Constant Contact Integration Setup Guide

Email Integrations · https://www.walletthat.com/help/how-to-issue-personalized-mobile-wallet-passes-through-constant-contact/

How to Issue Personalized Mobile Wallet Passes Through Constant Contact

Issuing personalized mobile wallet passes through Constant Contact has never been easier. This process involves using WalletThat, a platform where passes are created, designed, and personalized, then issued through Constant Contact. Here is a step-by-step guide on how to issue mobile wallet passes through Constant Contact.

WalletThat Platform Steps

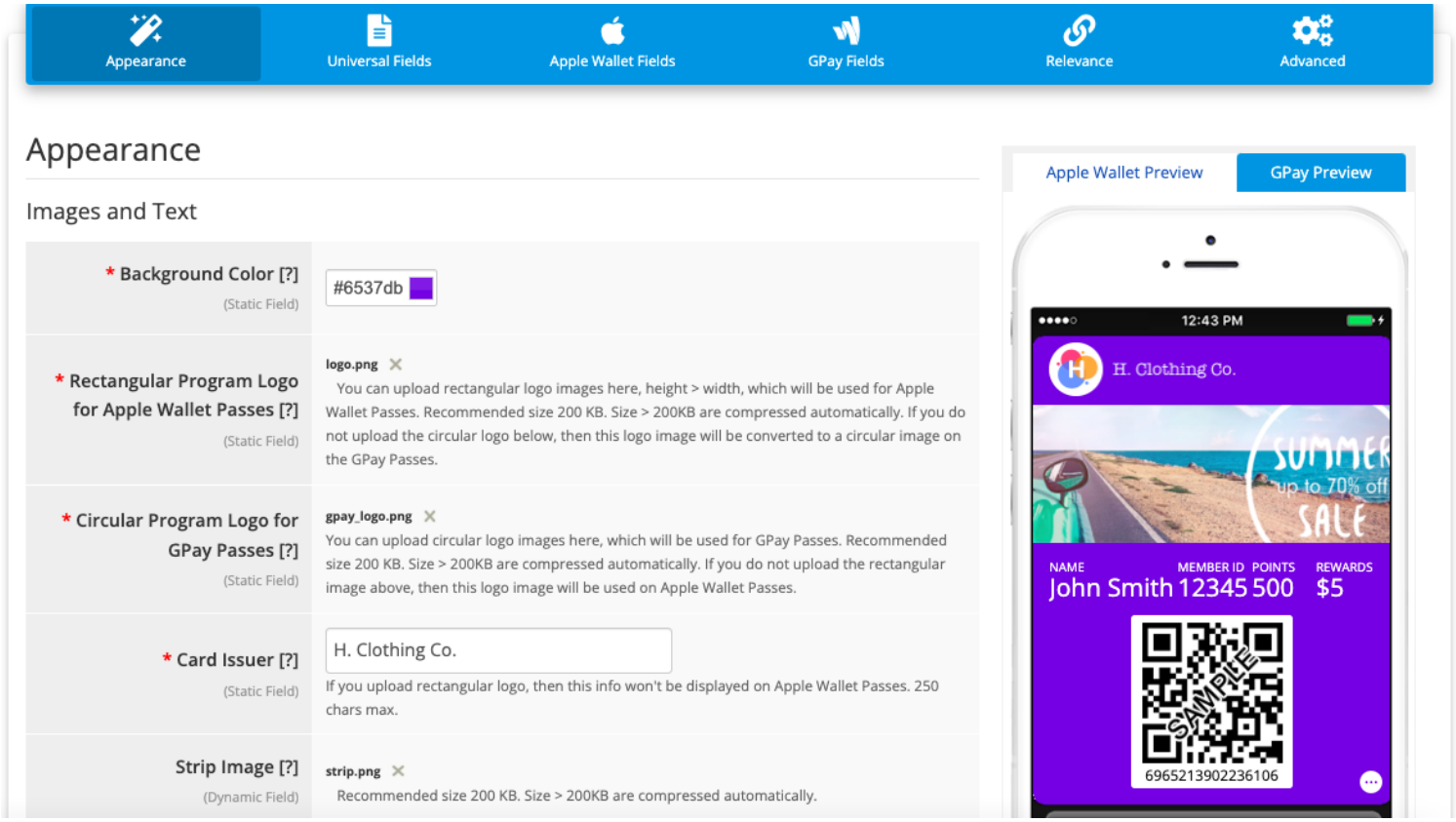
Step 1: Login to your WalletThat Account

