

ActiveCampaign >

ActiveCampaign for Magento 2 Integration Requirements

The ActiveCampaign for Magento 2 integration will enable Magento merchants to sync their ecommerce data into ActiveCampaign and use that data within ActiveCampaign's suite of products.

The following is a list of functionality that the Magento 2 integration requires:

- [Connect Magento store to ActiveCampaign](#)
- [Disconnect Magento store from ActiveCampaign](#)
- [Initial sync of Magento data into ActiveCampaign](#)
- [On demand historical sync of Magento data into ActiveCampaign](#)
- [Real time sync of Magento data into ActiveCampaign](#)

Connect Magento store to ActiveCampaign

- The user needs to be able to connect their Magento store to ActiveCampaign from within their Magento store.
- A Magento store can be connected to only one ActiveCampaign account at a time.
- An unlimited number of Magento stores can be connected to a single ActiveCampaign account simultaneously.
- [ActiveCampaign API documentation for creating a new store connection to ActiveCampaign](#)

Disconnect Magento store from ActiveCampaign

- The user needs to be able to disconnect their Magento store from ActiveCampaign from within their Magento store.
- [ActiveCampaign API documentation for deleting an existing store connection](#)

Initial sync of Magento data into ActiveCampaign

- After successful connection of a Magento store to ActiveCampaign, the following data needs to begin syncing into ActiveCampaign:
 - All existing customers in the Magento store
 - The following data about each customer will be synced into ActiveCampaign:
 - First name
 - Last name
 - Email Address
 - Company Name
 - Phone Number
 - All custom fields on a Magento customer record
 - Customers synced over from a Magento store will not be added to any lists by default.
 - [ActiveCampaign API documentation for creating a contact](#)
 - [ActiveCampaign API documentation for creating an ecommerce customer](#)
 - [ActiveCampaign API documentation for creating contact custom fields](#)
 - [ActiveCampaign API documentation for adding contact custom field values](#)
 - All existing orders in the Magento store

- The following data about each order will be synced into ActiveCampaign
 - Order ID
 - Order Date
 - Order Currency
 - Order URL in Magento
 - Shipping Method
 - Total Price
 - Discount codes used and amounts
 - Taxes
 - Information about the products in order, including:
 - Product name
 - Product ID
 - Product SKU
 - Product price
 - Product category
 - Product description
 - URL of the product image
 - URL of the product in the store
 - Quantity of the product in this order
- All existing abandoned carts in the Magento store
 - [ActiveCampaign API documentation for creating an order](#)
- All existing abandoned carts in the Magento store
 - The following data about each abandoned cart will be synced into ActiveCampaign
 - Order ID
 - Order Date
 - Order Currency
 - Order URL in Magento
 - Shipping Method
 - Total Price
 - Discount codes used and amounts
 - Taxes

- Information about the products in the abandoned cart, including:
 - Product name
 - Product ID
 - Product SKU
 - Product price
 - Product category
 - Product description
 - URL of the product image
 - URL of the product in the store
 - Quantity of the product in this order
- [ActiveCampaign API documentation for creating an abandoned cart](#)

Real time sync of Magento data into ActiveCampaign

- When a new customer is added to the Magento store, the customer will be synced into ActiveCampaign
 - The following data about each customer will be synced into ActiveCampaign:
 - First name
 - Last name
 - Email Address
 - Company Name
 - Phone Number
 - All custom fields on a Magento customer record
 - [ActiveCampaign API documentation for creating a contact](#)
 - [ActiveCampaign API documentation for creating an ecommerce customer](#)

- When an existing customer is updated in the Magento store, those updates will be synced into ActiveCampaign
 - The following updates will be synced into ActiveCampaign:
 - First name
 - Last name
 - Email Address
 - Company Name
 - Phone Number
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 - [ActiveCampaign API documentation for updating a contact](#)
 - [ActiveCampaign API documentation for updating an ecommerce customer](#)
- When a customer makes a purchase in the Magento store, the purchase will be synced into ActiveCampaign and the customer information will be updated in ActiveCampaign
 - Order
 - The following data about each order will be synced into ActiveCampaign
 - Order ID
 - Order Date
 - Order Currency
 - Order URL in Magento
 - Shipping Method
 - Total Price
 - Discount codes used and amounts
 - Taxes
 - Information about the products in order, including:
 - Product name
 - Product ID
 - Product SKU
 - Product price
 - Product category

- Product description
 - URL of the product image
 - URL of the product in the store
 - Quantity of the product in this order
 - [ActiveCampaign API documentation for creating an order](#)
- Customer
 - The following data about each customer will be synced into ActiveCampaign:
 - First name
 - Last name
 - Email Address
 - Company Name
 - Phone Number
 - All custom fields on a Magento customer record
 - [ActiveCampaign API documentation for creating a contact](#)
 - [ActiveCampaign API documentation for creating an ecommerce customer](#)
- When a customer abandons a cart in the Magento store, the abandoned cart will be synced into ActiveCampaign and the customer information will be
 - Abandoned carts
 - The following data about each abandoned cart will be synced into ActiveCampaign
 - Order ID
 - Order Date
 - Order Currency
 - Order URL in Magento
 - Shipping Method
 - Total Price
 - Discount codes used and amounts
 - Taxes
 - Information about the products in the abandoned cart, including:

- Product name
 - Product ID
 - Product SKU
 - Product price
 - Product category
 - Product description
 - URL of the product image
 - URL of the product in the store
 - Quantity of the product in this order
- [ActiveCampaign API documentation for creating an abandoned cart](#)
- Customers
 - The following data about each customer will be synced into ActiveCampaign:
 - First name
 - Last name
 - Email Address
 - Company Name
 - Phone Number
 - All custom fields on a Magento customer record
 - [ActiveCampaign API documentation for creating a contact](#)
 - [ActiveCampaign API documentation for creating an ecommerce customer](#)