

Shopware Integration with ActiveCampaign



ActiveCampaign >



Thank you for choosing to integrate Shopware with ActiveCampaign!

To ensure you have comprehensive guidance, we have created a detailed step-by-step configuration manual.

This manual will guide you through the entire integration process, starting from the initial preparations to successfully connecting Shopware and ActiveCampaign.

We highly recommend carefully reviewing the configuration manual and following the instructions diligently.

Additionally, we have a [YouTube video](#) that provides a detailed tutorial on the integration process, walking you through each step.

If you encounter any difficulties or have any questions, our [German-speaking support team](#) is available to assist you for a duration of 30 minutes during the integration setup.

Please note that additional costs may apply for any extra support required.

For further information regarding pricing and to schedule support services, please reach out to [our support team](#).

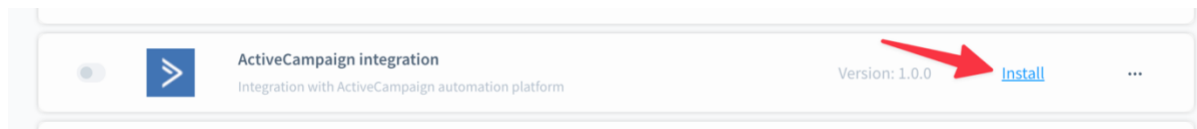
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Configuration manual:

Step 1: Go to the Shopware administration panel and navigate to "Extensions" → "My Extensions." Click on "Upload Extension" and select the ActiveCampaign integration zip file. Wait for the upload to complete.

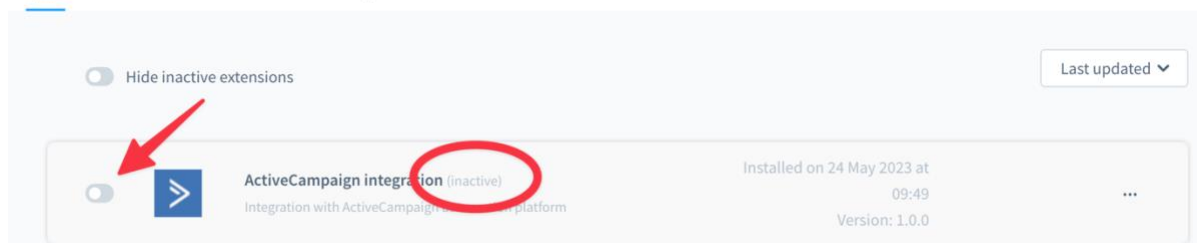


Before proceeding, please note that installing extensions from outside the Shopware app store may pose certain risks. Confirm that you understand and accept these risks.

My extensions

[Upload extension](#)

[Apps](#) [Themes](#) [Recommendations](#) [Shopware Account](#)

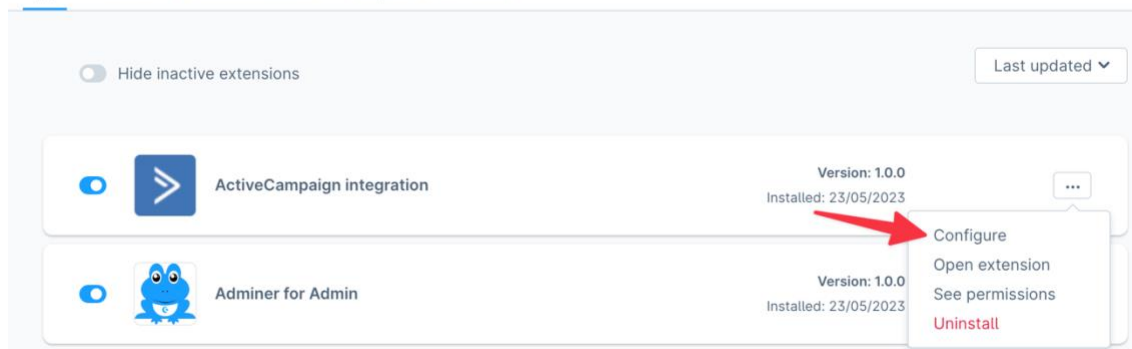


Step 2: Click "Install" to install the ActiveCampaign integration application. Once installed, proceed to activate the application, and wait for the process to complete.