Step 2: Create a Pass Template

Visit the Pass Templates page and create a Pass Template by choosing the Pass Type you prefer. You can use one of the pre-built templates provided. Check out the articles below for help creating each Pass Type:

1. Loyalty Card Layout 1
2. Loyalty Card Layout 2
3. Coupon Layout 1
4. Coupon Layout 2
5. Event Ticket
6. Boarding Pass

7. Gift Card



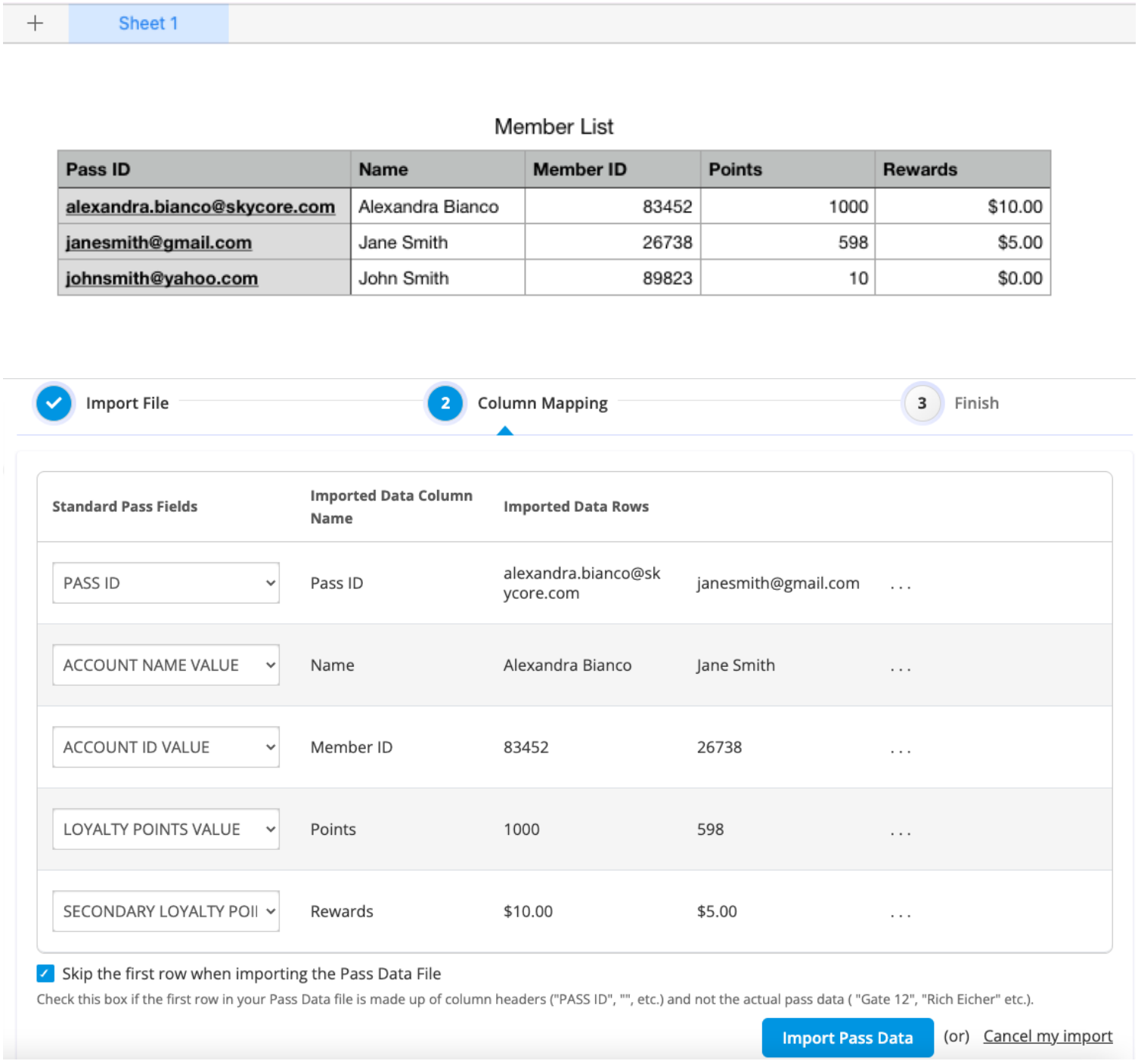
Step 3: Determine How You'll Personalize Passes

There are three options to personalize Passes. The first option is to import data into WalletThat. Importing data into WalletThat enables you to upload dynamic data in a CSV file and create a simple Pass Issuance Link with only the pass-id variable added. This option should be used when you have all of your customer data prior to issuing Passes. The second option is to use Constant Contact's dynamic variables. By using dynamic variables in Constant Contact, you can build your issuance link by adding all of the variables you will need to personalize directly in the link. Use this option when you already have customer data stored in your Constant Contact account. Lastly, the third option is to personalize Passes by integrating third party apps with Zapier. This option is best used when you are collecting customer data through another system or app and will use that data to personalize Passes.

