

MergedAnalytics Integration – ConstantContact

This document will outline the steps to integrate ConstantContact with MergedAnalytics.

Important Notices about this integration:

- 1) ConstantContact does not allow you to reference their Unique ID for a contact, thus you must create your own and populate it yourself (step 1 & 2)
- 2) Currently, the ConstantContact API does not offer a way for revoking OAuth authorization programmatically. Thus if that is desired the account administrator for your ConstantContact account must contact support and have them remove the Authorization

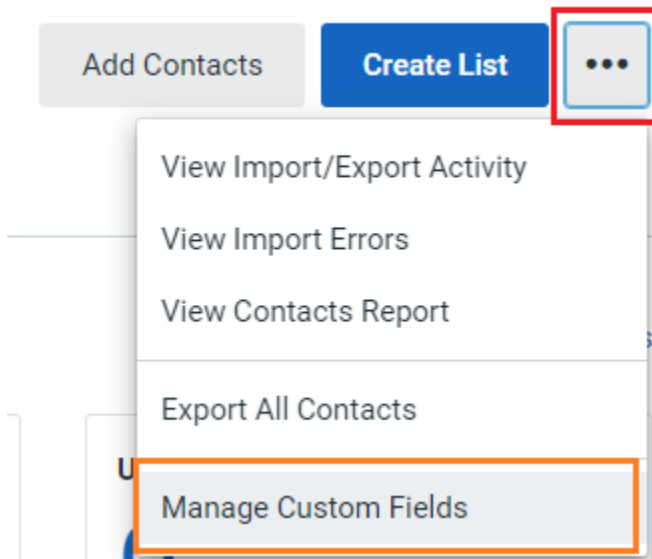
Step 1 – Creating a Unique ID Custom Field:

First thing, if you have not already done this, you must create a Custom Field for your contact lists that can be used as a Unique ID for your contacts. You can use the email field that is already a required field and exists for all contacts and it is unique, **but that will potentially expose that data in links and is not recommended.** To create a custom field to hold the new unique identifier do the following:

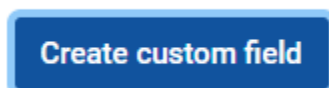
- a. From the ConstantContact menu, choose "Contacts"



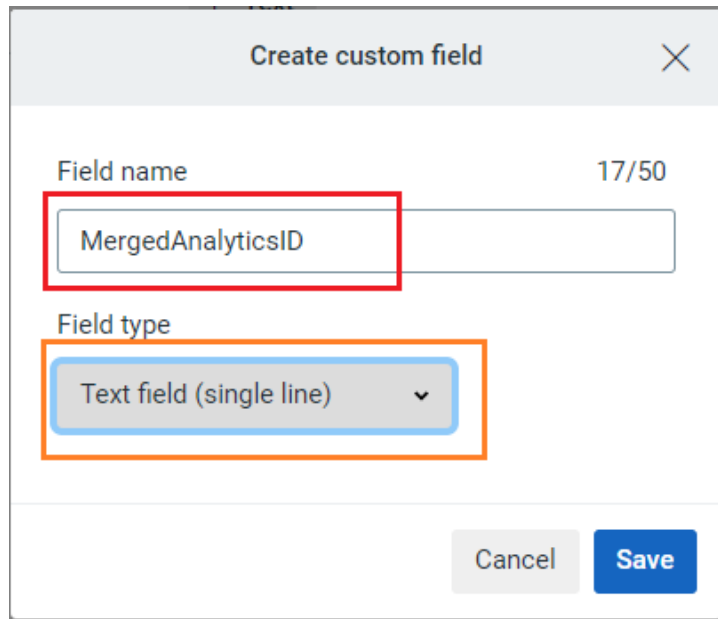
- b. On the next screen, using the 'hamburger' menu on the right, choose 'Manage Custom Fields'



- c. On the next screen, choose the 'Create custom field' button on the upper right



- d. In the box provided enter the name you want to call the field, we recommend 'MergedAnalyticsID' (the field name is case-sensitive), but you can call it whatever you want to call it. Choose a field type of 'Text', and then click the 'Save' button.



The screenshot shows a dialog box titled "Create custom field" with a close button (X) in the top right corner. It contains two main sections: "Field name" and "Field type". The "Field name" section has a text input field containing "MergedAnalyticsID" with a character count of "17/50" to its right. The "Field type" section has a dropdown menu currently showing "Text field (single line)". At the bottom right of the dialog are two buttons: "Cancel" and "Save".