My extensions

[Upload extension](#)

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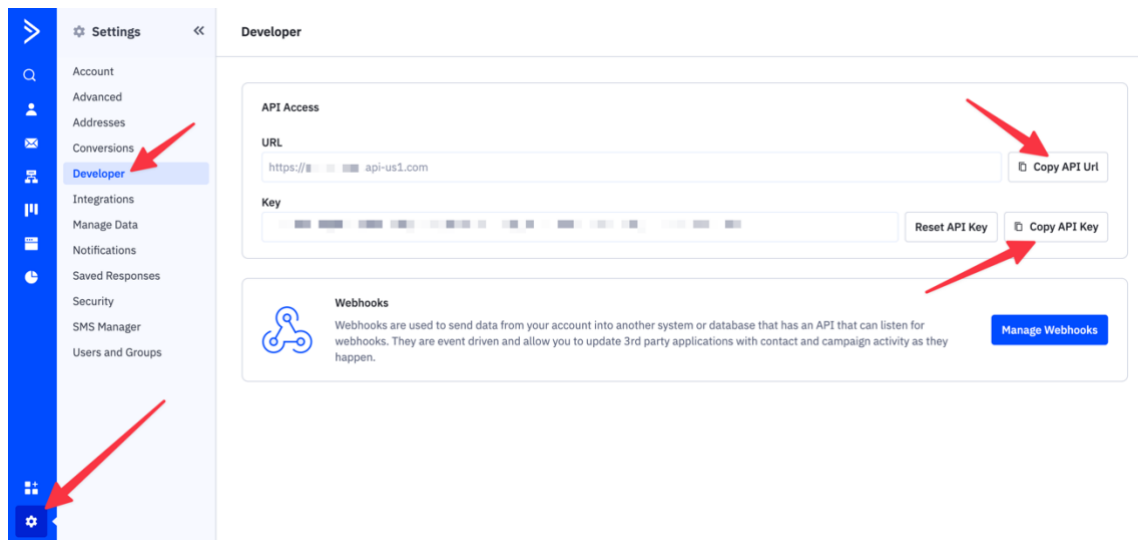
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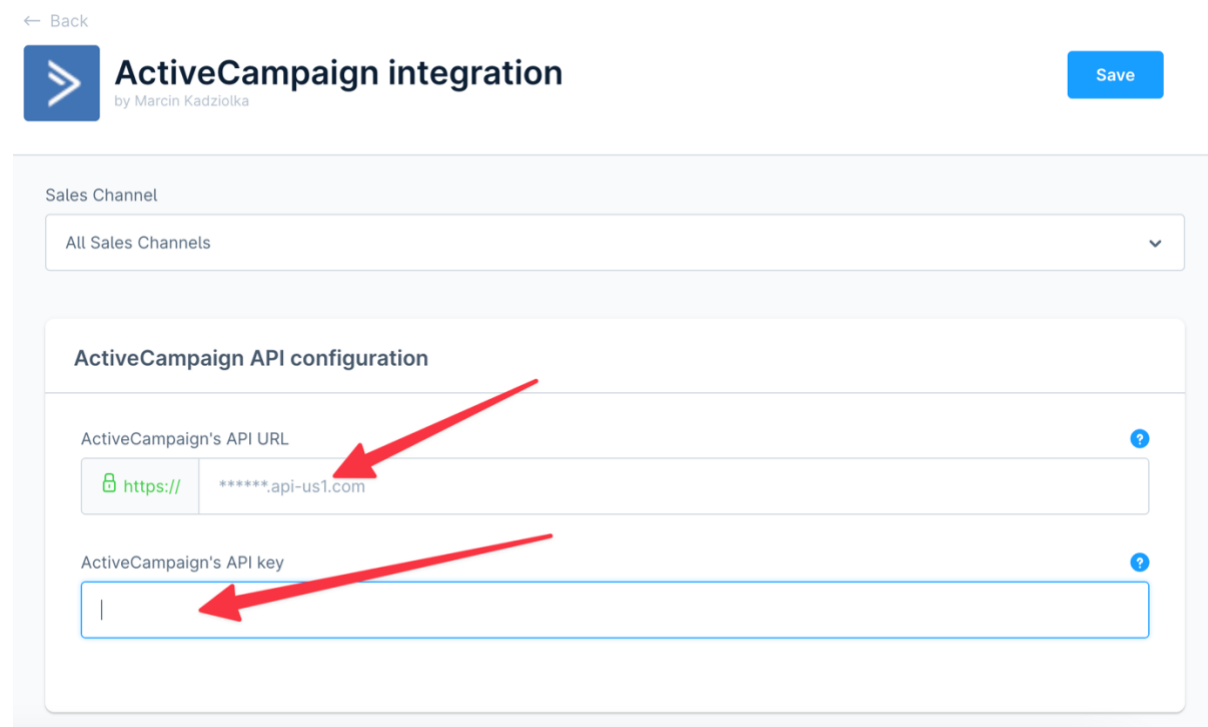
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Step 3: Now, switch to your ActiveCampaign account and go to "Settings." Choose "Developer" and then select "API Access."

