

Connecting the leading Australian and New Zealand Retail Point of Sale system to the world's leading bulk eMail application. REX Mailchimp Connector is the missing piece to the eMail Marketing puzzle.

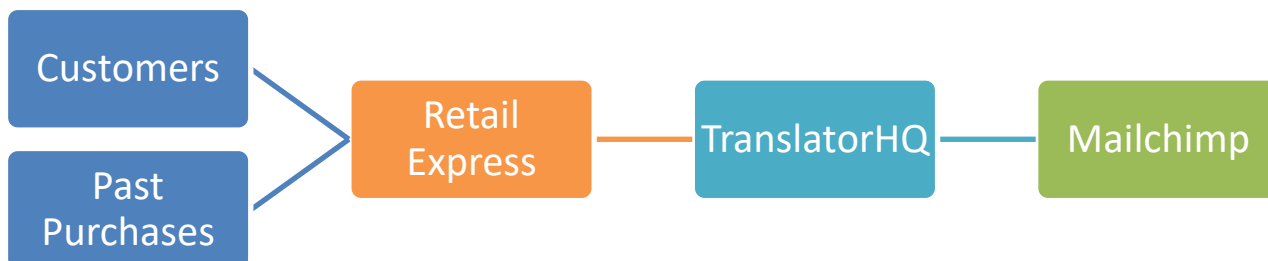
- Add to your list from both Web **and** POS orders
- **Sync** all customers from Retail Express
- Customers include useful information like Last Purchase Types, Dates and amounts.



Retail Express provides limited functionality for emailing.

It is not designed for the bulk and definite delivery that Mailchimp is a great tool for. But then you have to key in details twice.

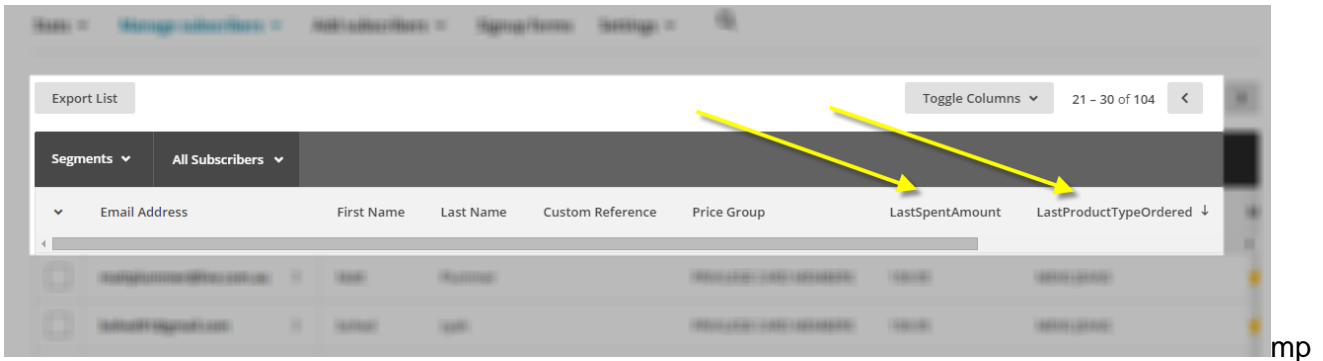
Our technology allows us to include any information about customer records or past purchases. We can include links to "Please Review", other forums, and social media.



