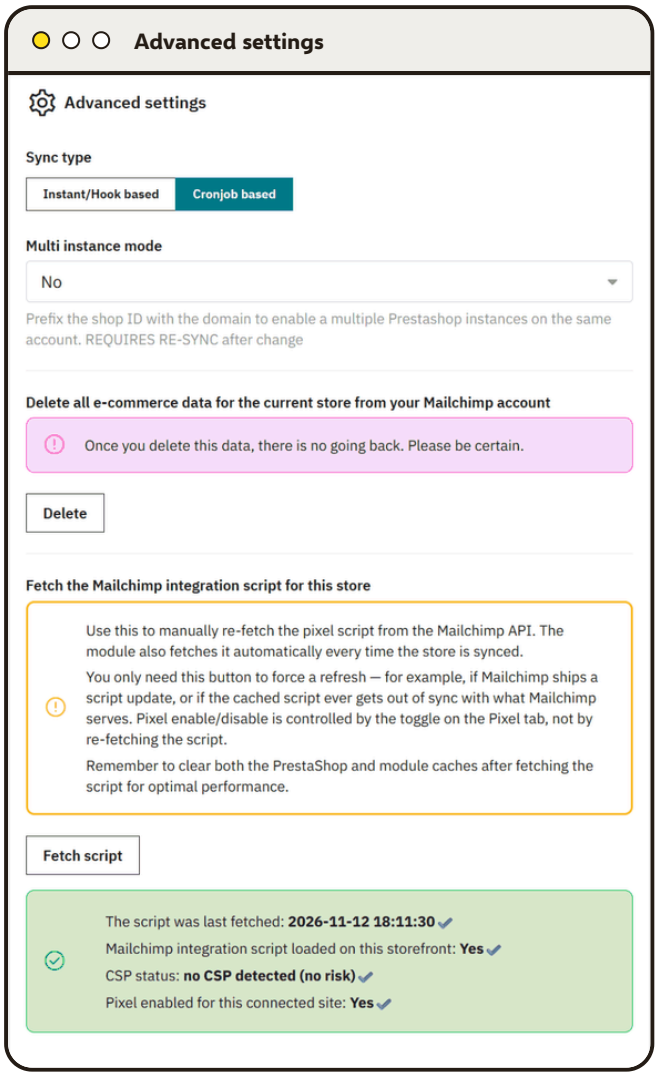
FIELD	WHAT IT SHOWS
Account ID, Login ID, Account name	Mailchimp's identifiers for the connected account.
Email, Name, Username, Role	The account holder's profile.
Member since	When the Mailchimp account was created.
Pricing plan type	Your Mailchimp plan, or a trial.
Account timezone	Used for send times in campaigns.
Pro enabled	Whether Mailchimp Pro is active on the account.
Contact, Total subscribers	The account address (required by anti-spam law) and the number of contacts in all audiences.
Site verified	When Mailchimp last verified its script on your storefront.
Pixel enabled for this connected site	Whether site tracking is on for this store's connected site.

Log out disconnects the store from Mailchimp. It does not uninstall the module: you can log in again, or connect a different Mailchimp account.

9 Advanced settings

WHERE Mailchimp Configuration › Advanced settings

The settings most stores never need to change. Its arrow in the menu opens the pages for each kind of data: Products to Newsletter subscribers, the next chapters.



Sync type, multi instance mode, deleting the store's data, and the Mailchimp script.

Sync type

Decides when a change in your shop (a new customer, an order, a cart, an edited product) reaches Mailchimp:

- **Cronjob based** *(default, and the choice of every preset)*: the change is queued and sent by the next cronjob run (see Cronjob) or by **Start sync** on Queue Work. A job that fails is retried, up to *Data queue max-trying times*. Recommended.
- **Instant/Hook based**: the change is sent the moment it happens, while the page that caused it loads, for example while the customer completes the checkout. That page waits for Mailchimp's answer, and a change

that fails is only written to PrestaShop's log, not retried. While the connection is broken, changes are queued instead and sent once it works again.

Whichever type you choose, the first full sync started from Store sync always runs through the queue.

Multi instance mode

Only needed when two separate PrestaShop installations send data to the same Mailchimp account (see Multistore). It adds the shop's domain to the store ID Mailchimp receives, so the two installations do not overwrite each other. Sync again after changing it.

Delete all e-commerce data for the current store

Delete removes this store's e-commerce data (products, orders, carts, promo codes) from your Mailchimp account. Your audience contacts stay. It cannot be undone. Afterwards, **Initialize connection** on Store sync connects the store again.

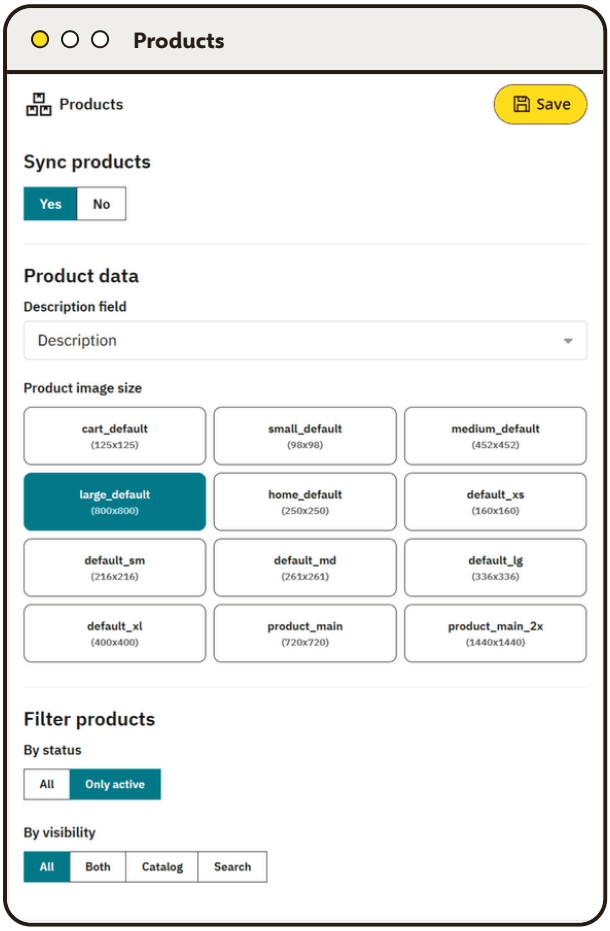
Fetch the Mailchimp integration script for this store

The module fetches Mailchimp's script for your storefront by itself every time the store is synced. **Fetch script** forces a refresh, for example after Mailchimp updates the script. The status lines below show when it was last fetched, whether it is loaded on your storefront, whether a Content Security Policy could block it, and whether the pixel is on. Clear the PrestaShop cache after fetching.

10 Products

WHERE Advanced settings › Products

How your catalogue is copied to Mailchimp, for product recommendation blocks, cart recovery emails and post-purchase upsells.



Pick the image size from the cards, and filter which products are synced.

SETTING	WHAT IT DOES
Sync products	Turns product sync on or off.
Description field	Which PrestaShop text Mailchimp receives as the product description: *Description* or *Short description*.
Send as Mailchimp Category	What Mailchimp's *Category* condition in segments and journeys sees for each product: the *Default product category* (default), the default category *with its parents* (`Garden > Seeds`), *All product categories* (`Seeds | Tomatoes`), the *Product manufacturer (brand)*, or *Nothing*.
Product image size	The PrestaShop image format used in your emails. Pick one that matches your email template's width; `large_default` (800 × 800) is a safe choice.
Filter products › By status	*All* includes disabled products; *Only active* (recommended) keeps them out of your emails.
Filter products › By visibility	Sync products whatever their visibility (*All*), or only those visible *Both* in the catalogue and in search, in the *Catalog* or in *Search*.

Changed the image size after the first sync?

Send the products again so Mailchimp gets the new images: on Store sync, click **Add to queue** next to *Sync products*, then let the cronjob process them.

Segment by product category

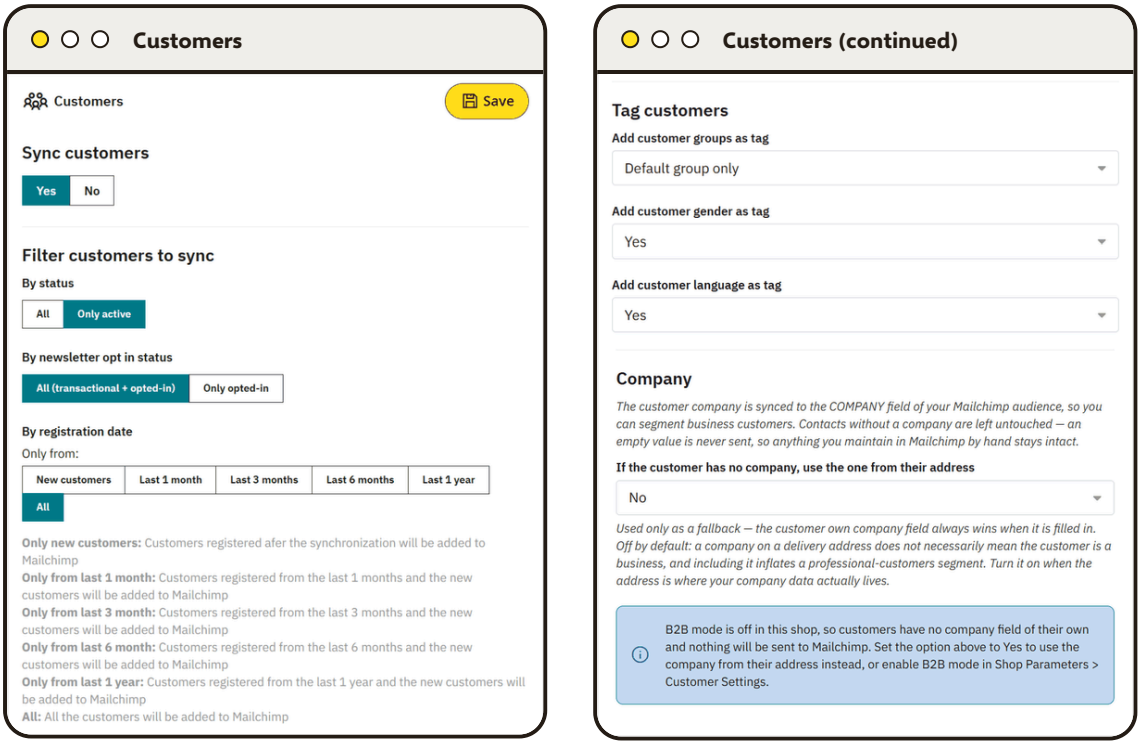
In Mailchimp, build a segment with **Purchase activity › Category**. Its list shows the values your products carry, and past orders match too, so you only need the products in Mailchimp, not the orders again. The condition offers *is*, *is not*, *contains*, *does not contain*, *starts with* and *ends with*; *contains* ignores upper and lower case.