Option 1: Import Data into WalletThat

Create a CSV file containing dynamic fields added to the Pass Template, add a pass-id column to differentiate passes from each other using the user's email address, and import it to the Pass Data

Manager. Map all fields from the CSV file to the dynamic fields that were added in the Pass Template. For more information, refer to: Importing Pass Data



Option 2: Use Dynamic Variables in Constant Contact

Constant Contact offers a wide range of dynamic variables to replace data in emails with personalized information. You can create a Pass Issuance Link on the WalletThat platform and add dynamic variables later on in Constant Contact to personalize Passes. Learn more about how to add dynamic variables here:

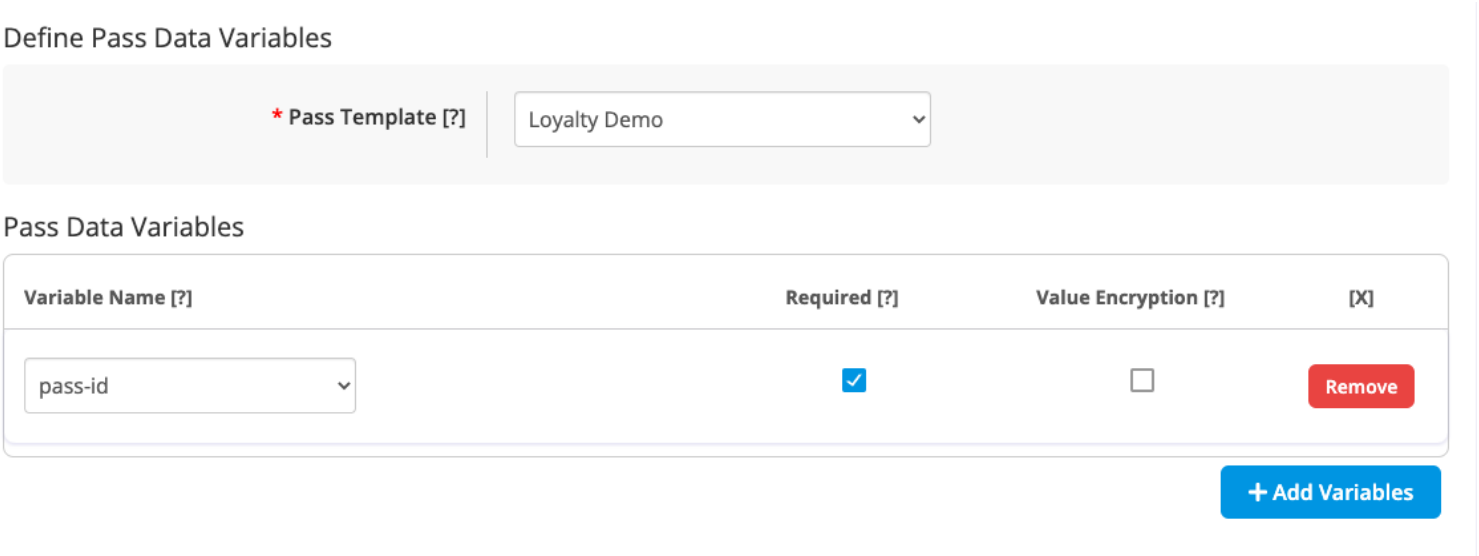
Insert Dynamic Variables

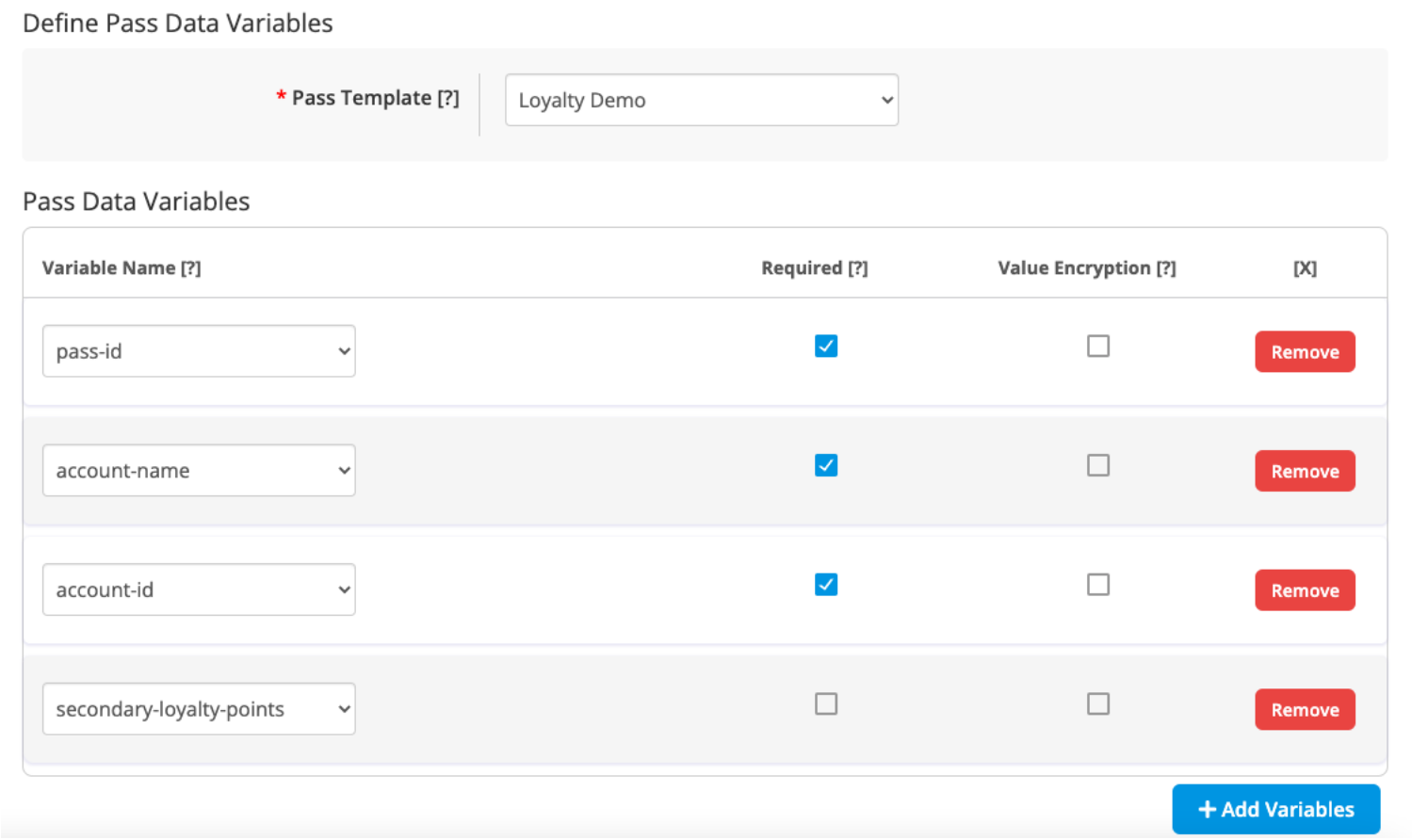
Option 3: Use a Zapier Integration

Use Zapier to issue personalized passes by connecting WalletThat and Constant Contact. Get the step-by-step process through these guides: Zapier Triggers Guide & Zapier Actions Guide

