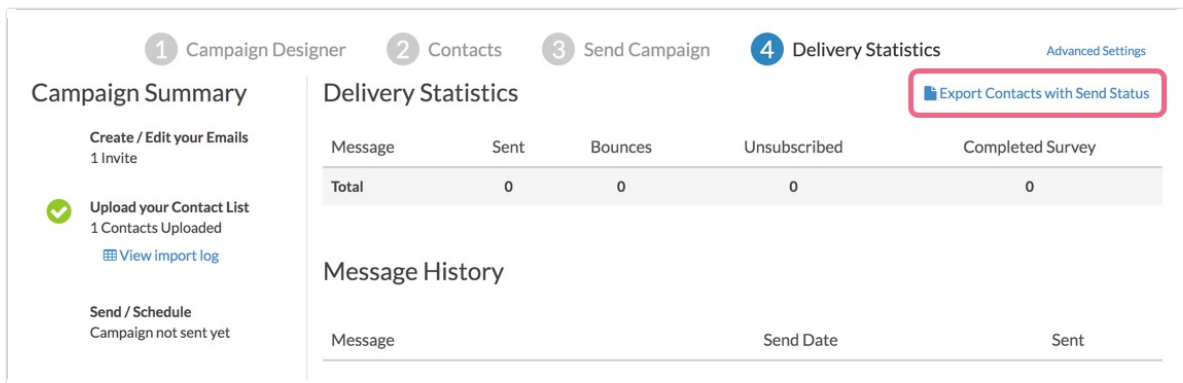


Use Unique Links From a Alchemer Email Campaign in MailChimp

If you'd like to be able to easily track who has completed, partially completed, or not started the survey, as well as any identifying information you've uploaded about your respondents in a third party email program like MailChimp, follow these steps!

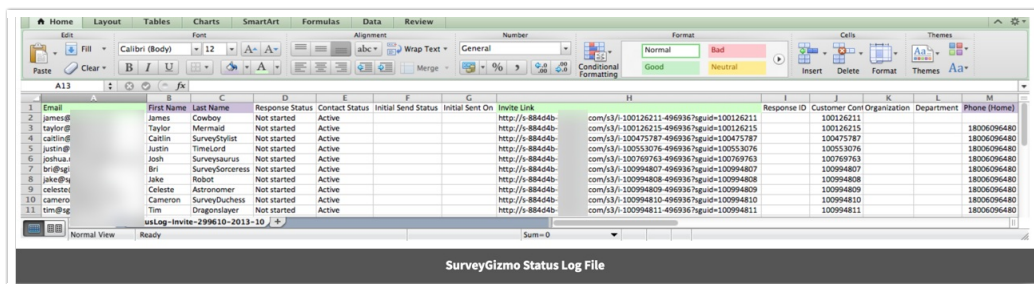
This workaround can be particularly useful if you are needing to customize your email *from address*, but don't have access to Alchemer's [Custom Email Settings](#).

1. First, create an [Email Campaign](#) in Alchemer. You will not need to set up campaign messages or go through sending your campaign, though; just follow the steps to create the campaign and upload your contacts.
2. Next, you will need to download the Status Log ([Export Contacts with Send Status](#)) from the [Delivery Statistics](#) tab of your email campaign, seen here:



The screenshot shows the Alchemer Campaign Designer interface. The top navigation bar includes: 1 Campaign Designer, 2 Contacts, 3 Send Campaign, 4 Delivery Statistics, and Advanced Settings. The 'Delivery Statistics' tab is active. On the left, the 'Campaign Summary' section shows: 'Create / Edit your Emails' (1 Invite), 'Upload your Contact List' (1 Contacts Uploaded), and 'Send / Schedule' (Campaign not sent yet). The 'Delivery Statistics' table shows: Message, Sent (0), Bounces (0), Unsubscribed (0), and Completed Survey (0). The 'Export Contacts with Send Status' button is highlighted with a red box. Below the table is the 'Message History' section with columns for Message, Send Date, and Sent.

