

# WooCommerce and Constant Contact

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



# Here's what we'll go over:

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

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# Connect your WooCommerce store

If you use the WooCommerce plugin with WordPress, you can connect your WooCommerce store to your Constant Contact account and automatically sync your contacts daily to make sure your contact list is always up-to-date.

## To get started:

1. Click **Integrations**.
2. Locate the WooCommerce block and click ... > **Connect account**.
3. Download the plugin and then [follow the steps](#) to finish connecting your account.

**Create**

- Dashboard
- Campaigns
- Contacts
- Channels
- Audience
- Assets
- Reporting
- Automations
- Integrations**

## Apps & integrations

Discover and connect apps to help run your business. Automatically sync contact and engagement data to deliver more successful campaigns.

[All integrations](#) [Connected integrations](#)

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Data & Analytics	1
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Recommended for you

WooCommerce

### 1 Result for "WooCommerce"

#### Constant Contact integrations

**WooCommerce**

Connect your store

- Connect account
- Learn more



# Target your customers

Your WooCommerce contacts are added directly into pre-segmented lists based on their purchase activity so that you can target the right offers to the right customers and drive more sales. Simply select one of your WooCommerce customer lists when [sending an email](#).

Lists   Activity

Your WooCommerce 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
<a href="#">WooCommerce - All WooCommerce customers</a>	All contacts in WooCommerce	104 <sup>4</sup>
<a href="#">WooCommerce - First-time customers</a>	Purchase total of 1	1
<a href="#">WooCommerce - Lapsed customers</a>	No purchases within the last 60 days	2
<a href="#">WooCommerce - Potential customers</a>	Has never made a purchase	4
<a href="#">WooCommerce - Recent customers</a>		
<a href="#">WooCommerce - Repeat customers</a>		

Audience

[Manage contacts](#)

☒ List

Wix - All Customers X

Q Type to search

☒ WooCommerce - All Customers 568

☐ WooCommerce - First time Customers 39

☐ WooCommerce - Lapsed Customers 45

[Learn more](#)

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

The screenshot displays the WooCommerce Automations interface. At the top, the 'WooCommerce' integration is shown as 'Connected' with a 'View details' button. Below this, the 'Sewing Studio' integration is also 'Connected'. The main section offers three options: 'Add a product block', 'Create a custom segment', and 'Automate your outreach' (highlighted with a 'New' tag). The 'Automate your outreach' section leads to the 'Automations' page, which features a '+ Create automation' button. Under 'Recommended paths', three templates are shown: 'Welcome series', 'Abandoned cart: SMS', and 'Win-back series', each with a visual flowchart of its automation steps.

**WooCommerce** Connected [View details](#) [Disconnect](#)

**Sewing Studio** Connected [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**  
Build personalized experiences for your customers based on their actions and behavior when interacting with your brand. [+ Create automation](#)

**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




Abandoned cart: Value

High-value vs. low-value cart



Abandoned cart: Basic

Standard path



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

\$675

Started

24

Conversions

5

Conversion rate

33%

# Promote your goods in an email

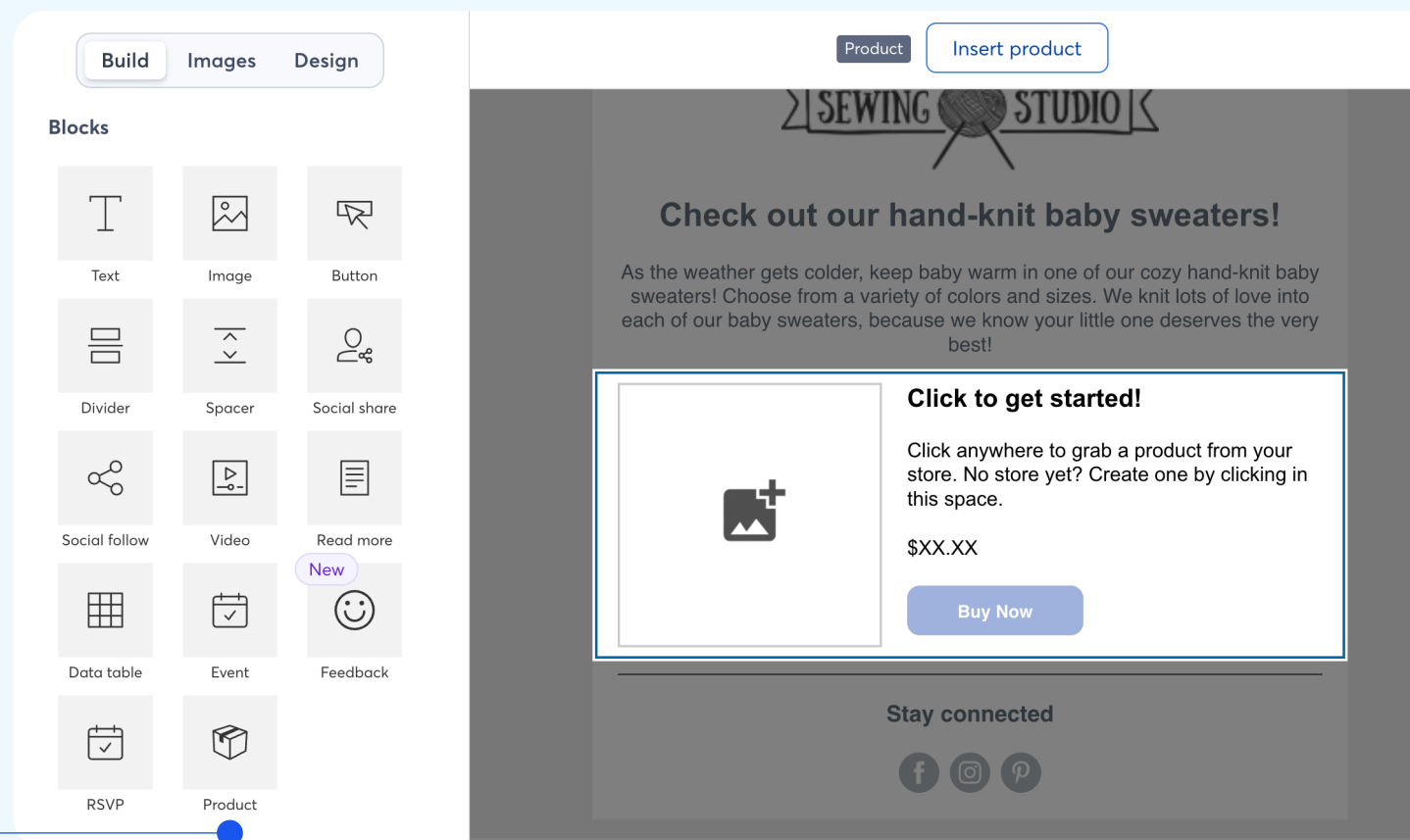
With your WooCommerce store synced to Constant Contact, it's easy to drive more sales and promote your products or services in your emails with our dedicated [Product block](#). The item image, name, description, and price auto-populate from your store, and you can customize the content and colors of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



When customers click the button in your email, they're brought to the item in your 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 WooCommerce 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](#)