Once done you should now see the field in your list of Custom Fields

<input type="checkbox"/>	Custom field name ↓	Field type
<input type="checkbox"/>	MergedAnalyticsID	Text

Step 2 – Populating the Unique ID Custom Field you just created:

Once the Custom Field is created, it needs to be populated for all contacts. If you have a method of doing this you are comfortable with, by all means do it that way, otherwise you can use the linked spreadsheet to help. It has a macro (so you may be prompted to 'Enable Macros' in order to use it) you can use to generate a GUID as a unique id. There is an example in the spreadsheet.

[constant-contact-uniqueid-generator](#)

Step 3 – Authorize MergedAnalytics to integrate with ConstantContact

****NOTE: It is important that at least Step 1 has been completed in your ConstantContact account before doing this step.****

- 1) Login to your MergedAnalytics Portal
- 2) Choose the 'Add New API Configuration' action from the '+' menu
 - a. First choose the campaign(s) this configuration will be applied to
 - b. Select "ConstantContact" as the 'External API Choice'

Campaign(s) Used for: sitetrack visitintel

External API Choice* :

-Choose API- ▾

-Choose API-

ActiveCampaign

Constant Contact

iContact

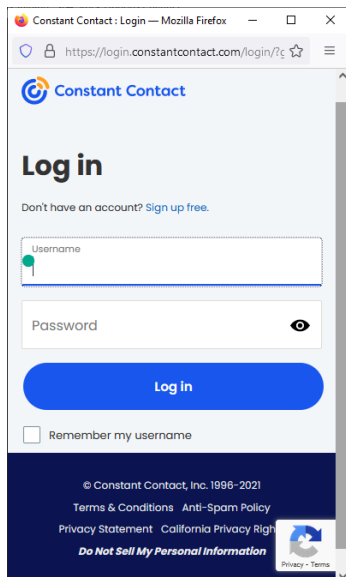
MailChimp

- c. If this is the first time connecting to ConstantContact, you will see the following. This will start the process of you Authorizing MergedAnalytics to integrate with ConstantContact. Just click the provided 'Authorize' button.

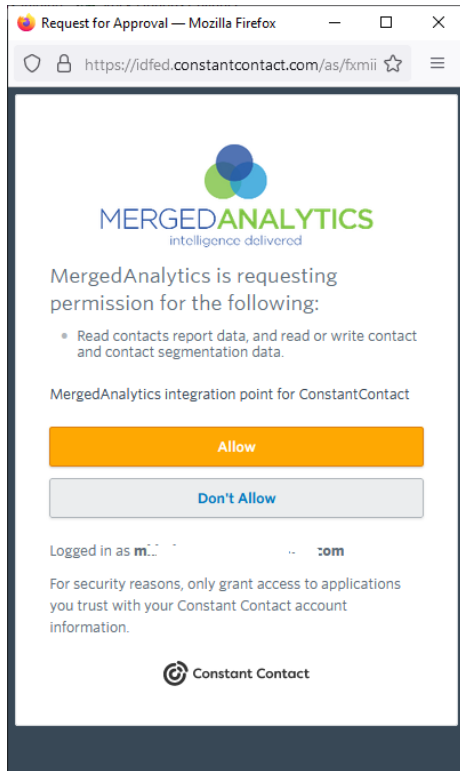
External API Choice* : Constant Contact ▾

Authorize MergedAnalytics with ConstantContact Authorize

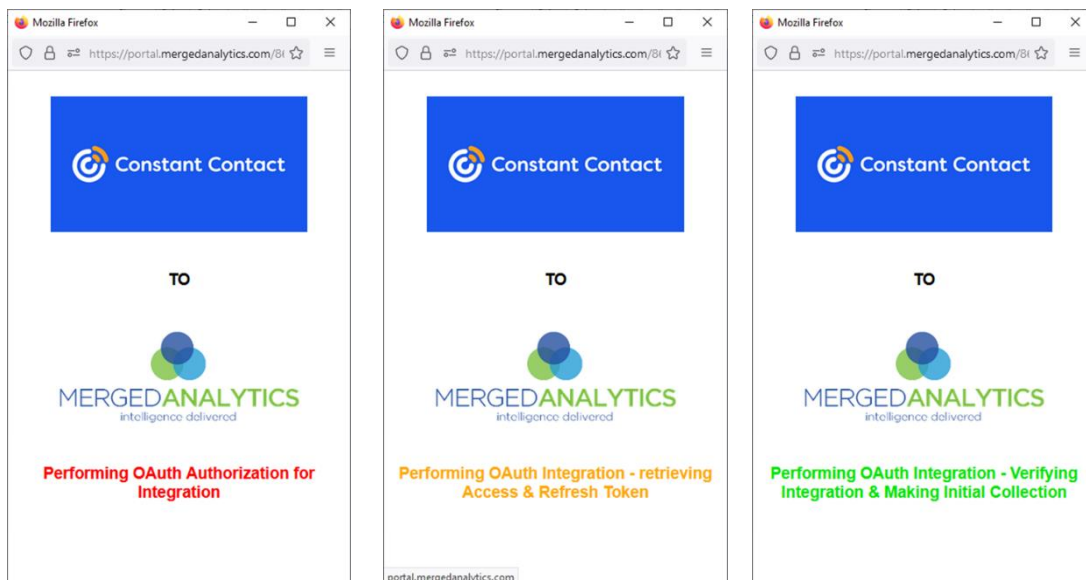
- d. The above step will spawn a separate window. If you are not currently logged into ConstantContact it will first ask you to login.