- With *with its parents* or *All product categories*, use **contains** with a category name to match every product under it or in it.
- Values longer than Mailchimp's 255 characters are cut after the last whole category name that fits.
- Changing this setting, or renaming, moving, enabling or disabling a category, or renaming or deleting a manufacturer, queues the affected products; the cronjob sends them.
- The Mailchimp pixel sends the same value with product views and purchases.

11 Customers

WHERE Advanced settings › Customers

Which customers become Mailchimp contacts, and which tags they get.



Filters on the left; tags and the Company setting further down the page, on the right.

SETTING	WHAT IT DOES
Sync customers	Turns customer sync on or off.
By status	*All* includes disabled customer accounts; *Only active* (recommended) leaves them out.
By newsletter opt in status	*All (transactional + opted-in)* syncs everyone: subscribers as subscribed, the others as transactional contacts. *Only opted-in* syncs only customers who subscribed.
By registration date	Which existing customers are sent at the first sync: *New customers* (only those who register after it), the last 1, 3 or 6 months, the last year, or *All*. Customers who register later are always added.
Add customer groups as tag	Each PrestaShop customer group becomes a Mailchimp tag, named in the store's default language, handy to segment B2B and B2C or wholesale tiers.

SETTING	WHAT IT DOES
Add customer gender as tag	Adds the customer's title (Mr., Mrs. and so on) as a tag, in the store's default language.
Add customer language as tag	Adds the customer's language as a tag, to send each language its own campaign.

> **Transactional or subscribed?**
> A transactional contact can receive order notifications and other one-to-one messages from your store, but no marketing campaigns. A subscribed contact can receive both.

Company

Customers' company names are synced to the `COMPANY` merge field of your audience, so you can segment business customers and personalise campaigns with the company name.

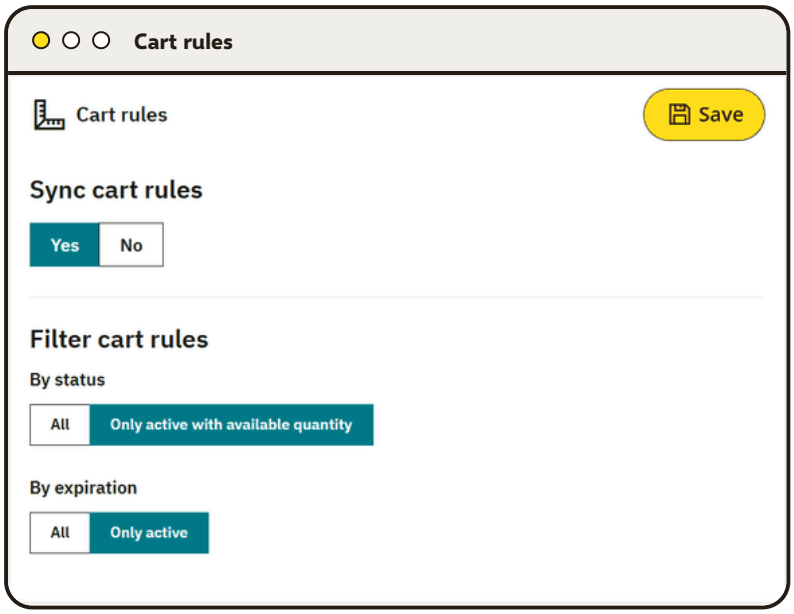
- The module creates the `COMPANY` field in your audience when the store is connected.
- The value comes from the customer's own **Company** field, which PrestaShop shows when B2B mode is on (**Shop Parameters › Customer Settings › Enable B2B mode**).
- Contacts without a company are left untouched, so a company you maintain by hand in Mailchimp is never wiped.
- **If the customer has no company, use the one from their address**: off by default. A company on a delivery address does not always mean a business customer (people have parcels sent to work), so turn it on only when the address is where your company data really lives, for example in a shop without B2B mode. The page points this out when B2B mode is off.

> **Mailchimp's limit of 30 merge fields**
> When your audience already has 30 merge fields, `COMPANY` cannot be created. The page says so, and offers a retry once you have freed a field in Mailchimp.

12 Cart rules

WHERE Advanced settings › Cart rules

Sends your PrestaShop discount rules to Mailchimp.



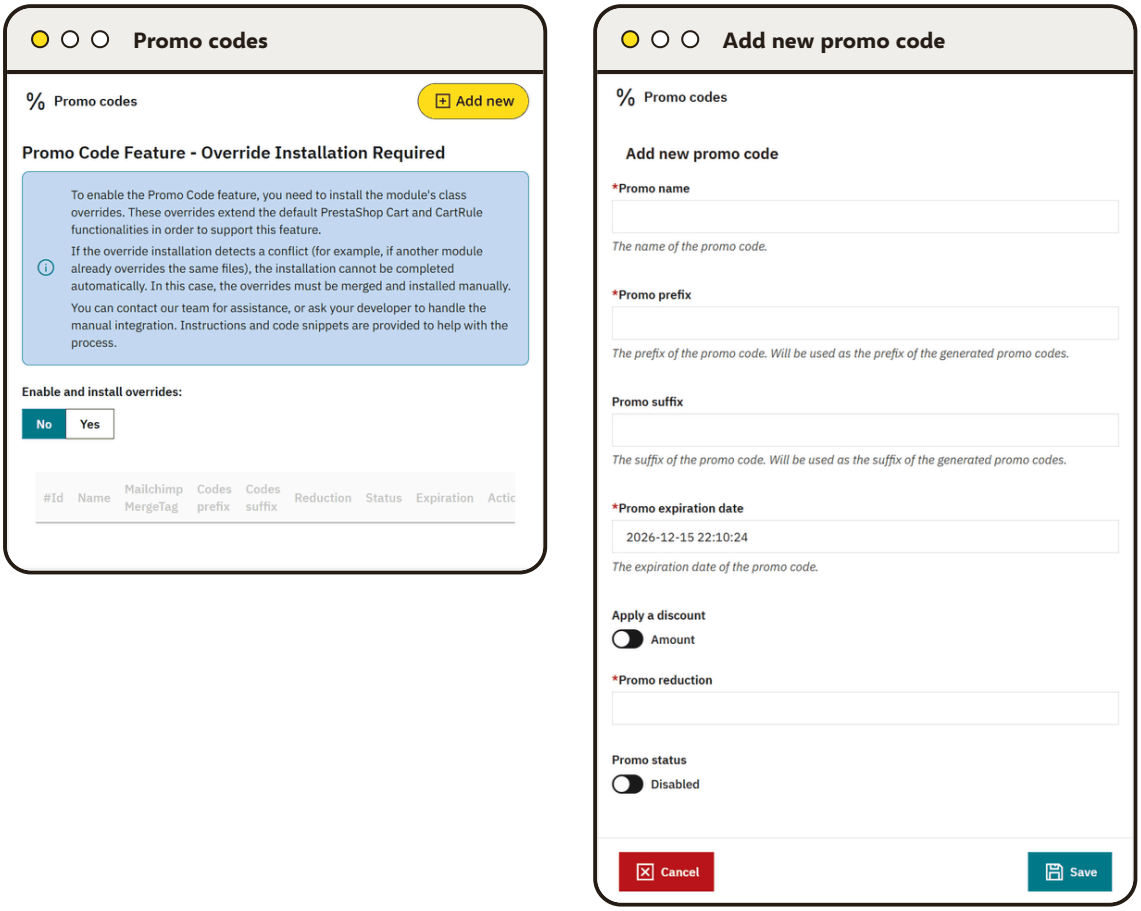
The sync toggle and the two filters.

SETTING	WHAT IT DOES
Sync cart rules	Turns cart rule sync on or off.
By status	*All* includes inactive rules; *Only active with available quantity* (recommended) leaves out rules that are disabled or used up.
By expiration	*All* includes expired rules; *Only active* (recommended) leaves them out.

13 Promo codes

WHERE Advanced settings › Promo codes

Generates a unique discount code per contact, so your Mailchimp campaigns can hand out personal codes.



The promo code list (left) and **Add new** (right).