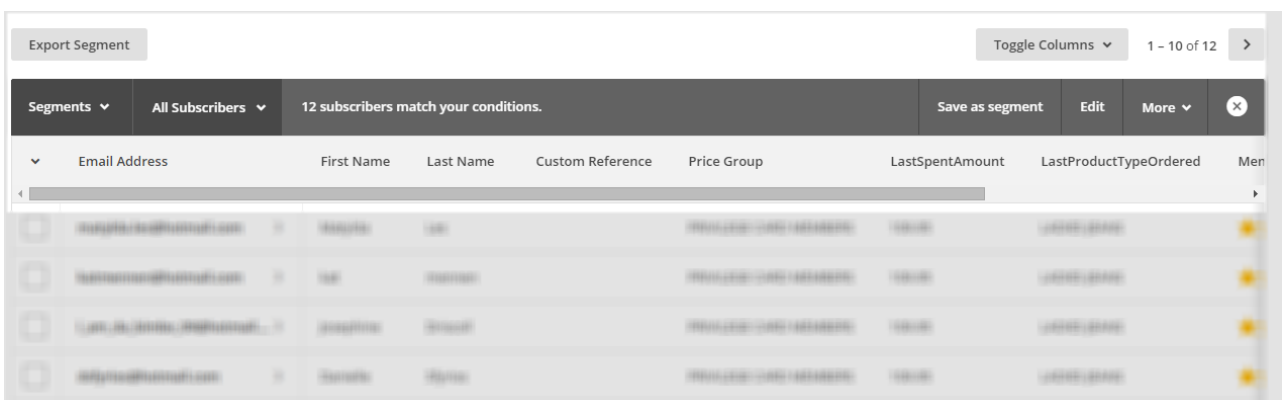
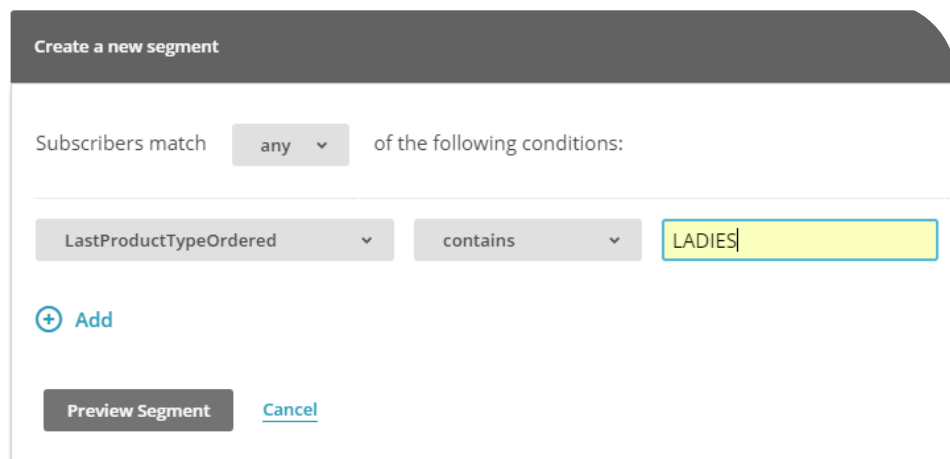
Retail Express to Mailchimp Fact Sheet

You do not need to worry about keeping MailChimp up to date with new and changed email records as TranslatorHQ will create these automatically from Retail Express and your Web sales.

The connector not only adds the name, email etc to Mailchimp if it is not already there but also the product type from the last order placed when syncing the customer into Mail Chimp.



You can then create segments based on the data in this list, for example – Where last product type contains 'LADIES'



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You can use **all** MailChimp functionality and add-ons all we do is make it work with your real data.

All this works behind the scenes on the cloud with a simple Mailchimp user experience.

We maintain regular synchronisation of customer details from within Retail Express as Orders are placed.

Mailchimp Customer Fields from Retail Express include:-

1. CustomerId
2. Password
3. BillFirstName
4. BillLastName
5. BillCompany
6. BillEmail
7. BillMobile
8. BillState
9. BillPostCode
10. CustomReference
11. PriceGroupId
12. PriceGroupName
13. IsAccountCustomer
14. ReceivesNews – This field when set to No will NOT add to Mailchimp.
15. LastUpdated
16. Last sale amount
17. Last Sale Date
18. Last Purchased Product Type

Pricing

TranslatorHQ provide the Mailchimp Connector for a low \$25 cost per Month. This charge includes basic implementation. You need to have the Retail Express API or Connector – contact us if you require. The Last Product Information uses only those products marked as “Export to Web”

Who are TranslatorHQ ?

TranslatorHQ are part of timeframe, providing specialist technology, consulting, and business advisory services with a global client base spanning Asia Pacific, North and South America and Western Europe. Our clients are innovative businesses.

Our consultants consist of qualified Accountants, Business Professionals and Technical Specialists with a great deal of experience at interpretation and technical translation needs. We achieve this from offices in Perth, Sydney, Boston and Tallahassee. We have been in operation for 14 years.