



## **1ShoppingCart Autoresponder & Follow Up Integration**

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Following up with customers after they purchase is a critical part of the sales process. This communication helps foster trust and loyalty from people who have already purchased from you.

The 1ShoppingCart email parser has been developed to provide AWeber users with an automated way to add customers to their AWeber account after they purchase.

This can be used to:

- ▶ Send post purchase email to customers
- ▶ Send out purchased information products automatically
- ▶ Up-sell your customers using email
- ▶ Send customer newsletters, etc

# Integrating AWeber with 1ShoppingCart – Step By Step

## 1. Enable AWeber's 1ShoppingCart Email Parser

- ▶ Login to your AWeber account at <http://www.aweber.com/login.htm>
- ▶ Click on the “List Settings” tab, then the “Email Parser” link



- ▶ From the list of parsers that appears, find the one that reads **Payment Processor: 1ShoppingCart.com Orders**

Defined Rulesets					
Description	Trigger Regex	Match On	# Rules	Active?	Delete
<a href="#">Authorize.Net Auto-Receipt</a>	From:[^\n]+Authorize\.Net\sAuto-Receipt	Headers	5	<input type="checkbox"/>	
<a href="#">Automotive: AutoUSA</a>	Subject:[^\n]+AutoUSA Internet Referral	Headers	7	<input type="checkbox"/>	
<a href="#">Automotive: Autotrader Leads</a>	From:[^\n]+dealerleads@autotrader\.com	Headers	6	<input type="checkbox"/>	
<a href="#">Automotive: CSAA Vehicle Purchasing Service</a>	From:[^\n]+automotive@aaaemail\.com	Headers	7	<input type="checkbox"/>	
<a href="#">Automotive: Cars.com Leads</a>	From:[^\n]+SalesLeads@cars\.com	Headers	10	<input type="checkbox"/>	
<a href="#">Automotive: Costco Auto Program</a>	From:[^\n]+Heads@costcoauto\.com	Headers	7	<input type="checkbox"/>	
<a href="#">Automotive: GMC Leads</a>	From:[^\n]+@gmleads.com	Headers	5	<input type="checkbox"/>	
<a href="#">Membergate</a>	Subject:[^\n]+Subscribe Member - Membergate	Headers	2	<input type="checkbox"/>	
<a href="#">Nanacast</a>	From:[^\n]+aweber@nanacast\.com	Headers	2	<input type="checkbox"/>	
<a href="#">PayDotCom: Direct Sale</a>	Subject:[^\n]+New PayDotCom.com Sale Receipt(?:[^\n]*\s(affiliate sale))	Headers	12	<input type="checkbox"/>	
<a href="#">PayDotCom: Sale From Affiliate</a>	Subject:[^\n]+New PayDotCom.com Sale Receipt[^\n]*\s(affiliate sale)	Headers	2	<input type="checkbox"/>	
<a href="#">Payment Processor: 1Shoppingcart.com Orders</a>	http://\s/www\.1shoppingcart\.com	Body	6	<input type="checkbox"/>	
<a href="#">Payment Processor: Clickbank Orders</a>	[Ff][Rr][Oo][Mm]:[^\n]+invoice@clickbank\.com	Headers	2	<input type="checkbox"/>	
<a href="#">Payment Processor: Paypal Australia Orders</a>	From:[^\n]+service@paypal\.com\.au	Headers	2	<input type="checkbox"/>	
<a href="#">Payment Processor: Paypal Orders</a>	PayPal Email ID	Body	2	<input type="checkbox"/>	
<a href="#">Payment Processor: Regsoft.com Orders</a>	From:[^\n]+registrations@regsoft.com	Headers	2	<input type="checkbox"/>	
<a href="#">Payment Processors: StormPay Payments</a>	Subject:[^\n]+StormPay Money (Waiting Received)	Headers	1	<input type="checkbox"/>	
<a href="#">Podcastswitchboard</a>	From:[^\n]+aweber@podcastswitchboard\.com	Headers	2	<input type="checkbox"/>	
<a href="#">Real Estate: NexTag Mortgage Leads</a>	From:[^\n]+services@nextag\.com	Headers	26	<input type="checkbox"/>	

