

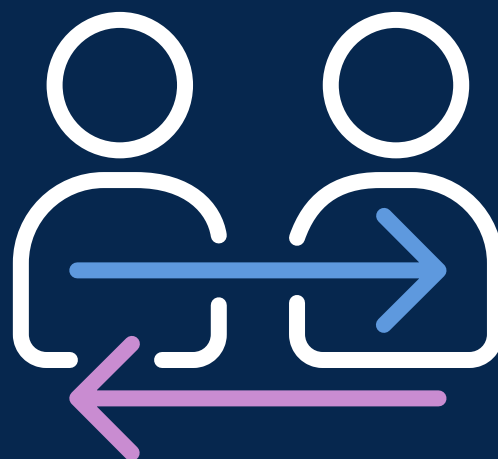
Dynamics 365 & Mailchimp Integration

Bring your marketing data together — seamlessly connect Dynamics 365 with Mailchimp to simplify campaigns and drive better results. Having seen more and more clients wrestling with the import and export of marketing data between platforms, the team at Circyl have created a unique integration between two of the most popular platforms in common use today.

Simpler Marketing, Better Results

Managing email campaigns effectively can be challenging, particularly when your marketing data is split between multiple platforms. Manually exporting lists from Microsoft Dynamics into Mailchimp is not just tedious—it can lead to mistakes, missed opportunities and even duplicated effort.

We've developed a practical, straightforward integration between Dynamics 365 and Mailchimp, making sure your teams always work from accurate, consistent information. It is designed to remove the hassle of managing contacts in two places, helping your business communicate more effectively.



Why choose our Dynamics to Mailchimp Integration?

When your customer data is spread across multiple systems, valuable information easily slips through the cracks. This integration fixes that. By automatically connecting your Dynamics marketing lists with Mailchimp audiences, it ensures your teams are always working with accurate, up-to-date data—no manual exports or imports required.

Dynamics CRM becomes the definitive source for your business contacts and marketing lists. Any updates in Mailchimp sync back neatly into Dynamics, giving everyone in your business one clear, centralised view of your customers.

Email activities from Mailchimp—like opens, clicks, and sends—feed directly into Dynamics as activities. Your teams will not have to jump between systems to track how customers interact with campaigns, making their lives simpler and more productive.

What the Integration Does Not Do

This integration is not here to replace Mailchimp. Campaigns, segmentation, and detailed email creation all remain within Mailchimp. Think of this integration as the smart link that makes Dynamics your central place for marketing data, while Mailchimp continues to handle email design and delivery.

How Will Your Business Benefit?

Easier, Quicker Deployment

Because this integration is specifically designed for Dynamics, setup is straightforward, painless, and quick — so your business can benefit immediately without major disruption.

Spend Time on Campaigns, Not Data Entry

Removing manual data management frees your marketing team to focus on creativity and strategy rather than repetitive admin. Campaign planning becomes simpler, faster, and more effective.

Better Teamwork, Clearer Visibility

By tracking email interactions in Dynamics, marketing and sales teams gain a shared, clear picture of customer engagement. Less confusion means more effective collaboration and better outcomes.

Smarter Decisions from Clear Insights

Having campaign results visible within Dynamics helps your business see what is working and what is not. You will have clearer insights, supporting better strategic decisions.

Flexible for the Future

The integration has been built to evolve. Whether you need custom features now or later, we can tailor the solution to suit your unique business needs.

A Closer Look at How It Works

This integration brings together Dynamics 365 and Mailchimp seamlessly by using proven, secure technologies:

Simple Dynamics Interface

A clear, user-friendly application within Dynamics makes it easy to manage your Mailchimp connections.

Reliable Synchronisation

Dynamics connects with Mailchimp's official API, so contacts and lists are always consistent and up-to-date.

Real-Time Updates

Mailchimp Webhooks ensure campaign results are instantly captured and visible in Dynamics, letting your teams respond quickly.

Custom Built APIs & Plugins

Circyl's bespoke Dynamics plugins and APIs ensure everything runs smoothly in the background, precisely tailored to your Dynamics environment.

Start the Conversation

Our goal at Circyl is straightforward—to simplify the complexity of managing marketing data and help your teams communicate more effectively. The Dynamics-to-Mailchimp Integration is an excellent example of how we achieve that.

If you would like to discuss how this solution can help your organisation save time, avoid frustration, and unlock better marketing results, we would love to chat.

**Our solution integrates Dynamics 365 with Mailchimp to streamline campaign data. Mailchimp is a registered trademark of Intuit Inc. This integration is independently developed and is not affiliated with or endorsed by Intuit or Mailchimp.*