Step 4: Create a Pass Issuance Link

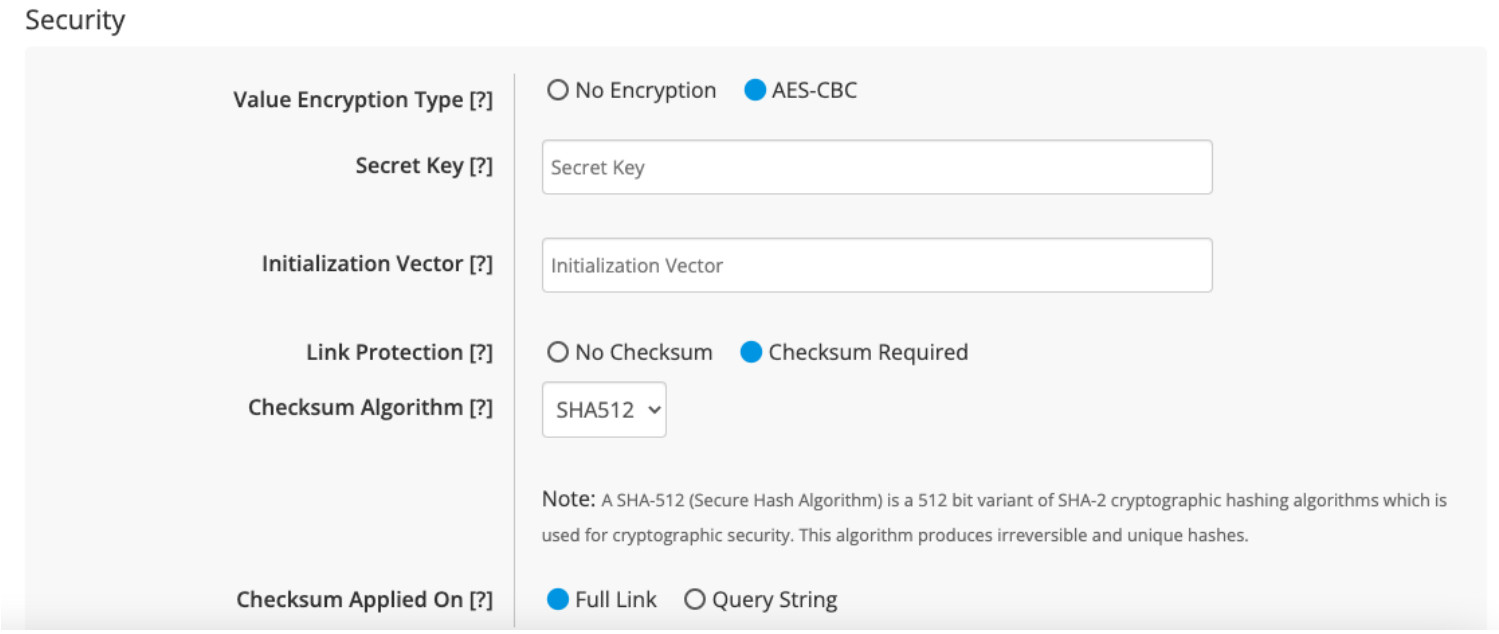
If you imported data into WalletThat, create a Pass Issuance Link, and add the pass-id variable as a required field. If you are using dynamic variables from Constant Contact, add all necessary variables that need to be personalized to your issuance link. More information about creating Pass Issuance Links can be found in this guide: Pass Issuance Links





Step 4a: (Optional) Add Encryption to your Pass Issuance Link

Encrypt your issuance link if it contains sensitive information such as email addresses, names, or account IDs.