Copy the API URL and the API key provided in the ActiveCampaign developer settings.



Step 4: Return to your Shopware account and paste the copied API URL into the corresponding field. Click "Save" to configure the integration.



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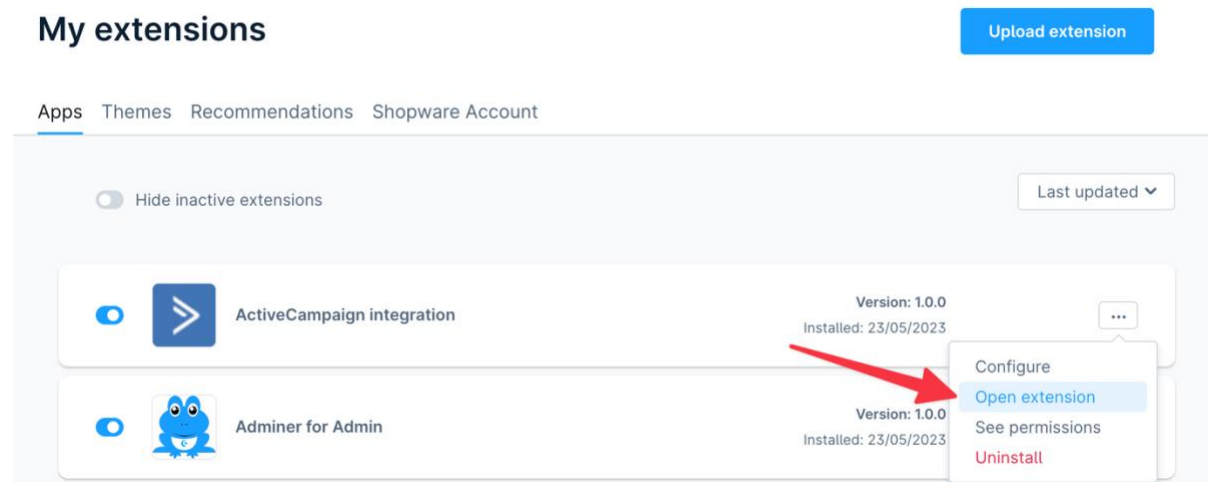
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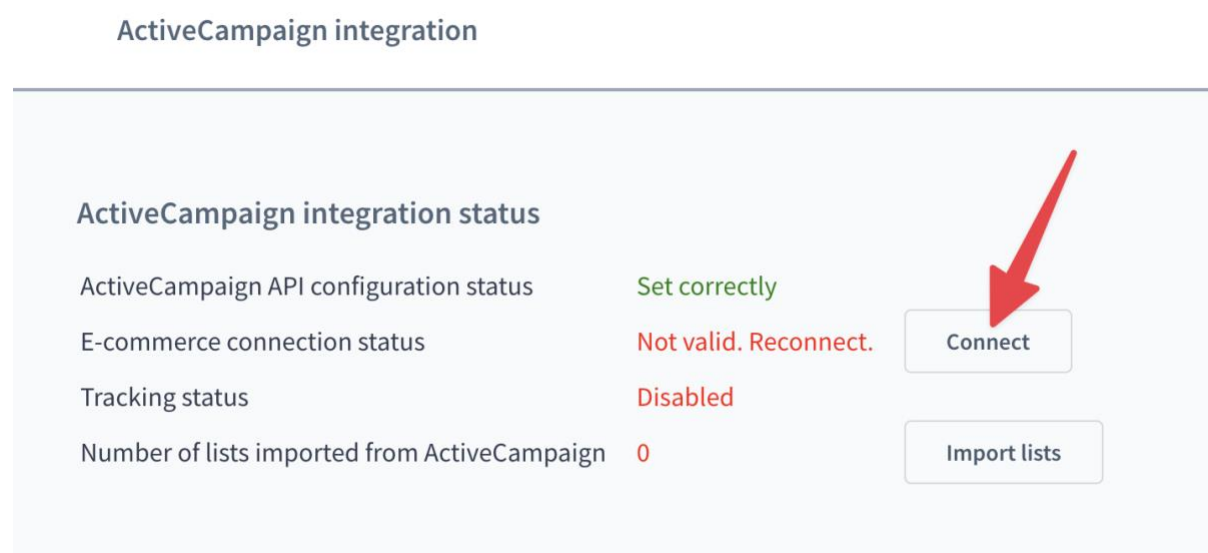
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Step 5: Navigate back to the "My Extensions" section in Shopware and click on the ActiveCampaign extension to open it.