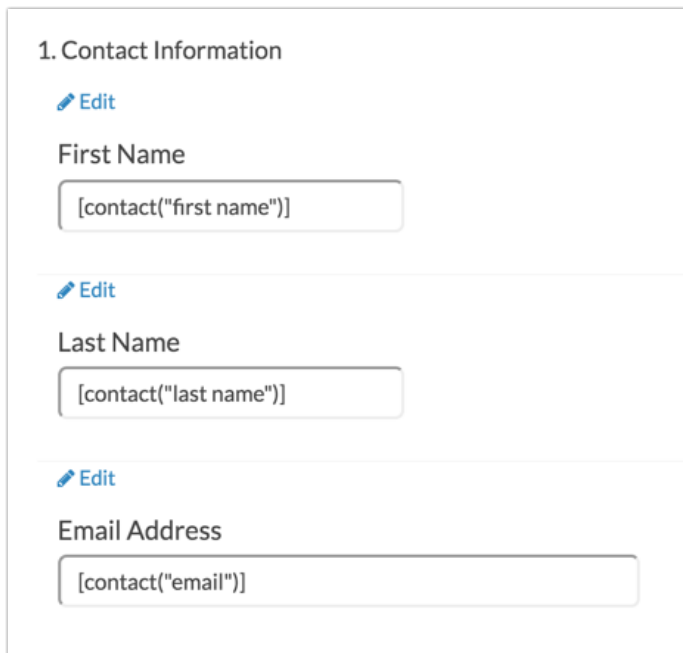
The Email Statistics on this page will not be updated during the distribution of your survey, as you will be sending emails through MailChimp and not Alchemer. Your status log will download in a CSV file, which should look something like this:



1	Email	First Name	Last Name	Response Status	Contact Status	Initial Send Status	Initial Sent On	Invite Link	Response ID	Customer Con	Organization	Department	Phone (Home)
2	james@	James	Cowboy	Not started	Active			http://88464b.com/s3/f/100126211-496936?guid=100126211	100126211				18006096480
3	taylor@	Taylor	Mermaid	Not started	Active			http://88464b.com/s3/f/100126215-496936?guid=100126215	100126215				18006096480
4	catlin@	Catlin	SurveyFruit	Not started	Active			http://88464b.com/s3/f/100475787-496936?guid=100475787	100475787				18006096480
5	justin@	Justin	TimeLord	Not started	Active			http://88464b.com/s3/f/100553076-496936?guid=100553076	100553076				18006096480
6	joshua.r	Josh	SurveyJurus	Not started	Active			http://88464b.com/s3/f/100769763-496936?guid=100769763	100769763				18006096480
7	br@agj	Br	SurveyGenesis	Not started	Active			http://88464b.com/s3/f/100994807-496936?guid=100994807	100994807				18006096480
8	jake@y	Jake	Robot	Not started	Active			http://88464b.com/s3/f/100994808-496936?guid=100994808	100994808				18006096480
9	celeste	Celeste	Astronomer	Not started	Active			http://88464b.com/s3/f/100994809-496936?guid=100994809	100994809				18006096480
10	camero	Camero	SurveyDuchess	Not started	Active			http://88464b.com/s3/f/100994810-496936?guid=100994810	100994810				18006096480
11	tim@ag	Tim	Dragonlayer	Not started	Active			http://88464b.com/s3/f/100994811-496936?guid=100994811	100994811				18006096480

All of this information will be available for pre-populating questions or personalizing your survey.

Here's an example of how you could use [contact merge codes](#) as default text to pre-populate information:



1. Contact Information

[Edit](#)

First Name

[Edit](#)

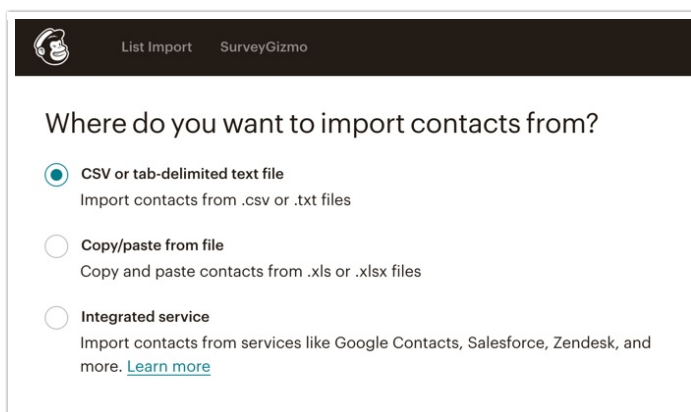
Last Name

[Edit](#)

Email Address

A bit later in the tutorial, you will see how this will appear for individual contacts once they've opened the survey from their e-mail!