Step 5: Copy Your Pass Issuance Link

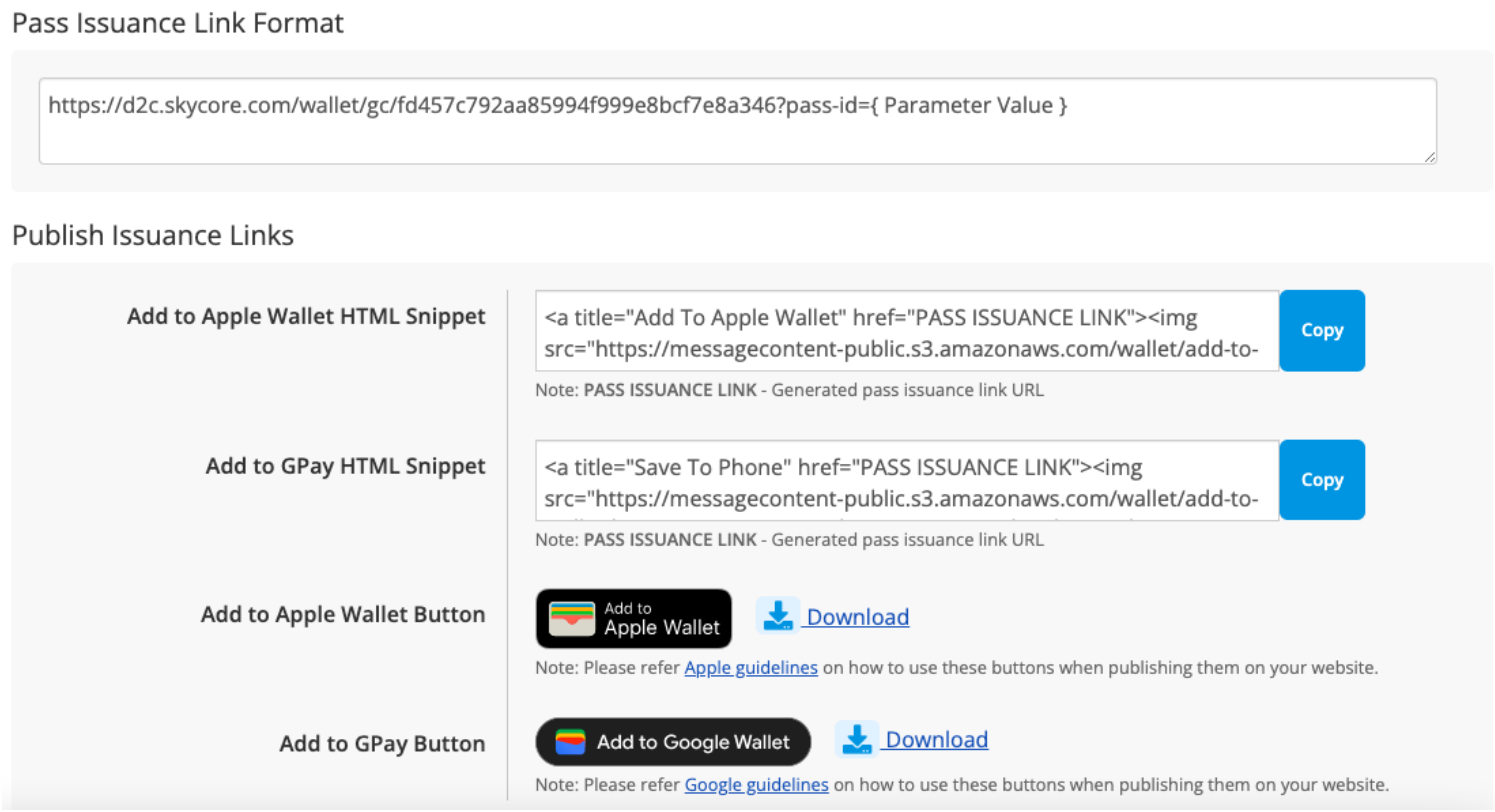
Save your issuance link and copy it from the Pass Issuance Link page by clicking "Get Link" below the "Link" column. Replace the braces with dynamic variables before sending.

If you imported data into WalletThat, the link should look like this:

Example Link: https://d2c.walletthat.com/wallet/gc/502d8e5eb3f364526245828877537c8a?pass-id=

If you are using Constant Contact's dynamic variables to personalize your link, your link should look like this:

Example Link: https://d2c.walletthat.com/wallet/gc/502d8e5eb3f364526245828877537c8a?pass-id=&account-name=&account-id=&loyalty-points=



Constant Contact Platform Steps

Step 1: Login to your Constant Contact account

Step 2: Add Your Contacts

Add contacts to your Constant Contact account and ensure they meet the consent conditions to confirm that you can contact them. Refer to this guide for help in creating and adding contacts: Adding & Managing Contacts

Step 3: Create an Email Campaign

When you are ready to send your personalized passes to your contacts, create an email campaign. To learn more about creating email campaigns in Constant Contact, visit: Creating a Campaign

Step 4: Design Your Email Template

After creating a campaign, choose the layout for your email template and design it according to your preferences. To explore all the design features in Constant Contact, visit: Design Your Template