- ▶ Mark the checkbox to the right of that parser, then click the **Activate/Deactivate** button

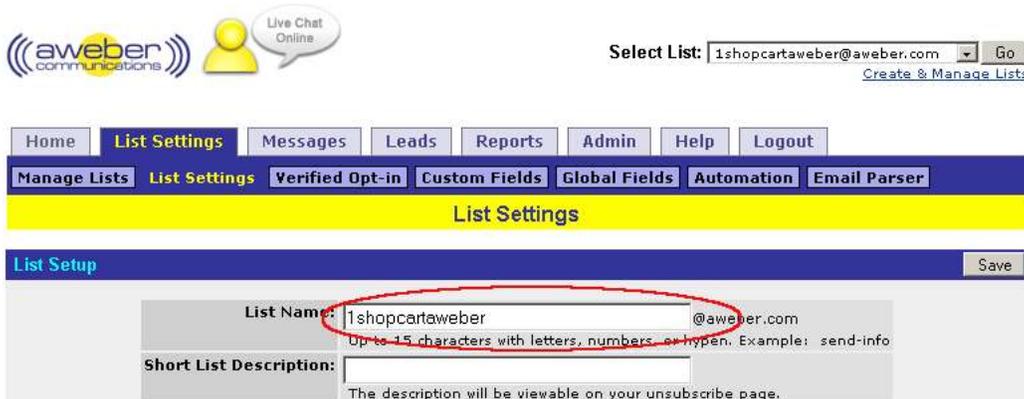
## 2. Get Your AWeber Autoresponder Email Address

- ▶ Find the "Select List" dropdown menu in the upper right-hand corner of the control panel



- ▶ In the dropdown menu is your autoresponder email address (your listname @aweber.com)

- ▶ Tip: If you want to change your list name, click the "List Settings" tab and do so there. Changing the list name will change the first part (up to the @ symbol) of your AWeber autoresponder email address



## 3. Tell 1ShoppingCart to Notify Your Autoresponder of New Orders

- ▶ Login to your 1ShoppingCart account at <http://www.1shoppingcart.com/shopping-cart-login.asp>
- ▶ On the left side of the 1ShoppingCart control panel, click the "Cart Setup" link



- ▶ On the Cart Setup page, enter your AWeber autoresponder email address in one of the first two fields (Order Notice Email – Primary or Secondary). Since 1ShoppingCart lets you send the notifications to more than one address, you can also have a copy sent to your own personal address by entering it in the other field.

**Setup Your Shopping Cart Step 1: Basic Options**

Order Notice Email – Primary Destination	<input type="text"/>
Order Notice Email – Secondary Destination	<input type="text"/>
Order Notice Email – From Address	<input type="text"/>
Default Autoresponder	No Autoresponder Selected <input type="button" value="v"/>
Thank you URL	<input type="text"/>
Catalog URL	notavailableyet.com
Currency Symbol	\$ <input type="text"/>
Currency	United States of America <input type="button" value="v"/>

Click Next Step to save and go to step 2.  
Click Done to save and return to the setup menu.

- ▶ Complete the other 1ShoppingCart steps for creating a product (see <http://www.mcssl.com/webhelp/> for assistance)

Now, when someone purchases your product through 1ShoppingCart, they will be redirected to your customer opt-in form. There, they can submit the email address where they want to receive your updates, customer newsletter or other information!

## Need Help?

If you have any questions about this, or anything else about your account, please contact our customer support team. We have real, live people ready to assist you.

### Hours:

Monday – Friday, 7AM – 7PM Eastern time  
Saturday, 9AM – 5PM Eastern time

### Phone:

Toll Free: 1-800-531-5065 or +1 215-322-2408

### Email:

[help@aweber.com](mailto:help@aweber.com)  
<http://www.aweber.com/support.htm>

### Live text chat:

Anywhere on the AWeber site – just click the “Live Support” icon!