Turn the feature on

Promo codes need two class overrides that extend PrestaShop's cart and cart rule handling. Until they are installed, the page shows *Promo Code Feature - Override Installation Required*: set **Enable and install overrides** to *Yes*.

If another module already overrides the same files, the installation cannot finish by itself and the page lists the files in conflict. The overrides then have to be merged by hand, following the instructions on the page; your developer or the module's support can help.

Create a promo

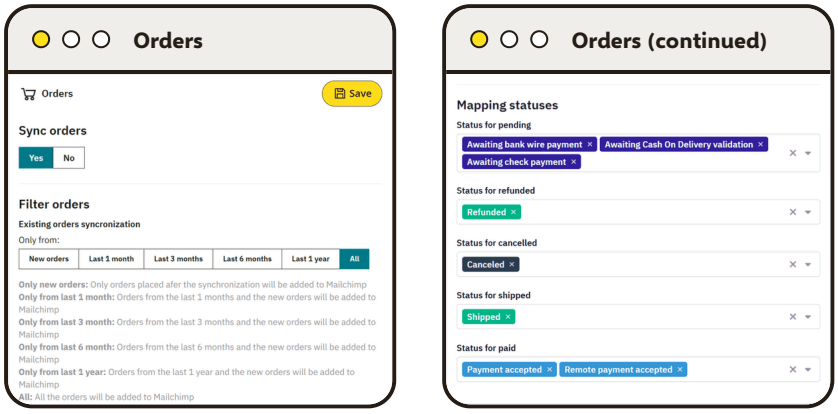
FIELD	WHAT TO ENTER
Promo name	A name for the promo, for you.
Promo prefix / Promo suffix	Text placed before and after each generated code, for example `SPRING`.
Promo expiration date	When the codes stop working.
Apply a discount	*Amount* or *Percent*.
Promo reduction	The value of the discount.
Promo status	Whether the promo is active.

The list shows each promo with its Mailchimp merge tag. Put that merge tag in a campaign and every contact receives their own code. From the list you can also open the generated codes and each promo's statistics: codes generated, codes used, conversion and usage frequency.

14 Orders

WHERE Advanced settings › Orders

Purchase history lets Mailchimp segment by value, recency and repeat purchases, and start automations such as post-purchase and win-back emails.



How far back to sync (left), and the order status mapping (right).

Existing orders synchronization

Pick how far back existing orders are sent: *New orders* only, the last 1, 3 or 6 months, the last year, or *All*. New orders are always sent. Your preset sets a sensible window; the last year gives Mailchimp enough history without making the first sync very long.

Mapping statuses

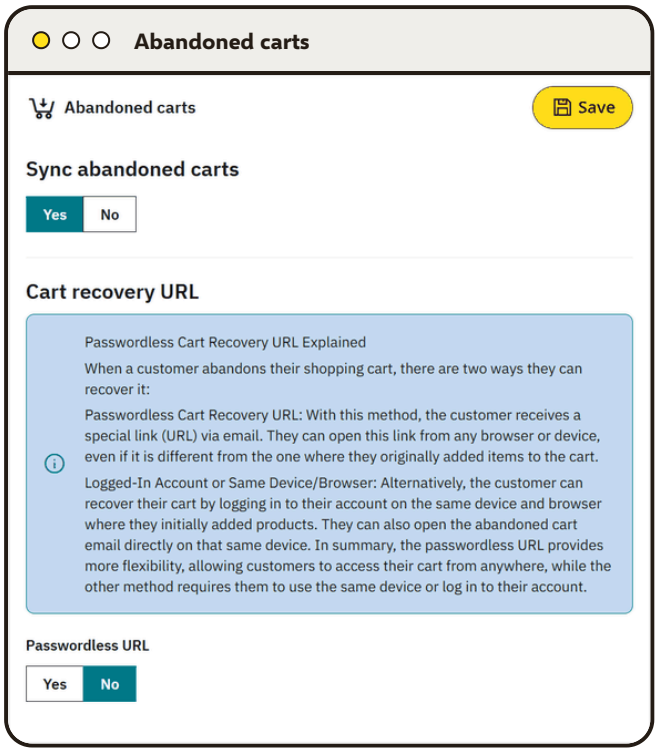
Mailchimp knows five order states: pending, paid, shipped, refunded and cancelled. PrestaShop has many more statuses, some of them your own. Map each Mailchimp state to one or more of your statuses; Mailchimp automations can then react to a status change, for example a shipping confirmation when an order is marked *Shipped*.

SETTING	USUALLY
Status for pending	Awaiting bank wire payment, Awaiting Cash On Delivery validation, Awaiting check payment.
Status for paid	Payment accepted, Remote payment accepted.
Status for shipped	Shipped, Delivered.
Status for refunded	Refunded.
Status for cancelled	Canceled.

15 Abandoned carts

WHERE Advanced settings › Abandoned carts

Sends abandoned carts to Mailchimp, so an automation can remind the customer a few hours later, with the products still in the cart.



The sync toggle and the cart recovery link.

Cart recovery URL

Decides how the customer gets back to the cart from the reminder email:

- **Passwordless URL: Yes**: the email carries a link that restores the cart in any browser or on any device.
- **Passwordless URL: No**: the customer logs in to their account, or opens the email on the device and browser where the products were added.

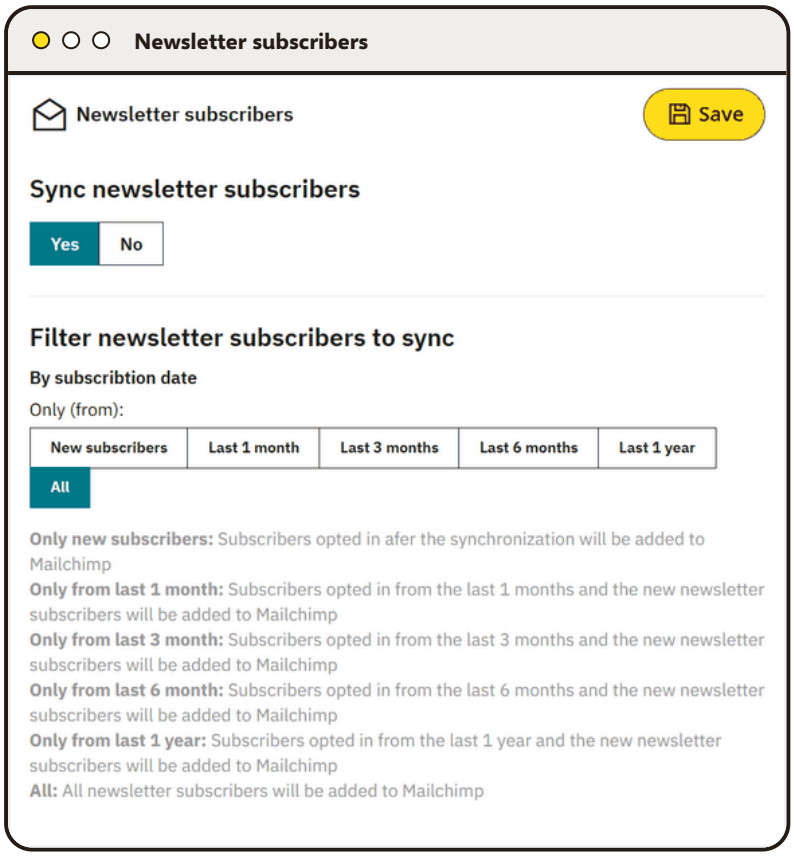
One of the best-paying features

Abandoned cart emails typically win back 5 to 15% of sales that would otherwise be lost.

16 Newsletter subscribers

WHERE Advanced settings › Newsletter subscribers

Sends the visitors who signed up for your newsletter without creating an account to Mailchimp as subscribed contacts.



The sync toggle and the subscription date filter.

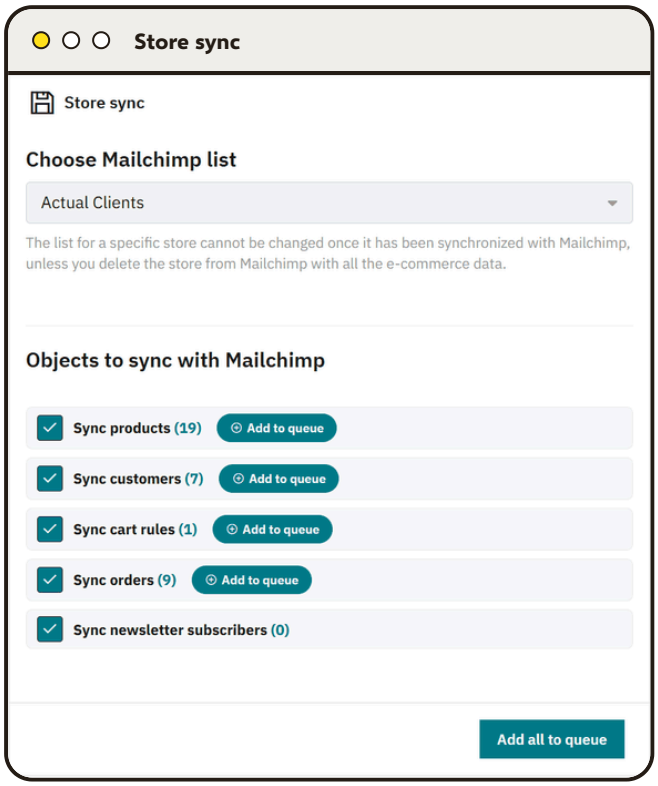
By subscription date decides which existing subscribers are sent at the first sync: *New subscribers* only, the last 1, 3 or 6 months, the last year, or *All*. Visitors who sign up later are always added.

