

# Magento

## Overview


The MailUp Extension for Magento (MailUp\_MailUpSync [DISCONTINUED] - [free download](#)) allows you to leverage the powerful MailUp email messaging system from your Magento-powered eCommerce store.



- ensure a high level of deliverability for your emails
- run professional email marketing campaigns
- easily [filter customers in Magento and seamlessly pass the data to MailUp](#), which will handle the sending and tracking of the messages.
- automatically transfer customer and order data from Magento to MailUp
- leverage that data to [grow sales with automated, triggered messages](#)

## Using the MailUp Extension for Magento

Magento has announced that they'd stop supporting the Magento 1.x platform, and has finally sunset the version 1 on June 2020. More info [here](#).

 Following this announcement, we have stopped supporting our integration with Magento 1 as well.

- [Magento Extension: Installing and Upgrading](#)
- [Magento Extension: Settings](#)
- [Magento Extension: Subscription Preferences Synchronization](#)
- [Magento Extension: Syncing and Segmenting Customers](#)
- [Magento Extension: Ecommerce Data Export](#)
- [Magento Extension: Increasing Sales with Automated Messages](#)
- [Magento Extension: Using MailUp as the SMTP Server](#)
- [Magento Extension: Troubleshooting](#)
- [Magento Extension: Viewing Tasks and Logs](#)

## Recently added

- Multi-store implementations of Magento are now supported: connect different storefronts to different lists in MailUp
- You can now show a newsletter subscription checkbox during checkout, without having to use a separate extension
- MailUp webhooks are now supported to manage quasi-realtime subscribe/unsubscribe
- Incremental sync was implemented, so that now only modified customers are transferred to MailUp during scheduled data syncs
- See detailed release notes on [Magento Connect](#).

## Features summary

The MailUp extension for Magento includes the following features:

- Specify the List in your MailUp account that the store is connected to (MailUp supports multiple Lists, which you could connect to multiple e-commerce portals).
- Filter customers based on a number of criteria (purchase history, customer type, etc.)
- Send the filtered customers to MailUp with one click, adding to an existing Group or creating a new Group, then send a targeted message to that Group from within your MailUp platform.
- Use triggered messages in MailUp for marketing automation based on sales & other data (e.g. send a coupon 45 days after an order is placed to invite customers to purchase again).

## System Requirements

The MailUp email marketing extension for Magento supports both the community and enterprise editions of Magento. The following versions are currently supported:

- **Community Edition:** 1.4.x, 1.5.x, 1.6.x, 1.7.x, 1.8.x, 1.9.x (latest version tested is 1.9.2.4)
- **Enterprise Edition:** We currently do not officially support Enterprise editions. The extension can be installed, but you may encounter functionality issues.

#### Server-side system requirements



Make sure that the Web server hosting the store supports the [Magento system requirements](#). We strongly recommend that **memory\_limit** is set to **512MB** or higher.