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## Getting MailChimp API Key and List ID

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**MailChimp** is an email marketing service to manage subscribers, send emails, and track results. It's easy to set up and use. If you are a small business looking to get started with email marketing with the least amount of fuss, **MailChimp** should be part of your toolbox.

- **Generate Your API Key** Before you can use the Subscriber Module with MailChimp, you will first need to connect your MailChimp account. To do this, you'll need to generate an API key. Below, you'll learn how to do it.

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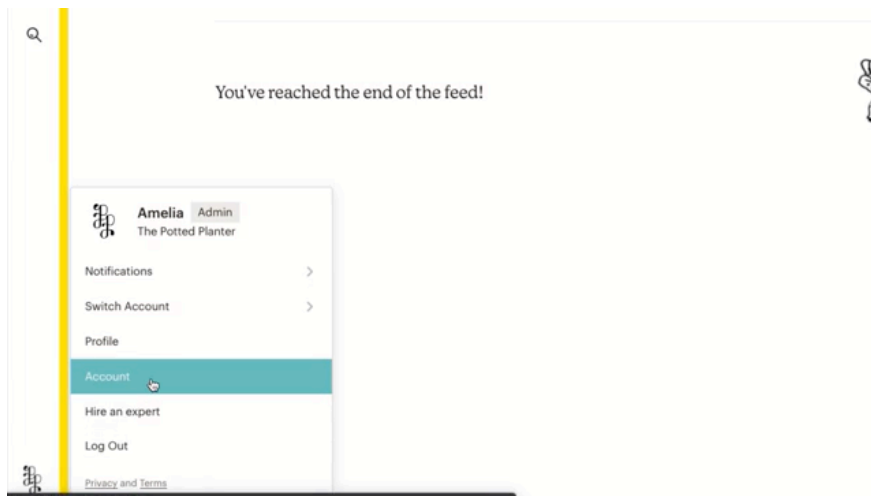
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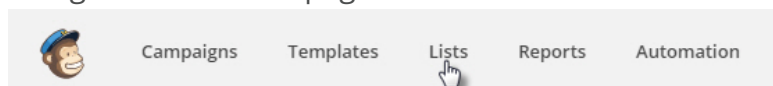
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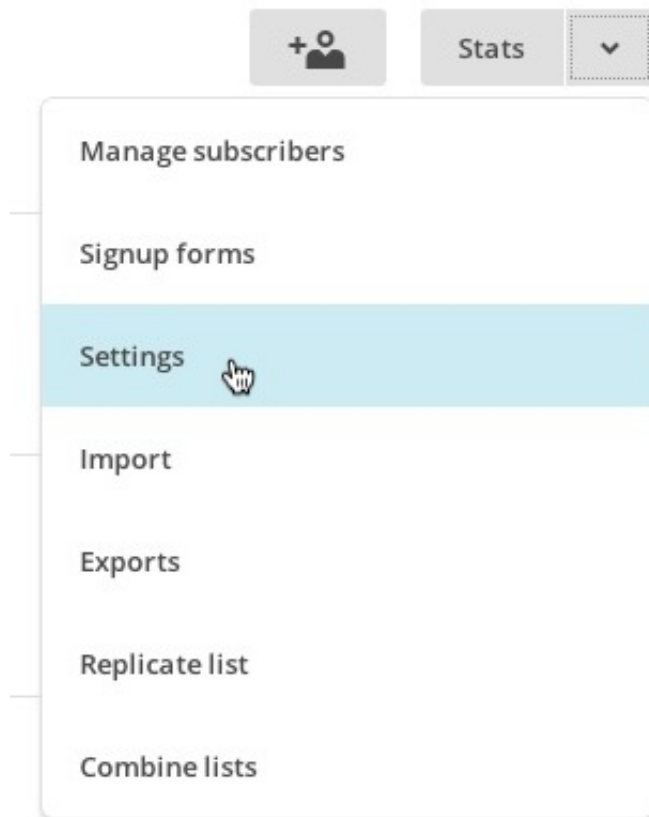
1. Click your profile name to expand the Account Panel, and choose **Account**.
2. Click the **Extras** drop-down menu and choose **API keys**.
3. Click the **Create A Key** button.
4. Name your key descriptively, so you know what application uses that key.

- **Find Your List ID**

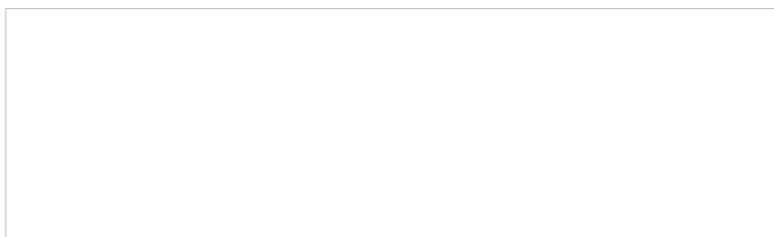
1. Navigate to the **Lists** page.



2. Click the drop-down menu next to the list you want to work with, and choose **Settings**.






3. Scroll to find the unique **List ID** field. The string of letters and numbers is the list ID.






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