The newsletter checkbox of PrestaShop's account and checkout forms is followed too, so customers who tick it reach your audience without any export.

17 Store sync

WHERE Mailchimp Configuration › Store sync

Where you choose which Mailchimp audience the store syncs into, and send your data to Mailchimp.



The audience, and what to send. The numbers show how many records each type has.

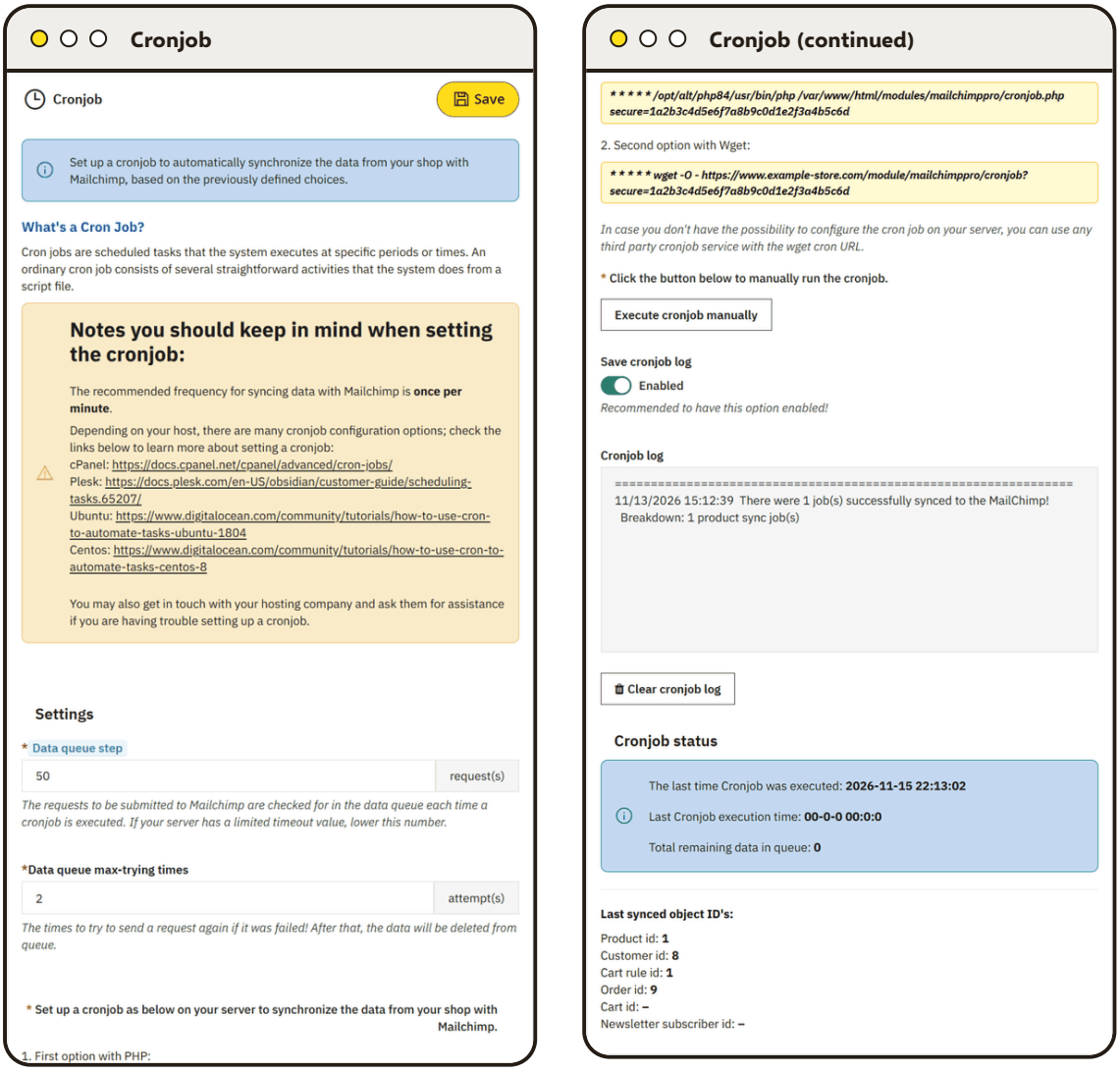
1. **Choose Mailchimp list**: pick the audience. A free account has one; paid plans can have several. Once the store is synced, its audience can only be changed after deleting the store's data from Mailchimp (see Advanced settings).
2. **Objects to sync with Mailchimp**: tick what to send. *Sync products (19)* means 19 products are ready to go.
3. Click **Add to queue** next to one type, or **Add all to queue**. The cronjob then sends the queue (see Cronjob), or you can run it from Queue Work.

> **!** **Changed a setting? Queue again.**
>
> Changes on the Products, Customers, Cart rules and other pages apply to what is sent from then on. To send existing records again with the new settings, come back here and click **Add to queue** (or **Add all to queue**).

18 Cronjob

WHERE Mailchimp Configuration › Cronjob

A cronjob runs the queue on a schedule, so your changes reach Mailchimp by themselves. Set it up: without it, the queue only moves when you click **Start sync**.



The notes and queue settings (left); the ready-made commands, the log and the status (right). The secret token in the commands is shown masked here.

Schedule and command

Run it every minute: `* * * * *`. The page shows two ready-made commands with your shop's PHP path and secret token already filled in; copy one into your hosting panel's cron settings.

With PHP (cPanel, Plesk, DirectAdmin, any Linux server):

```
* * * * * /usr/bin/php /path/to/your/shop/modules/mailchimppro/cronjob.php
secure=YOUR_SECRET_TOKEN
```

With wget, or any online cron service that calls a URL:

```
* * * * * wget -O - https://www.example-store.com/module/mailchimppro/cronjob?
secure=YOUR_SECRET_TOKEN
```

Settings

SETTING	WHAT IT DOES
Data queue step	How many queued requests one run sends. Default **50**; lower it if your server stops long scripts early.
Data queue max-trying times	How often a failed request is tried again before it is removed from the queue. Default **2**.
Execute cronjob manually	Runs the queue once, right now. Handy to test.
Save cronjob log	Keeps a log of each run on this page. The log cannot be opened from the web, and email addresses in it are masked.

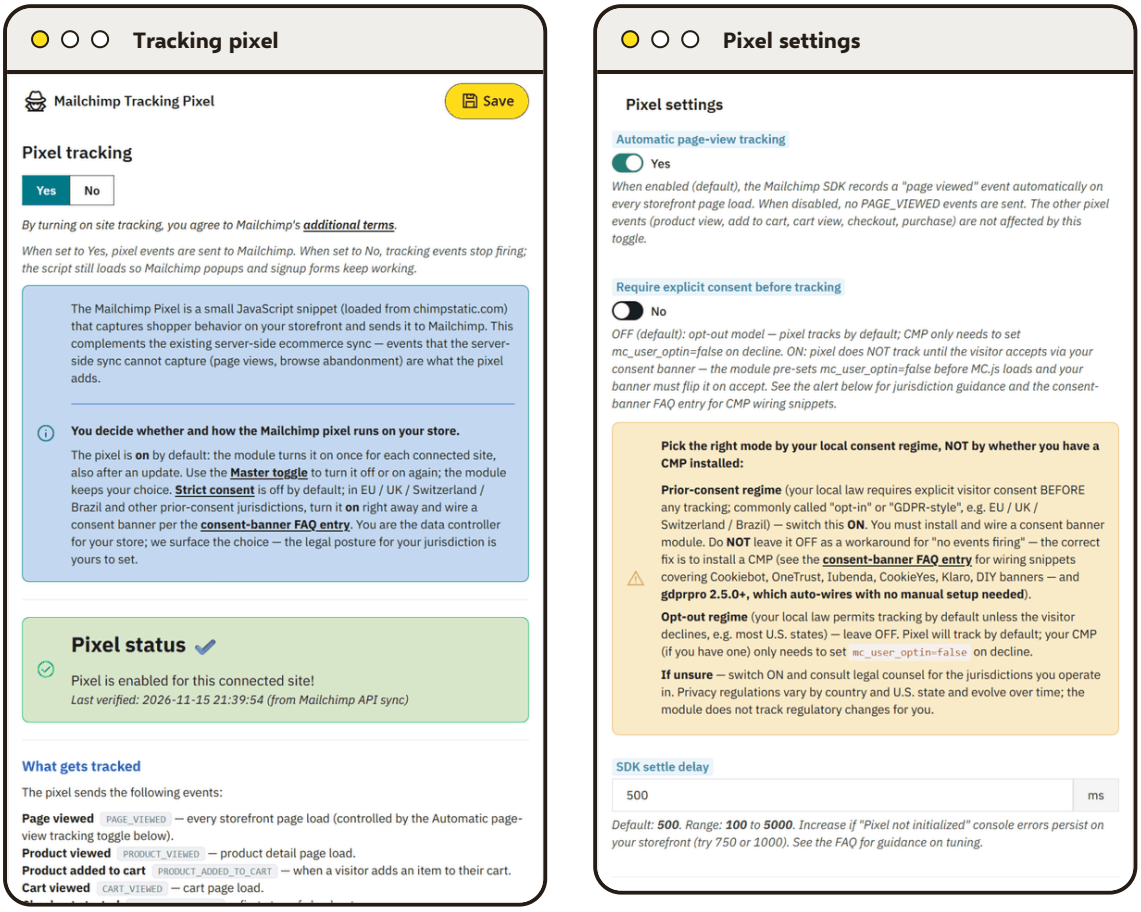
Cronjob status at the bottom shows when the cronjob last ran, how many records wait in the queue, and the last record of each type that was synced.