Step 5: Add Your Pass Issuance Link

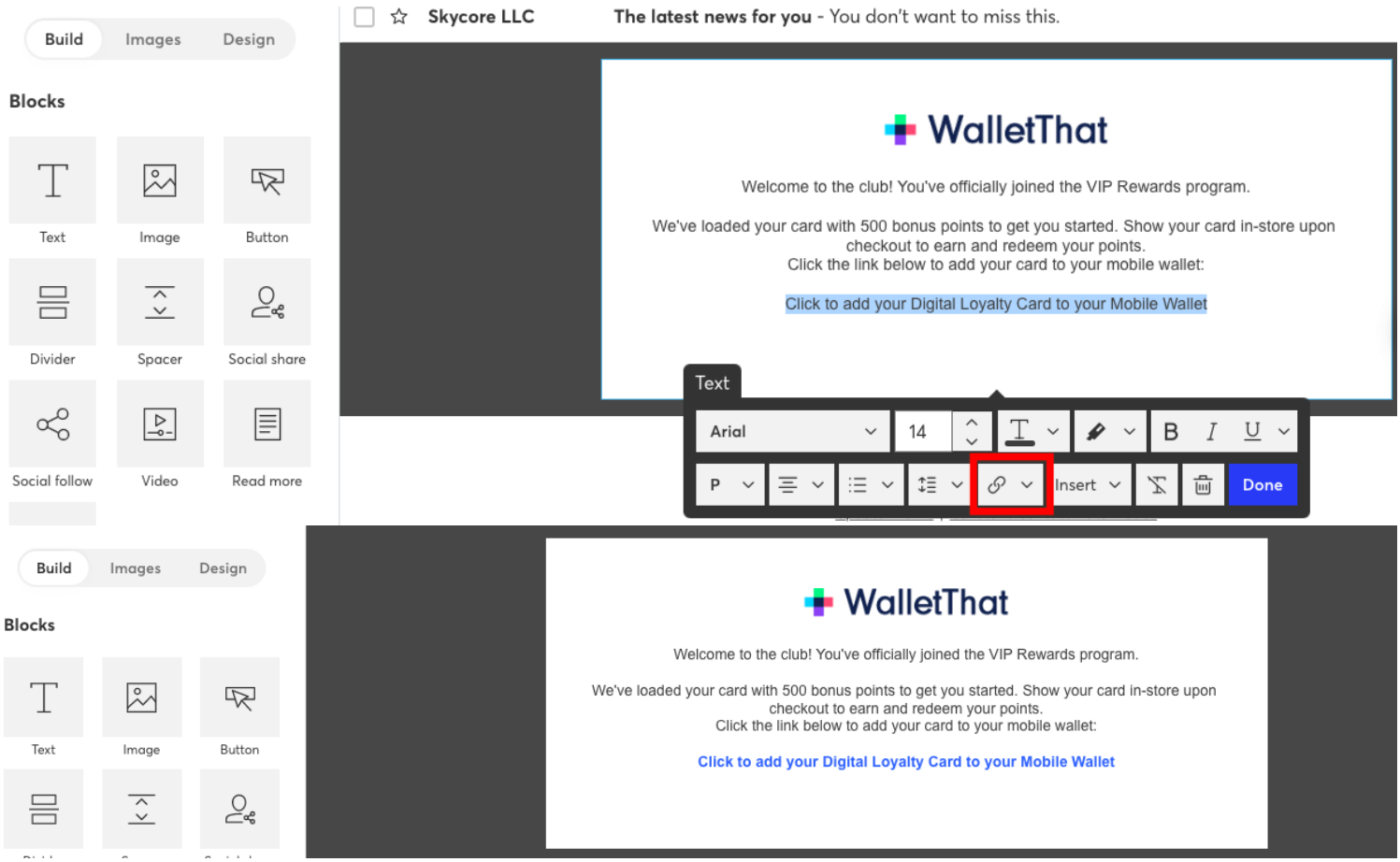
Once you've designed your template, you can add your Pass Issuance Link into the body of your email. You'll need to replace your personalized field in the link with dynamic variables from Constant Contact. You can add the hyperlink directly in the email template, use Add to Wallet button images with the issuance link embedded, or upload a QR code image with the link embedded.

If you imported personalized data into WalletThat your link should look like this:

Example Link: https://d2c.walletthat.com/wallet/gc/502d8e5eb3f364526245828877537c8a?pass-id=[[emailAddress]]

