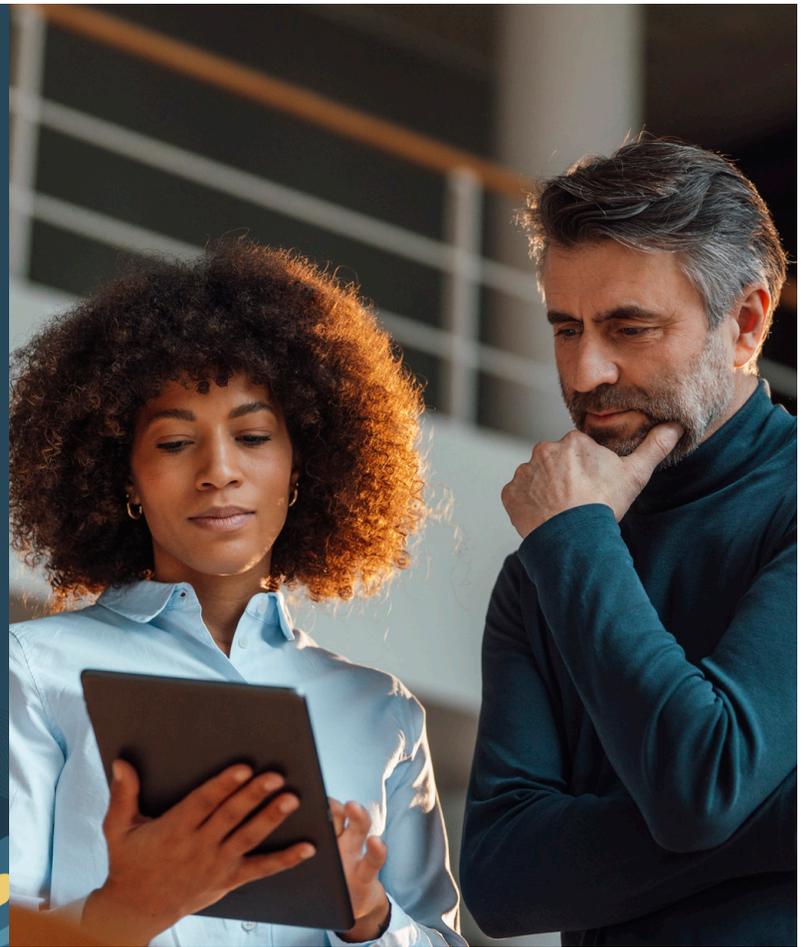




## Making Direct Connections Between NetSuite, SuiteCommerce and Mailchimp



Every day, nearly 320 billion emails are sent and received globally—and that number is expected to exceed 333 billion by year's end. Many of the messages circling the globe are marketing outreach, with 64% of all growing businesses using the channel to reach their customers. In fact, 35% of all marketers send their customers three to five emails per week and for good reason: email generates \$42 for every \$1 spent, which translates into 4,200% ROI and makes email one of the most effective customer outreach tools in any company's portfolio.<sup>1</sup>

Mailchimp, which sends billions of emails for millions of users every month, is the platform of choice for about 60% of companies that use email marketing to reach new customers and stay in contact with existing ones. When integrated with NetSuite ERP (Enterprise Resource Planning) and NetSuite SuiteCommerce, the combined solution provides a powerful customer relationship management (CRM) tool that's tied directly into a company's financial management system.

“When NetSuite, SuiteCommerce and Mailchimp are integrated, companies can leverage the strength of their ERPs while also consolidating all of their data in one place and using it to personalize their email marketing campaigns.”

Caleb Schmitz, CMO, Anchor Group

<sup>1</sup>Number of sent and received e-mails per day worldwide from 2017 to 2025  
The Ultimate List of Email Marketing Stats for 2022  
105 Email Marketing Statistics You Should Know In 2022

Companies can reduce online shopping cart abandonment, set up effective retargeting campaigns, ask customers to review their products and simplify their email campaigns with Mailchimp's template builder tools.

## The Mailchimp Integration With NetSuite

Developed by NetSuite Alliance Partner Anchor Group, the Mailchimp Integration to NetSuite automates ecommerce management, minimizes cart abandonment and provides product recommendations to customers as they shop.

The NetSuite app features:

- Two-way coordination of customers, company data, contacts, prospects and leads
- Syncing of custom customer/contact fields
- New customer emails
- Cart abandonment emails
- Product recommendation emails
- Order status emails
- Direct connections to both SuiteCommerce and SuiteCommerce Advanced
- Easy NetSuite bundle installation

With an average implementation time of about two hours, the Mailchimp Integration to NetSuite is a self-installable bundle that can be purchased then up and running quickly. One of the most robust connectors on the market, the SuiteBundle comes with most required configurations installed and ready to use.

## Come One, Come All

Once in place, the Mailchimp Integration to NetSuite supports a more automated marketing approach, offers opportunities to personalize email communications and facilitates customer interactions. By using audience, segment, group and tag data, it helps companies organize and target their campaigns. Businesses can use the integration to leverage marketing and customer data and easily generate reports on campaign performance, email marketing results, subscriber activity and other metrics.

<sup>2</sup>The value of getting personalization right—or wrong—is multiplying

With this SuiteBundle, some scripts will integrate data that's pulled by associated saved searches and directions, such as syncing cart abandonment data, customers, items and orders to Mailchimp. These and other scripts sync the data that's aggregated by the saved searches listed on the Mailchimp configuration. After saving their Mailchimp configuration records, users can create tags and groups at the bottom of the record. Those tags and groups will be added right into Mailchimp.

Applicable for a wide range of companies, the Mailchimp Integration to NetSuite is especially useful for any organization that's already using SuiteCommerce and wants an email solution that integrates directly with NetSuite.

"This will give the user a wider variety of capabilities than those that are available natively in NetSuite," said Caleb Schmitz, CMO at Anchor Group NetSuite Consultants and Developers, a NetSuite Alliance Partner.

For example, marketers gain more flexibility with formatting and the ability to truly personalize their emails. This is an important win in a world where 71% of consumers expect companies to deliver personalized interactions, and 76% of them get frustrated when that doesn't happen.<sup>2</sup>

## Specialized Tools + ERP = Success

The SuiteBundle replaces the disconnected systems that many companies use to manage their ecommerce, email and CRM efforts. Those using NetSuite's native email capabilities can expect significant benefits from using the Mailchimp Integration to NetSuite to tie their systems together. For example, the native capabilities can manage 10,000 emails at a time, with a maximum of 120,000 per year.

"If you're doing any type of mass newsletters or other content, you can hit that limit pretty quickly," said Schmitz.

To expand that capacity, companies often sign up for an email service like Mailchimp, which, once integrated with NetSuite, allows companies to build out an unlimited number of email templates. Then, they can use the contact data in their ERPs to personalize emails and send an unlimited number of messages.

"They can leverage the specialized tools that are available while still using the power of their ERPs," he said.