> **Help for your hosting panel**
>
> cPanel · Plesk · Ubuntu · CentOS. If you do not manage your server yourself, your hosting company can add the line for you: send them the command from the page.

19 Tracking pixel

WHERE Mailchimp Configuration › Tracking pixel

The Mailchimp Pixel is a small script from `chimpstatic.com` that reports shopper behaviour on your storefront to Mailchimp: page views and browsing that the server-side sync cannot see.



The **Pixel tracking** switch and the status (left); page views, consent and the settle delay (right).

Pixel tracking

Pixel tracking is on by default: the module turns it on once for each connected site (after connecting, after an update or after reinstalling the module) and shows a notice when it does. Set it to *No* to stop tracking; the module keeps your choice. By turning on site tracking you agree to Mailchimp's additional terms.

> **What "No" means**
>
> No tracking events are sent, but Mailchimp's script still loads, so your Mailchimp popups and signup forms keep working.

What gets tracked

EVENT	WHEN IT FIRES
`PAGE_VIEWED`	Every storefront page (switch: *Automatic page-view tracking*).
`PRODUCT_VIEWED`	A product page.
`PRODUCT_ADDED_TO_CART`	A product is added to the cart.
`CART_VIEWED`	The cart page.
`CHECKOUT_STARTED`	The first checkout step.
`PURCHASED`	The order confirmation page.
`identify()`	A logged-in customer is recognised, or a guest fills in a known form (newsletter, restock alert, contact, forgot password).

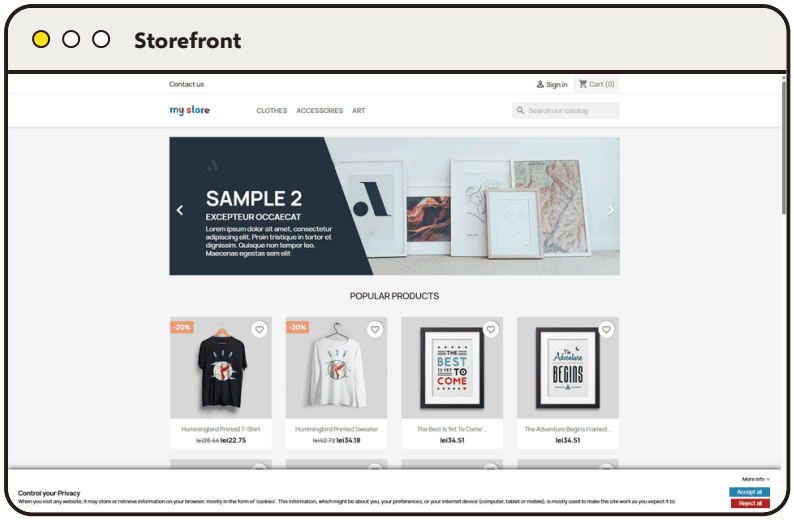
Pixel status

- **Pixel is enabled for this connected site!** with a "Last verified" time: everything works.
- **Pixel is not enabled for this connected site**: tracking is off, either with the switch above or in Mailchimp's site tracking settings. Turn it on in either place; the module notices by itself.
- **Some visitors' browsers could not start it** (yellow): one or two visitors in the last 15 minutes. Often an ad blocker; nothing to do unless it turns red.
- **It is not starting in your visitors' browsers** (red): three or more visitors within 15 minutes. Usually a Content Security Policy that allows `chimpstatic.com` but blocks `mcjs.prd.a.intuit.com`, or a module or theme that blocks the script. The status clears itself once a visitor's pixel starts again.
- **Not yet determined**: the state was not read from Mailchimp yet. Sync the store or open the storefront once.

The pixel state always comes from Mailchimp itself; one visitor with an ad blocker can never switch it off for everyone.

Require explicit consent before tracking

- **Yes (prior consent)**: the pixel does not track until the visitor accepts your consent banner. The module sets `mc_user_optin=false` before Mailchimp's script loads, and your banner sets it to `true` on accept. The right choice for the EU, the UK, Switzerland, Brazil and other prior-consent regions; it needs a consent banner (CMP).
- **No (default, opt-out)**: the pixel tracks by default; your banner, if any, only sets `mc_user_optin=false` when the visitor declines. Fits regions that allow tracking without prior consent, such as most U.S. states.



A consent banner on the storefront. With strict consent on, no pixel event fires until the visitor accepts.

> **Unsure? Choose Yes.**
>
> Privacy rules differ by country and U.S. state and change over time, and the module does not follow them for you. You are the data controller for your store; ask legal counsel for the regions you sell to.

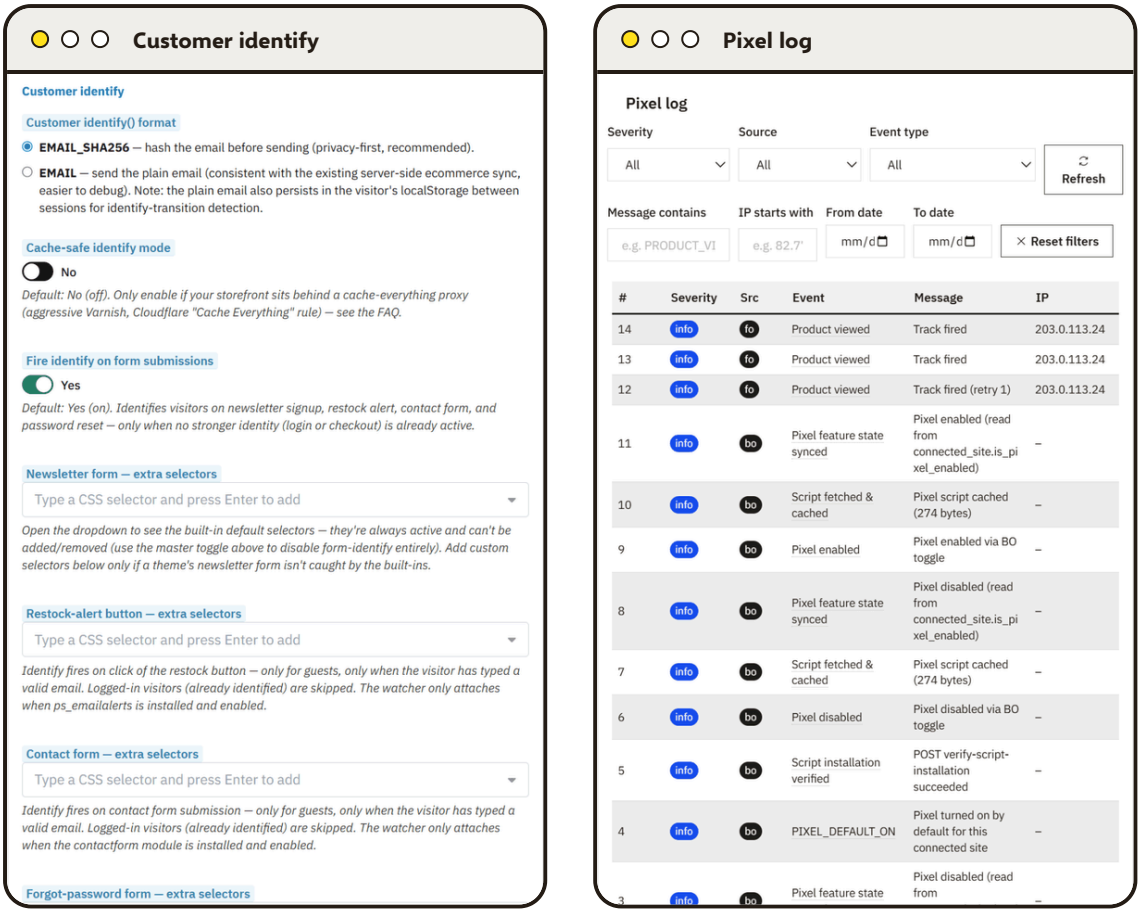
Connecting your consent banner

GDPR Compliance Pro 2.5.0+ connects by itself. Any other banner needs one line in its "on accept" and "on decline" callbacks; the FAQs page has ready-made snippets for Cookiebot, OneTrust, Iubenda, CookieYes, Klaro and home-made banners.

```
// On accept
document.cookie = "mc_user_optin=true; path=/; max-age=31536000; samesite=lax" +
                  (location.protocol === "https:" ? "; secure" : "");

// On decline
document.cookie = "mc_user_optin=false; path=/; max-age=31536000; samesite=lax" +
                  (location.protocol === "https:" ? "; secure" : "");
```

Customer identify



Customer identify (left) and the pixel log with its filters (right).

SETTING	WHAT IT DOES
Customer identify() format	*EMAIL_SHA256* (default, recommended) sends the email hashed; *EMAIL* sends it in plain text, easier to debug.
Cache-safe identify mode	Leave off unless your storefront sits behind a cache-everything proxy (Varnish, Cloudflare "Cache Everything").
Fire identify on form submissions	Identifies guests on newsletter signup, restock alert, contact form and password reset.
Extra selectors	Only if your theme's forms are not recognised: add their CSS selectors per form.
SDK settle delay	How long to wait for Mailchimp's script before sending events. Default **500 ms**; try 750 or 1000 if your browser console shows "Pixel not initialized".