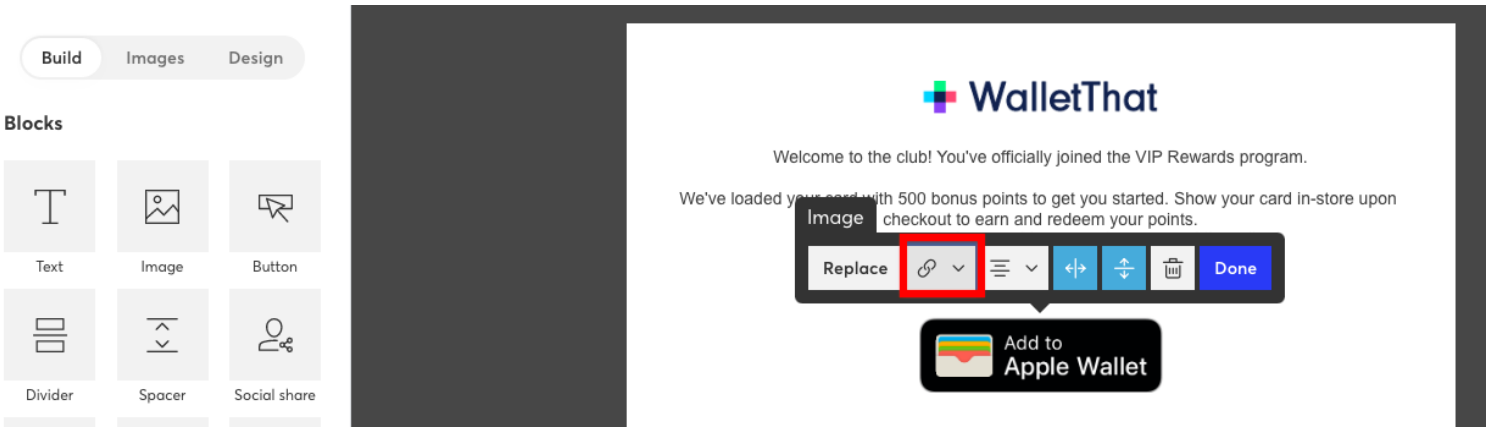
Option 1: Paste the Hyperlink

You can paste your issuance link directly into the email template. You may want to shorten your link text that is displayed in the email. To do this you will need to type in the text that will instruct the end user to click the link. Highlight the text, click the Link button in the Text Editor settings at, paste the issuance link in the Link URL field, and click "Insert". If you need help adding links, read more here: Insert Links in Emails



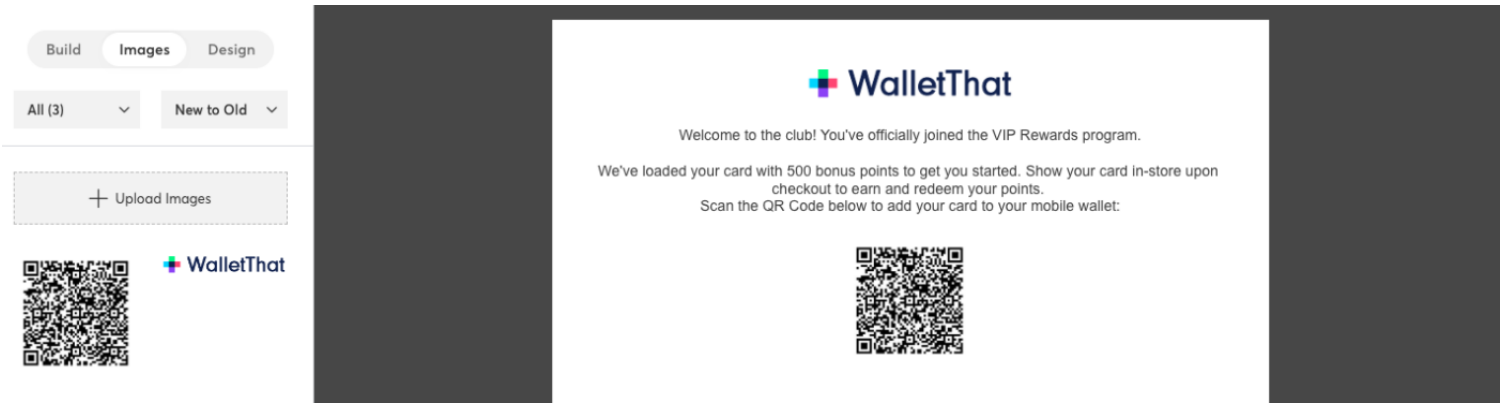
Option 2: Embed the Link Behind Add to Wallet Buttons

You can insert the Add to Wallet buttons as images containing a URL behind it. To use the Add to Apple Wallet and Add to Google Wallet images, you will need to download the button images from the Pass Issuance Links page on the WalletThat platform. Once you have the images, upload them to your email template by adding an image block to the email. Insert your image, click it, then click the “Link” button in the toolbox. Choose “Web Page” and paste your issuance link in the “Link URL” field and click “Insert”. Learn more about adding links to an image here: Adding Clickable Image Links



Option 3: Embed the Link Behind a QR Code

To embed the link behind a QR code, you can use a free online QR code generator and paste your issuance link into the URL field. Save the QR code as an image and upload your embedded QR code to your email template. If you need help uploading images, read more here: Insert Images in Emails



Step 6: Review & Send

Once you have finished designing your template, review it and then send it immediately or schedule a date and time to send it. For tips on email sending from Constant Contact, visit: Email Sending Tips