Verify that your ActiveCampaign API configuration is set correctly.
Return to ActiveCampaign and go to the "Integrations" section to confirm that the integration is visible.



Step 6 Go back to Shopware and click on "Connect E-commerce Connection." Check the status to ensure it is set correctly.



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To import your list from ActiveCampaign, go back to the "My Extensions" section in Shopware.

ActiveCampaign integration

ActiveCampaign integration status

| | | |
|--|---------------|--------------|
| ActiveCampaign API configuration status | Set correctly | |
| E-commerce connection status | Set correctly | Disconnect |
| Tracking status | Enabled | |
| Number of lists imported from ActiveCampaign | 10 | Import lists |



Step 7: If you want to add your customers to a list, you can choose a list.

You can select a newsletter list.

Scroll down further to the E-Commerce configuration. If you want to track abandoned carts, you can set up customer tracking and add the ActiveCampaign tracking ID.

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ActiveCampaign integration

by Marcin Kadziolka

Save

ActiveCampaign lists configuration

☒ Add customers to the list



List for clients



☒ Add newsletter recipients to the list



☐ Save newsletter recipients not confirmed by double opt-in



List for newsletter recipients



Newsletter

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Step8: Go back to your ActiveCampaign account and navigate to "Website" → "Site Tracking". Copy the tracking code and paste it into your Shopware ActiveCampaign tracking ID.

Website

Forms

Pages

MANAGE

Site Messages

Site Tracking

REPORTS

Form Performance

Tracking

All website pages

All website pages

Add Website URL

Add

☒ Include all website pages

To whitelist a page or subdomain, paste in the specific URL and uncheck "Include all website pages." You can use * for a wildcard.

Tracking Code

Copy and paste the tracking code into the footer of your site.

Press ⌘+C to copy

```
<script type="text/javascript">
(function(e,t,o,n,p,r,i){e.visitorGlobalObjectAlias=n;e[e.visitorGlobalObjectAlias]=e[e.visitorGlobalObjectAlias]||function(){(e[e.visitorGlobalObjectAlias].q=e[e.visitorGlobalObjectAlias].q||[])
.push(arguments)};e[e.visitorGlobalObjectAlias].l=(new Date).getTime();r=t.createElement("script");r.src=o;r.async=true;i=t.getElementsByTagName("script")[0];i.parentNode.insertBefore(r,i)}
(window,document,"https://diffuser.cdn.app-us1.com/diffuser.js","vgo");
vgo("setAccount","226312343");
vgo("setTrackBy","full",true);

vgo("process");
</script>
```

Step 9: Back to your Shopware extension: If you want to enable the E-Commerce module, simply set it to "active" and click "Save".

You can verify in the Extensions section to ensure that everything is correctly configured. At this point, you will have access to all the data and information regarding your customers and their orders in ActiveCampaign, along with comprehensive tracking information from the Shopware shop.

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ActiveCampaign integration

by Marcin Kadziolka

Save

ActiveCampaign e-commerce configuration

Abandoned Cart period of time

1 hour

Tracking of customers enabled

ActiveCampaign's tracking id

111222333

E-commerce module enabled

If you have any further questions regarding the integration, please don't hesitate to reach out to our [German support team](#).

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Take the next step in marketing automation with ActiveCampaign and leverage our expertise as certified partners of ActiveCampaign. We at Automation People A/S are here to assist you with setup, integration, and ongoing support. Visit our website to learn more about our services and start transforming your marketing today.

As certified partners of ActiveCampaign, we are well-positioned to help you make the most of this powerful platform. Don't wait any longer, get in touch with us now!

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