Pixel log

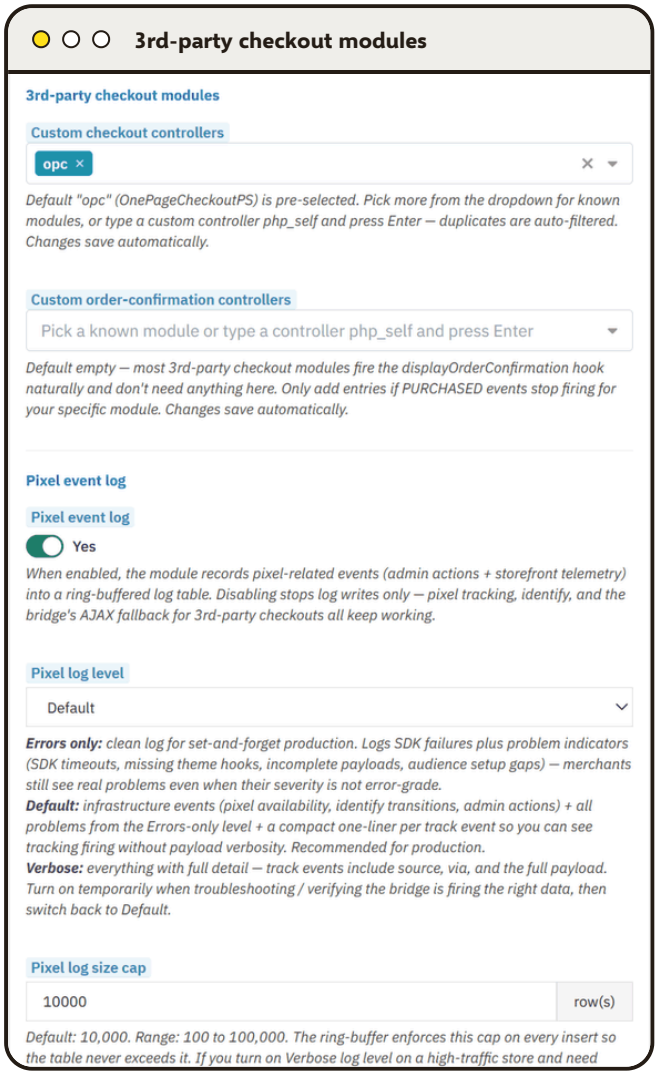
A log of pixel activity, from your own actions and from the storefront, with filters for severity, source, event type, message, IP and date. On a small screen the table scrolls sideways in its own box.

SETTING	WHAT IT DOES
Pixel event log	Turns the log on or off. Tracking keeps working either way.
Pixel log level	*Errors only* for a quiet log; *Default* (recommended) adds the main events and a line per tracked event; *Verbose* adds every detail. Use Verbose only while troubleshooting.
Pixel log size cap	The most rows the log keeps; older rows go first. Default **10,000** (100 to 100,000).
Telemetry rate limit (per IP, per minute)	How many reports one visitor's browser may send per minute, so nobody can flood the log. Default **60**; 0 turns the limit off.

20 Third-party checkout modules

WHERE Tracking pixel › 3rd-party checkout modules

With a checkout module instead of PrestaShop's own (OnePageCheckoutPS, SuperCheckout or your own), tell the pixel where checkout happens, so `CHECKOUT_STARTED` and `PURCHASED` fire at the right moment.



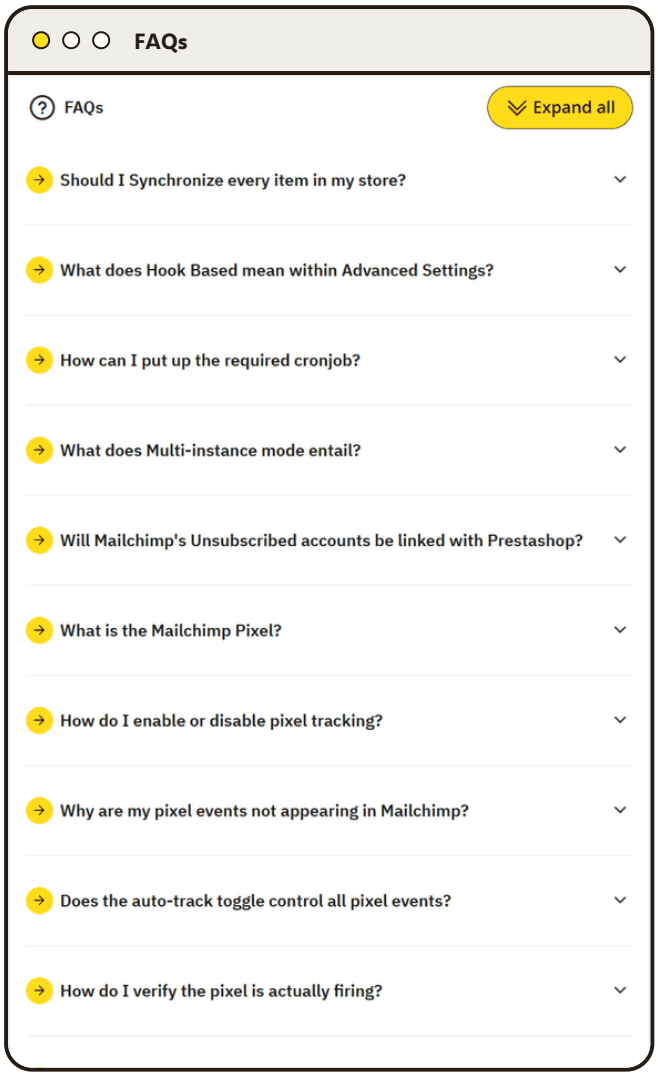
Checkout controllers, then the pixel log settings.

- **Custom checkout controllers**: `opc` (OnePageCheckoutPS) is pre-selected. Pick more known modules from the list, or type your checkout's controller name and press Enter. Changes save automatically.
- **Custom order-confirmation controllers**: usually empty, because most checkout modules use PrestaShop's order confirmation. Add an entry only if `PURCHASED` events stop for your module.

21 FAQs

WHERE Mailchimp Configuration › FAQs

Answers to the questions merchants ask most, updated with every release. **Expand all** opens every answer at once.



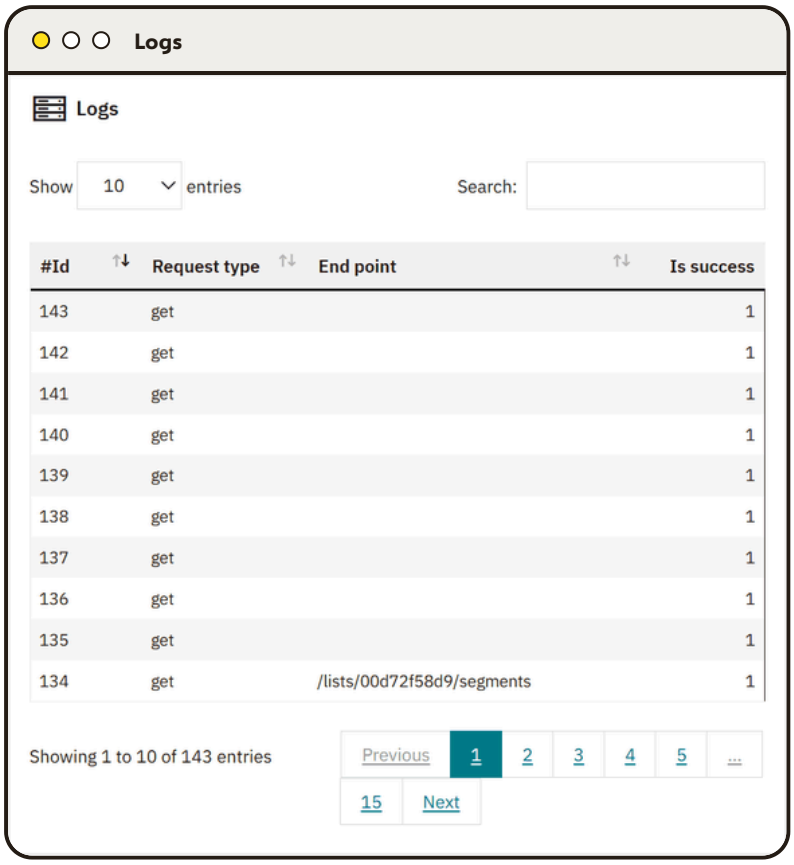
Click a question to open its answer.

Among others: whether to sync everything, what hook-based sync means, how to set up the cronjob, multi-instance mode, unsubscribed contacts, and a whole series on the pixel: enabling it, events that do not appear, consent banner snippets and checking that the pixel fires. For the most common problems, see also Troubleshooting.

22 Logs

WHERE Mailchimp Configuration › Logs

Every request the module sent to Mailchimp, for "why hasn't this synced?" questions.



Search, sort and page through the requests.