3. Next, you will [create a new audience in MailChimp](#). Then, you will [import your contacts](#) into the list. The Status Log that you've just downloaded from Alchemer will serve as your CSV file to import using the Upload from CSV option in MailChimp, seen here:



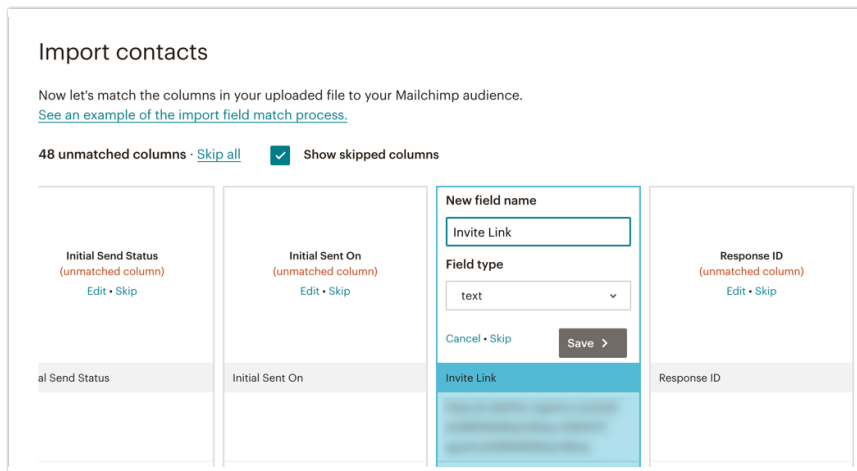
List Import SurveyGizmo

Where do you want to import contacts from?

- CSV or tab-delimited text file**
Import contacts from .csv or .txt files
- Copy/paste from file**
Copy and paste contacts from .xls or .xlsx files
- Integrated service**
Import contacts from services like Google Contacts, Salesforce, Zendesk, and more. [Learn more](#)

4. Next, you will match the columns from your Alchemer Status Log to the fields in MailChimp. The only two that you must match are Email Address and Invite Link; the rest are optional. Some fields, such as Contact ID, Response Status, and Contact Status are rarely or never matched. In the screenshot of the status log above, you can see required fields indicated in green, and suggested fields in purple. You will only need to map fields that you would like to use in the e-mail message that will be sent to the survey taker.

When mapping your fields in MailChimp, you will need to create a custom field name for the Invite Link:



Name this new field Invite Link/Survey Link or something similar so that you can easily identify it later. The Field Type should be marked as Text or Website (either will work fine). Once you have mapped any columns you'd like to use, click Import to upload your contacts.

5. Next, [create a campaign in MailChimp](#). Choose the list you've just uploaded as the recipients. Specify any settings you'd like to change in Setup tab, then create your messages in the Design tab. This is where the important part comes in: adding the unique link for each person to take the survey! Design your message as desired, then use the Merge Tags button to insert your link.

From that menu, choose the field that you named for your Invite Link. This will insert a Merge Field into your message (something like `*|MMERGE3|*`) that will dynamically display the unique link that was generated for each contact.

The e-mail received by each person will look something like this (but with the template or message you've chosen):



The link at the bottom will replace the Merge Field you inserted into your message before sending it out.

Once you begin to receive responses to your survey, you can track MailChimp statistics like Open Rate for HTML e-mails. Since you've used the unique links generated by Alchemer in these e-mails, you can use Alchemer statistics as well! If you download the same Status Log file as earlier, you will be able to see which contacts have completed the survey.

Related Articles