Shopify and Constant Contact

Constant Contact and Shopify work hand-in-hand to help you do more with your marketing.

Constant Contact

Here's what we'll go over:

Connecting your Shopify store to Constant Contact lets you automatically sync your contacts, promote your products, recover lost revenue, and more! This guide will help you get the most out of our Shopify integration.

Shopify integration features

When you sync your Shopify store to your Constant Contact account, you can take advantage of all these features:

Segmented contact lists

We automatically import your Shopify contacts who have agreed to accept marketing emails from you into your Constant Contact account and place them into segmented lists, so you can target your customers based on their activity. Your contacts are even synced on a daily basis.

Automated abandoned cart reminder emails

Recover lost revenue from customers who begin placing an order but never complete the purchase with an automated email reminder. You'll even be able to see how much revenue is generated from the reminders.

Drag-and-drop email content

The products and services in your Shopify store can be easily inserted into your emails through a Product block, so that you can get your items in front of the right contacts.

Sales reporting

Our reporting shows you the sales generated by the Shopify product blocks in your emails compared to your overall Shopify sales so that you get an idea of how your emails are having an impact.

Connect your Shopify store

First, you'll want to [connect your Shopify store](#) to your Constant Contact account:

1. Click **Integrations**.

2. Locate the Shopify block and click **...** > **Connect account**.

3. Log into your Shopify account and select the store you want to connect to Constant Contact.

4. Check the box to verify that you have permission to email your Shopify contacts, and then click to log into your Constant Contact.

Automate your communications

Once your store is connected, you can put your communications on auto-pilot and easily [create personalized automated paths](#) for your customers based on their actions and shopping behavior.

With our pre-built templates, you can welcome your new subscribers, thank customers who completed a purchase, re-engage customers who haven't made a purchase in a while, and ask customers to leave a review on a purchase.

On the **Integrations** page:

1. Locate the connected Shopify block and click **. . .** > **View details**.
2. Click **Automate your outreach**.
3. Click the **Create automation** button to choose one of the pre-built templates.

Shopify
Connected

View details
Disconnect

Sewing Studio
Connected   Shopify

View reporting   ...

Add a product block
Drag and drop product and pricing info right into your emails.

Create a custom segment
Target specific customers with segments based on your Shopify data.

Automate your outreach   New
Build personalized experiences for your customers based on their actions.

Automations

+ Create automation

Build personalized experiences for your customers based on their actions and behavior when interacting with your brand.

Recommended paths

Welcome series
Customer vs. non-customer split
Customize their journey based on whether

Abandoned cart: SMS
Email and SMS
Add the power of text messaging to get your

Win-back series
Target inactive customers
Reconnect with your customers who haven't

Set up abandoned cart reminders

When customers add items to their shopping cart but don't complete the purchase, help recover that lost revenue by setting up automated abandoned cart reminder emails to encourage them to follow through with their order.

Choose from our pre-built templates to re-engage these customers with a standard reminder series, or one based on their cart value or geographic location. Customize the series, offer discounts or free shipping to further entice your customers, and even add the power of text messaging to reach your audience in the channels they prefer!

You'll then be able to see how much revenue you generated from the reminders.

Select a template

Shopping activity

Abandoned cart: Location
Domestic vs. international

WiX WOO

Abandoned cart: Value
High-value vs. low-value cart

WiX WOO

Abandoned cart: Basic
Standard path

WiX WOO

Abandoned cart: Basic
Standard path

Send email reminders, then start recovering carts and driving more sales.

TEMPLATE PREVIEW

Trigger
Someone abandons their cart

Time delay
Wait 4 hours
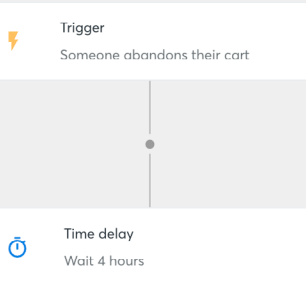
Back   Next

Active   **Abandoned cart reminder**   Activated December 17, 2024   Edit   Preview

Path performance

View the overall results of your path. **Learn more about path reporting.**

Trigger: Someone abandons their cart

Revenue	Started	Conversions	Conversion rate
$675	24	5	33%

Create custom segments

Your Shopify contacts are automatically imported and added to segmented lists in your account, but you can also [create custom segments](#) of your customers based on their purchase activity and other contact details, so you can send even more targeted emails.

**Sewing Studio**

Connected   Shopify

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Automate your outreach
Build personalized exp... your customers based ...

Lists   Activity

Your Shopify clients will be synced to your Constant Contact lists daily and can be deleted, if necessary.
Any changes you make to these lists will be overwritten when they sync.