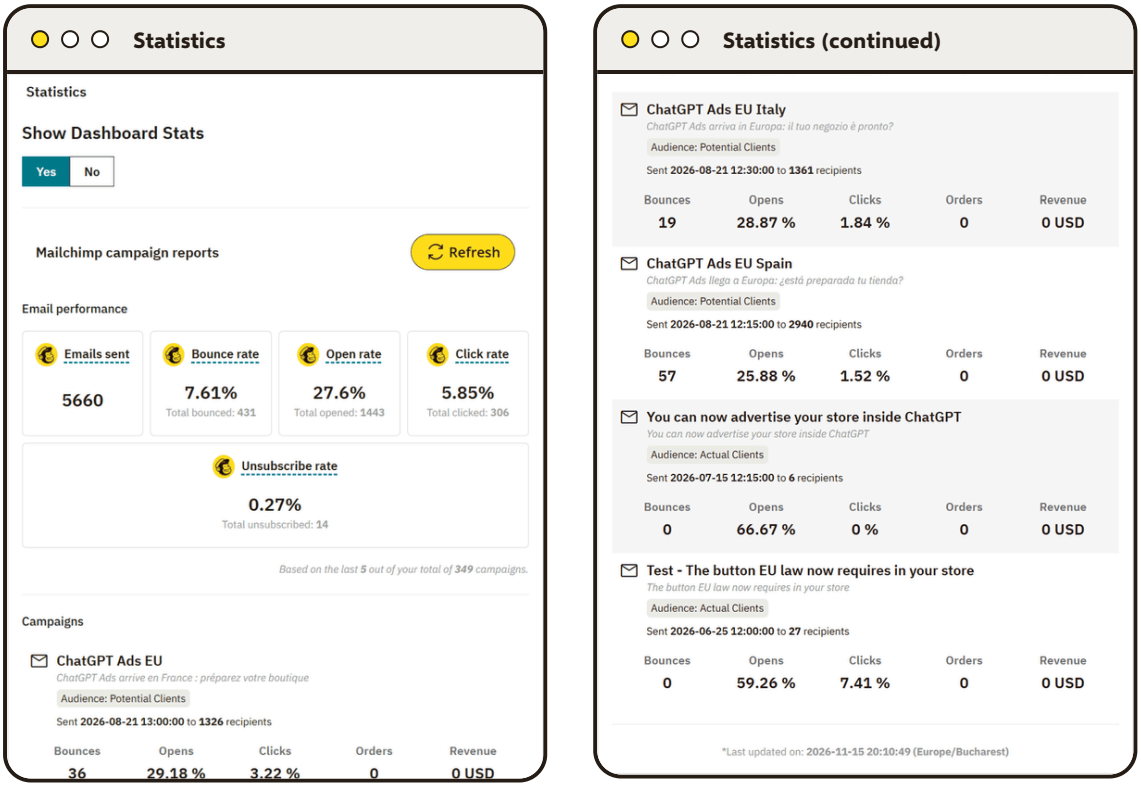
COLUMN	SHOWS
#Id	The number of the entry; the newest comes first.
Request type	get, post, patch, put or delete.
End point	The Mailchimp address that was called.
Is success	1 for success, 0 for a failure.

The log keeps the latest 10,000 requests and removes older ones by itself.

23 Statistics

WHERE Mailchimp Configuration › Statistics

Your Mailchimp campaign results inside PrestaShop, without switching to Mailchimp.



Email performance (left) and the results of each campaign (right).

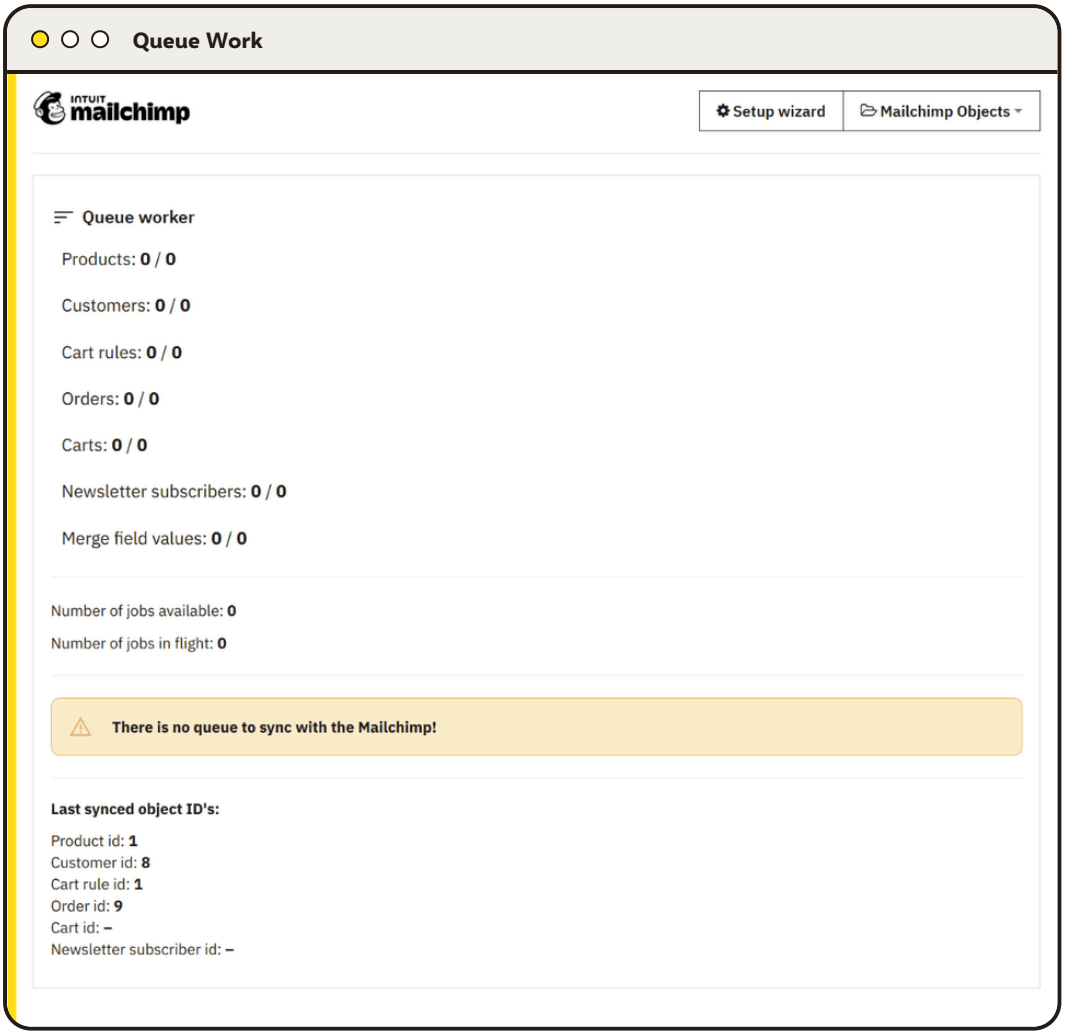
- **Email performance**: emails sent, bounce rate, open rate, click rate and unsubscribe rate of your latest campaigns.
- **Campaigns**: each campaign with its audience, send date, bounces, opens, clicks, orders and revenue.
- **Refresh** reads the latest figures from Mailchimp.
- **Show Dashboard Stats**: *Yes* adds a Mailchimp block to PrestaShop's dashboard.

On a multistore shop, select a store at the top of the back office to see its reports.

24 Queue Work

WHERE Mailchimp Config › Queue Work

The state of the queue, and a way to run it from your browser.



An empty queue: everything has been sent.

- **Counters per type** (products, customers, cart rules, orders, carts, newsletter subscribers, merge field values), shown as *processed / queued*.
- **Number of jobs available** and **Number of jobs in flight**: the overall state of the queue.
- **Last synced object ID's**: the last record of each type that reached Mailchimp.

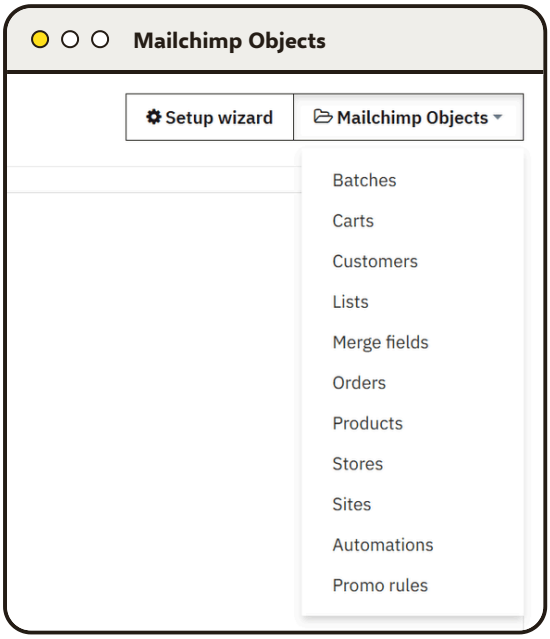
When jobs are waiting, **Start sync** sends them from your browser until you click **Stop sync** or close the tab; you can continue later where you left off. **Clear jobs** empties the queue, for when you want to start again from scratch.

If the connection to Mailchimp is broken, the page says so and does not run the queue; see Connection health and recovery.

25 Mailchimp Objects

WHERE Mailchimp Objects menu, at the top right of every Mailchimp page

Read-only views of what Mailchimp holds for your store, without leaving PrestaShop.



ENTRY	SHOWS
Batches	Bulk sync operations and their results.
Carts	Carts sent to Mailchimp.
Customers	Customers as Mailchimp sees them.
Lists	Your audiences, with their members.
Merge fields	The audience's fields and merge tags.
Orders	Orders sent to Mailchimp.
Products	Products as Mailchimp received them.
Stores	Stores connected to the account.
Sites	Connected sites (used by the pixel).
Automations	Automations and their results.
Promo rules	Promo rules for your campaigns.