- e. Once logged in, you will be prompted to 'Authorize' MergedAnalytics. The screen will look something like the following – just click "Allow" button to Authorize MergedAnalytics to interact with ConstantContact.- **you only have to do this once per ConstantContact account.**



- f. When complete you will see the following validation 3 dialogs to complete the integration.....



- g. ...then your screen will refresh with the necessary data to complete the configuration

Step 4: Complete the API Configuration Request

The following steps are used whether you just "Authorized" the integration between ConstantContact and MergedAnalytics, or you are creating a new configuration using an earlier integration Authorization.

Your initial configuration screen should look like the following (****After you have Authorized access to a ConstantContact account****) when you can complete a configuration.

Campaign(s) Used for: sitetrack visitintel

External API Choice* : Constant Contact ▾

New ConstantContact Authorization

Acct Name/ID* : How To
-select oauth account- ▾

Unique Configuration Name* : (must be unique for your account)

Unique ID Custom Field Name* : -none- ▾

Associated Contact List* : -none- ▾

Acct Name/ID: The name associated with the ConstantContact Account information. Essentially the name of the company that has a ConstantContact account that you have connected to.

Unique Configuration Name: This is the name you assign to this configuration to differentiate it from any others the might be created using the ConstantContact API or any other API.

Unique ID Custom Field Name: This is the field name you setup in step 1 of these instructions (for example MergedAnalyticsID – remember this should have no spaces and is case-sensitive).

Associated Contact List: This should show the Contact Lists you have in ConstantContact, and it is required that you associate the use of this API configuration to a specific contact list within ConstantContact.

A completed configuration might look like the following:

Campaign(s) Used for: sitetrack visitintel

External API Choice* : Constant Contact ▾

New ConstantContact Authorization

Acct Name/ID* : How To
..... ▾

Unique Configuration Name* : (must be unique for your account)
CC General Interest List

Unique ID Custom Field Name* : MergedAnalyticsID ▾

Associated Contact List* : General Interest ▾

Step 5: Using the API Configuration for tracking

After everything is setup, you can use the configuration you just created when creating SmartLinks. The following outlines how to do that.

- a. Use the '+' menu to create a SmartLink
- b. When creating the SmartLink request fill out all the fields as you normally would, only make certain to select the API configuration you just created (sample below)

Create/Edit a SmartLink™ using <https://vzit.co/>

Create for more than 1 Social Media Site: LinkedIn Twitter Facebook Instagram Email

Originating ESP/CRM/Data Connector: ▼

(you must make the first parameter your unique key)

- c. Once you have your SmartLink created (for example: <https://vzit.co/MySmartLink>) you will use it for your URLs within ConstantContact. When you do, you just need to add a reference on the URL that also passes the Unique ID Custom Field you created in step 1 and referenced in the last step when creating the API Configuration. The format expected by ConstantContact is shown below

Insert Link ×

* Text to display as link

* Link URL

 Add Dynamic Variables

Enable Click Segmentation

Clicking on this link will add the contact to the specific list, helping you send more targeted emails.

[Learn more](#)

Cancel Insert

As you can see, the tag ConstantContact expects is wrapped in a double square brackets, also since it is a custom field it needs to be preceded by 'custom.' – so assuming MergedAnalyticsID is the name of the Unique ID Custom Field we made, then `[[custom.MergedAnalyticsID]]` is the value you add to the URL for it to pass the unique id you want to send to MergedAnalytics.