List name	Description	Contacts	Last updated	
Shopify - All Shopify customers	All contacts in Shopify	1040	Aug 19th	···
Shopify - Best customers	Have purchase totals that are more than average	32	Aug 19th	···
Shopify - First-time customer				
Shopify - Lapsed customers				

Segments Builder

Group 1

Shopping activity

Placed an order   Select option

Add criteria group

SHOPPING ACTIVITY

Average spent per order

First purchase date

Have not placed an order
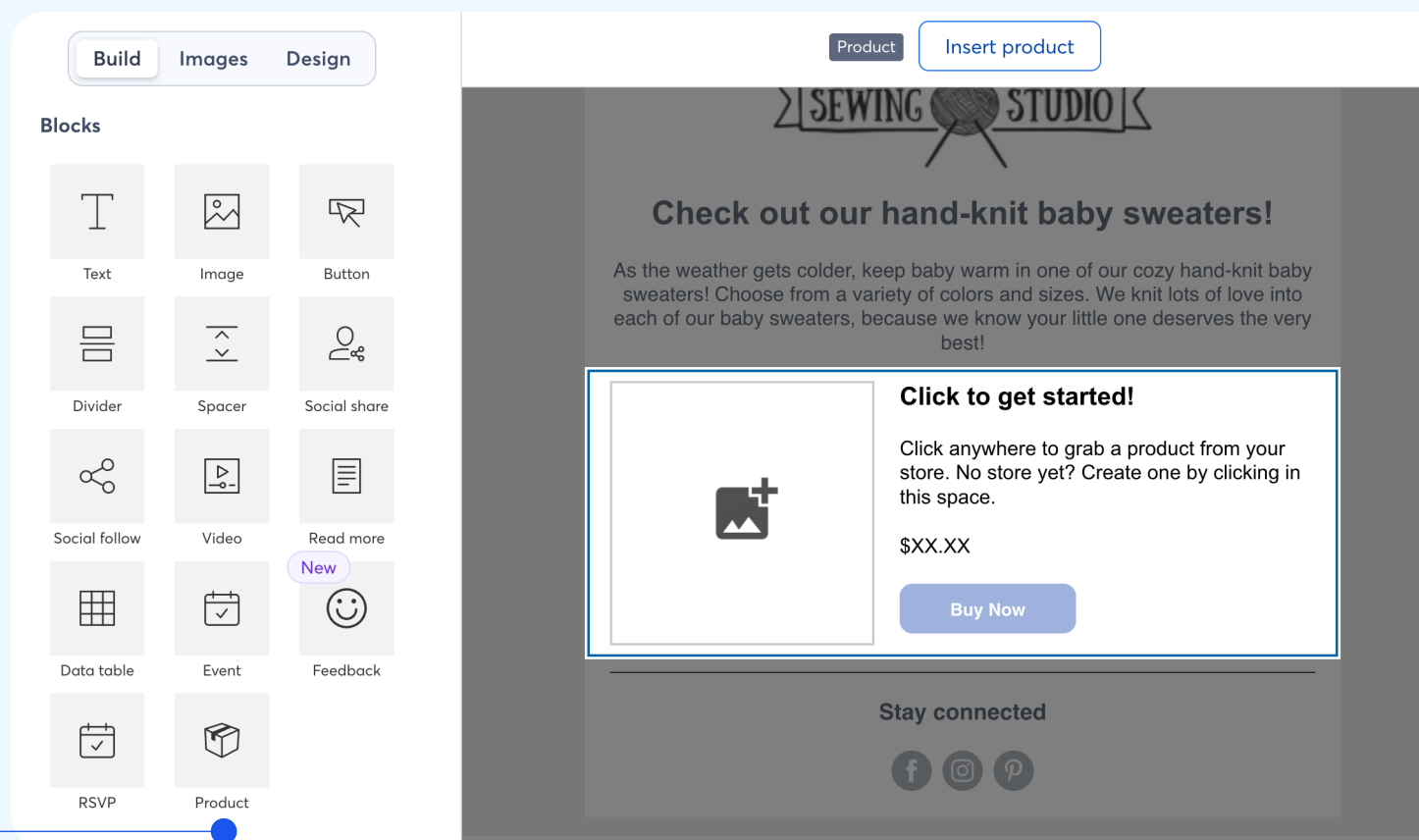
Number of orders

Placed an order

Total spent

Promote your goods in an email

With your Shopify store synced to Constant Contact, it's easy to drive more sales and promote your products or services in your emails with our dedicated [Product block](). The item image, name, description, and price auto-populate from your store, and you can customize the content and colors of the block to match the rest of your email.

When editing your email:

1. Drag the **Product** block into your template.

2. Click on the block to edit it.

3. Click **Insert product** to select the item you want to add to the email.

Build   Images   Design

Blocks

Text	Image	Button
Divider	Spacer	Social share
Social follow	Video	Read more
Data table	Event	New Feedback
RSVP	Product	

Product   Insert product

SEWING STUDIO

Check out our hand-knit baby sweaters!

As the weather gets colder, keep baby warm in one of our cozy hand-knit baby sweaters! Choose from a variety of colors and sizes. We knit lots of love into each of our baby sweaters, because we know your little one deserves the very best!

Click to get started!

Click anywhere to grab a product from your store. No store yet? Create one by clicking in this space.

$XX.XX

Buy Now

Stay connected

When customers click the button in your email, they're brought to the item in your Shopify store, where they can add it to their shopping cart.

More resources

Check out these additional help resources to get the most out of our Shopify integration.

For even more how-to articles, video tutorials, and guides, visit our [Knowledge Base](#).

Was this guide helpful?

[Track the sales generated from your emails](#)

[Welcome new subscribers using the Automation Path Builder](#)

[Create a custom path with the Automation Path Builder](#)