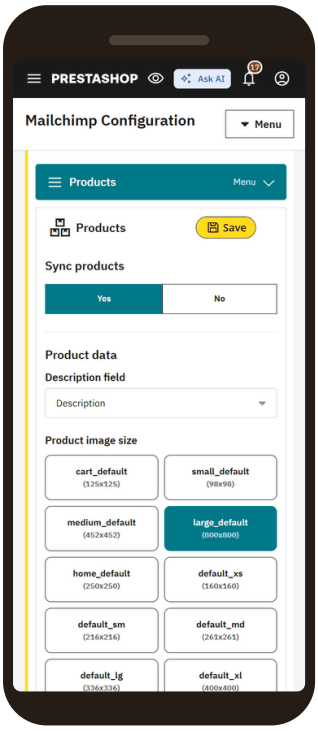


The Lists view. The buttons on the right open the audience's members and its tags.

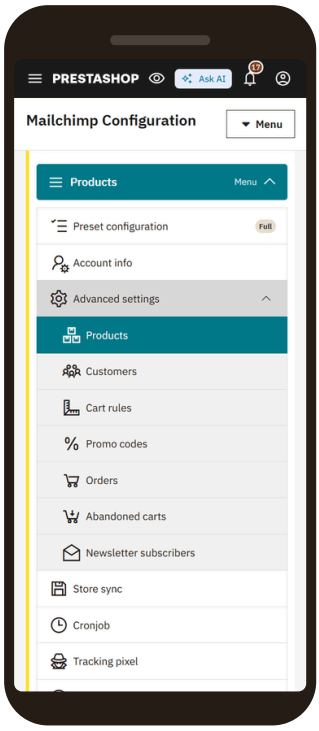
Opening an audience's members shows their merge-field values as columns (name, address, phone, birthday, company and your own fields), so you can check that a contact carries the data you expect. **Setup wizard** takes you back to the Mailchimp Configuration page.

26 On a phone or tablet

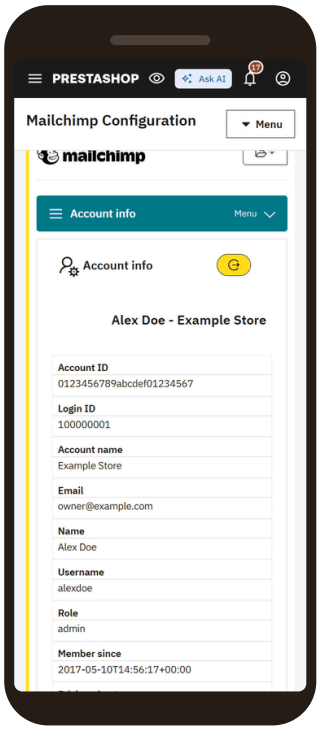
The whole back office of the module works on a phone or a tablet: every page fits the screen, and nothing needs sideways scrolling.



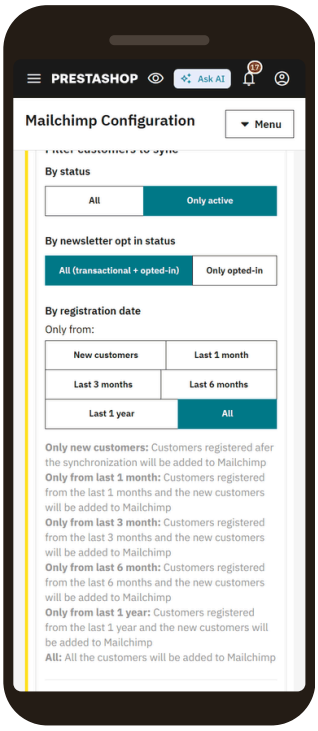
The menu folds into one button showing the current page.



Tap it to open the menu; picking a page closes it.



Labels sit above their values.



Option buttons wrap onto more rows.

- **The menu** folds into one button that names the current page. Tap it to open the menu; picking a page closes it and takes you straight to its settings.
- **Option buttons** wrap onto more rows instead of running off the screen; the product image sizes show as cards, two per row.
- **Wide tables** (promo codes, generated codes, the pixel log) scroll sideways inside their own box.
- **Each page's title and Save button** stay together at the top of the page.

27 Multistore

On a PrestaShop multistore, configure the module once per store: pick the store at the top of the back office, configure it, then do the next one. It takes a few minutes per store.

- Each store chooses its own audience on Store sync. Several stores can share an audience, or each have their own.
- A store counts as connected only once it was connected in its own store view. Until then its storefront loads no Mailchimp popups, signup forms or pixel, and nothing is synced for it. The default store keeps a connection made before multistore was turned on.
- Logging out, connecting again or deleting e-commerce data affects only the store selected at the top of the back office.

One site per domain

Mailchimp creates one connected site per host. Stores on their own domain or subdomain (`shop2.example.com`) each get their own site. Stores in a sub-folder of another store's host (`example.com/shop2/`) share that store's site: its popups and signup forms appear on them, and their pixel events count for that store. The module shows this on the sub-folder store's page and follows that store's pixel and consent settings. **Use the shared Mailchimp script on this store** can switch the shared script off for that store only; the module warns you when the two stores use different audiences, because visitors who sign up through a shared popup join the audience of the store that owns the site.

Two separate PrestaShop installations

Running two separate installations (not one multistore) against the same Mailchimp account? Turn on **Multi instance mode** in Advanced settings on both, before you sync. It keeps the two from overwriting each other; changing it after data is in Mailchimp requires a new sync.

28 Connection health and recovery

Your setup relies on three things on Mailchimp's side: a *connected site* (storefront pixel and popups), an *e-commerce store* (product, order and cart sync) and an *audience* (contacts). Any of them can be deleted inside Mailchimp, and an API key can be revoked at any time.

The module notices, and a banner at the top of the Mailchimp Configuration page explains what is missing, with a button that takes you to the fix.

THE BANNER SAYS	WHAT IT MEANS
Mailchimp connected site is missing	Only the storefront is affected: pixel, popups and signup forms stop. Products, customers, orders and carts keep syncing.
Mailchimp e-commerce store is missing	Product, order and cart sync cannot run. Queued jobs wait instead of failing.
Mailchimp audience list is missing	Contacts cannot be synced: the audience no longer exists.
Mailchimp connection is unauthorized	Nothing reaches Mailchimp. The API key was revoked or regenerated, or the account was suspended.
Mailchimp is temporarily unreachable	A short outage on Mailchimp's side. Nothing to do: sync resumes by itself.

Sync pauses, nothing is lost

While every call would fail, the cronjob and Queue Work stop sending and note why in the log. Jobs stay in the queue and go out by themselves once the connection works again. With Instant/Hook based sync, changes made meanwhile are queued too.

Recovering

1. Follow the banner's button.
2. For a missing site or store: in Advanced settings, click **Delete** under *Delete all e-commerce data for the current store*.
3. Then click **Initialize connection** on Store sync. This rebuilds what was deleted in Mailchimp.
4. For an invalid API key: log out on Account info and connect again.

The banner disappears by itself as soon as a call succeeds. **Dismiss for this session** hides it in that browser tab until the problem changes.

Storefront script monitoring

Visitors' browsers also report whether Mailchimp's script loaded from `chimpstatic.com`. When three different visitors fail within 24 hours and nobody loaded it in between, the page shows a notice with the usual causes: a Content Security Policy that does not allow `chimpstatic.com`, a connected site that is missing or unverified, or the script being blocked. It clears itself as soon as one visitor loads the script; **Reset check** discards the reports collected so far.

> **Ad blockers are not a fault**
>
> A quarter to a half of visitors block tracking scripts. They do not count towards this notice, and the server-side sync, your main data source, is not affected.

29 Troubleshooting

The FAQs page in the module has the latest answers. The most common questions:

Pixel events do not appear

1. Check that **Pixel tracking** is *Yes* on the Tracking pixel page.
2. Open the storefront in a private window; with strict consent on, accept the consent banner.
3. In the browser console, look for `MailchimpSubscriberPixel: Pixel initialized`.
4. "Pixel not initialized"? Raise the **SDK settle delay** to 750 or 1000 ms.
5. Strict consent on and still nothing? Check that your banner sets `mc_user_optin=true` on accept.
6. Ad blockers stop `chimpstatic.com` for 25 to 40% of visitors. That is expected; the server-side sync stays your main data source.

The cronjob does not run

1. On the Cronjob page, click **Execute cronjob manually**. If the queue moves, the cron entry on your server is the problem.
2. Check that the entry exists and runs every minute: `* * * * *`.
3. Check that the PHP path in the command is a PHP your server can run from the command line.
4. Look at your hosting panel's cron log for errors.

Sync seems stuck

1. Look at the top of the Mailchimp Configuration page: if a connection banner shows, sync is paused on purpose. Follow the banner.
2. Open Queue Work. *Number of jobs available* is 0? Then nothing is queued: click **Add all to queue** on Store sync.
3. Many jobs in flight that do not go down? Click **Clear jobs** and queue again.
4. Check the Logs for repeated failures on the same address.

A Content Security Policy blocks the pixel

Allow `chimpstatic.com` in both `script-src` and `connect-src`:

```
Content-Security-Policy: script-src 'self' https://chimpstatic.com; connect-src 'self'
https://chimpstatic.com
```

Start over with Mailchimp

In Advanced settings, click **Delete** under *Delete all e-commerce data for the current store*. It removes the store's e-commerce data from Mailchimp and cannot be undone; your contacts stay.

30 Support

- **Module support**: contact the developer from the page where you downloaded the module.
- **Mailchimp questions** (campaigns, audiences, billing): admin.mailchimp.com/support/ecommerce-support.

Mailchimp for PrestaShop — Documentation v3.1.15
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