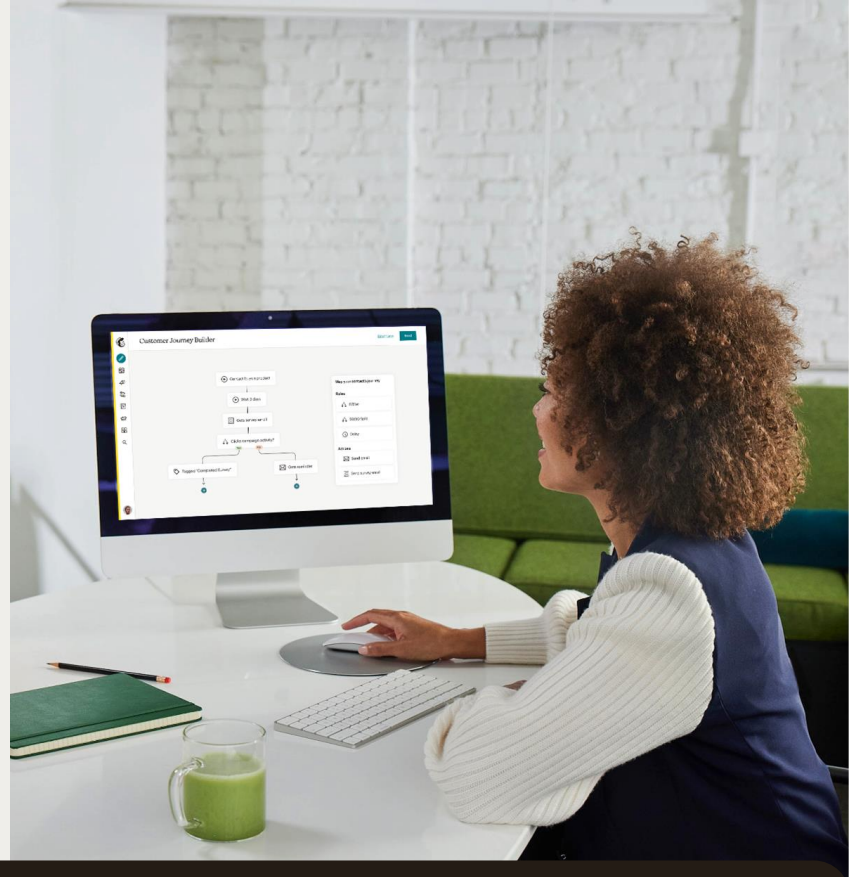




Turn Emails Into Revenue

Mailchimp is the #1 Email Marketing and Automations brand¹



Mailchimp users see up to 39x ROI²

12 MILLION+

Users have chosen
Mailchimp

8 MILLION+

Data-backed recommendations ³

850+

Expert partners

300+

Pre-built data
integrations

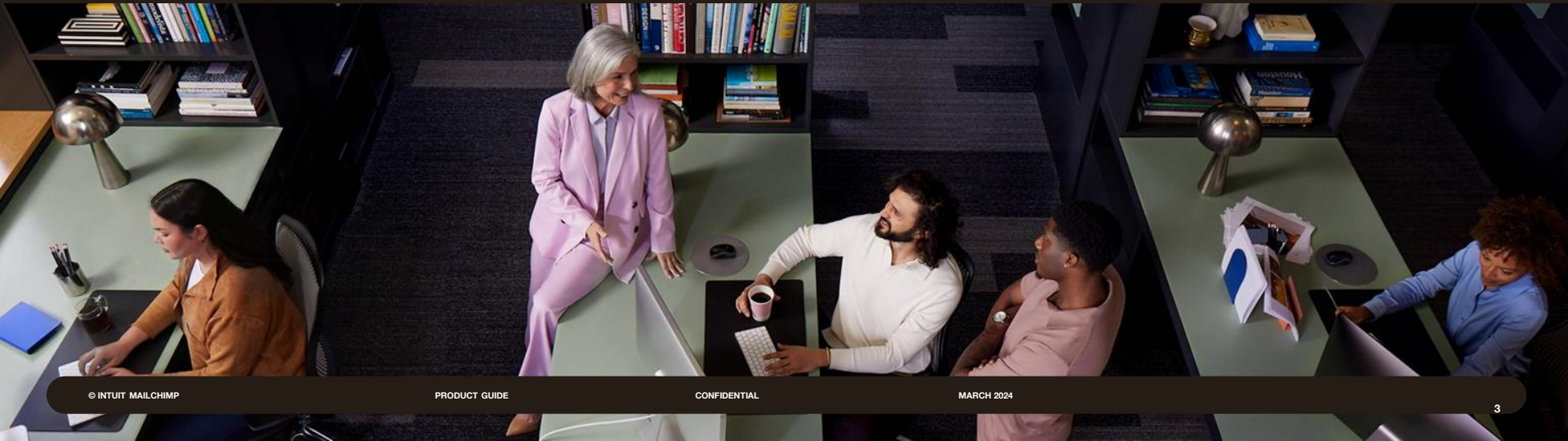
Average of

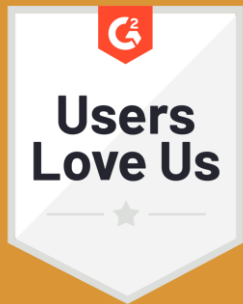
1/2 BILLION

Emails delivered daily

>99%

Average email deliverability rate



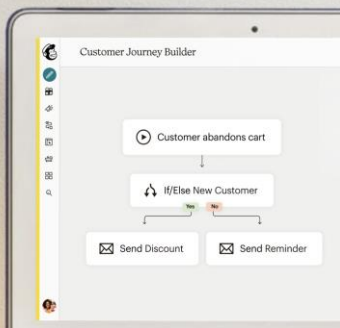


We're a G2 Software Marketplace Leader

Sophisticated tools, unmatched support

12M+ marketers trust Mailchimp's premium service and data-driven tools to help them learn what works, improve future campaigns, and turn insights into action.

Automation



Engage and convert your dynamic audience with sophisticated, AI-driven tools that empower you to create personalized marketing at scale.

Integration



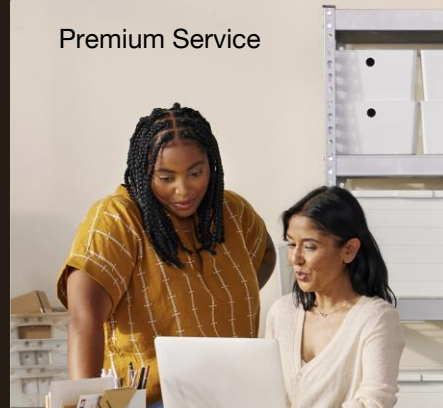
Seamlessly share information between Mailchimp and 300+ market-leading apps, including stores, accounting tools, social media, and more.

Optimization



Boost your campaign performance, dive deeper with custom reports and optimize your marketing with real-time analytics to drive ROI.

Premium Service



Mailchimp is dedicated to helping you achieve your business goals with an exclusive level of Migration Services, Onboarding, and access to priority phone support.

Switch seamlessly to Mailchimp with dedicated Migration Services

Your Migration Specialist will help minimize gaps in your data or downtime in your marketing by performing a selection of services:

Migrating data

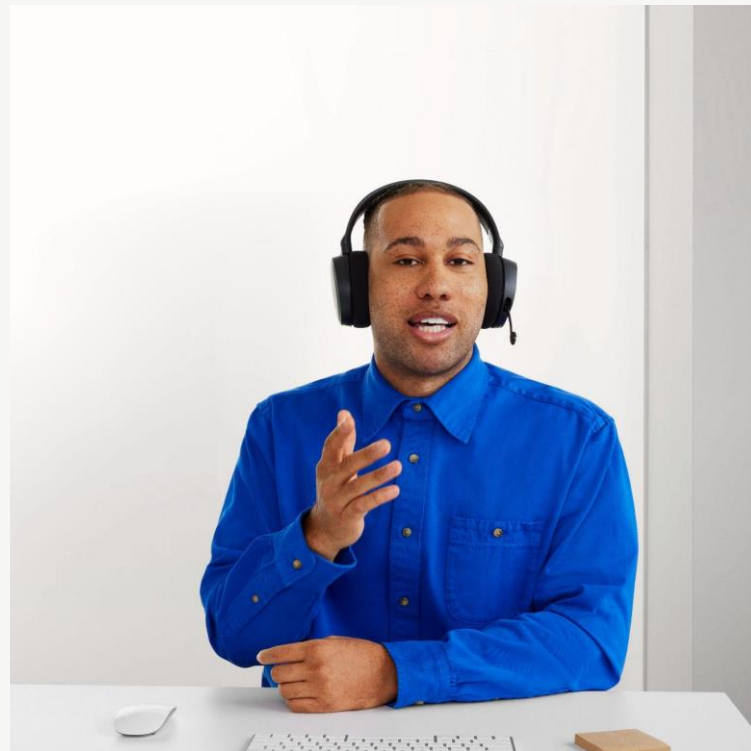
Your Specialist can import your audience lists and ensure all fields are mapped appropriately– so you can feel confident your audiences are migrated and organized the way you intend from the start.

Defining audiences

Next, your Specialist can organize your audience segments by combining lists and cleaning up duplicates so you can quickly start targeting sub-groups with more tailored content.

Syncing integrations

Finally, select integrations can be connected to Mailchimp so valuable customer data never stops flowing.



Personalized Onboarding designed to help you get started faster ⁴

DRIVE RESULTS WITH PERSONALIZED ONBOARDING

Outcome-based consultations — Get started faster and become more confident with one-on-one consultations with your dedicated Onboarding Specialist during your first 90 days with Mailchimp. You will partner together on:

Strategic account setup

Tailored account setup that removes any guesswork, along with a product tour that features tools best aligned to your business needs.

Platform mastery

Training for you and your team with detailed, personalized plans for your next best step.

Integrations & automations

Explore ways to integrate your tech stack and plan your automation flows to ensure you're ready to achieve your business goals.



Build, manage and optimize multi-channel campaigns

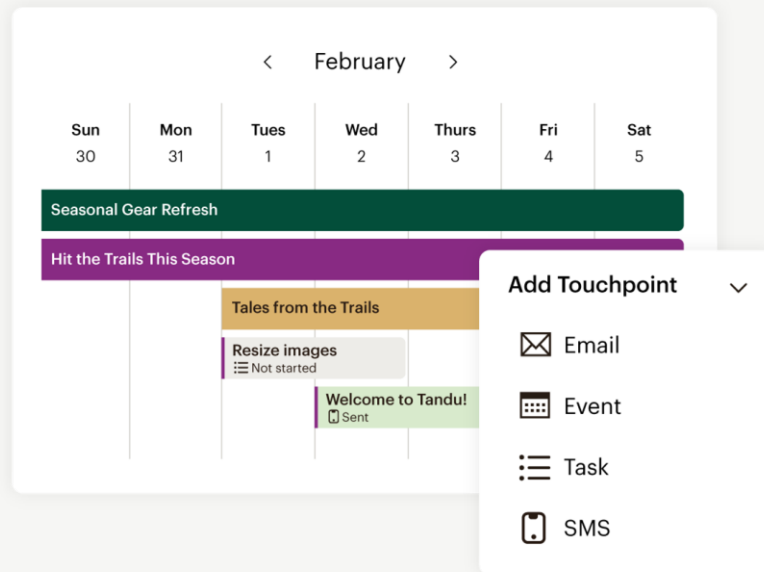
Campaign Manager — Gain a global view of your marketing ecosystem, manage marketing campaigns on one calendar and optimize based on performance

Monitor all of your campaign touchpoints, tasks, and reporting from a single source of truth

Test as many as 8 different variations of email—including subject lines, content, and send times—to determine which combination performs best with your audience

Manage internal notifications, support tickets, to-do lists, and more by integrating your third-party apps to Campaign Manager via webhooks

[LEARN MORE ABOUT CAMPAIGN MANAGER](#)



See up to **7x more orders** with Customer Journey Builder automations ⁵

Build scale

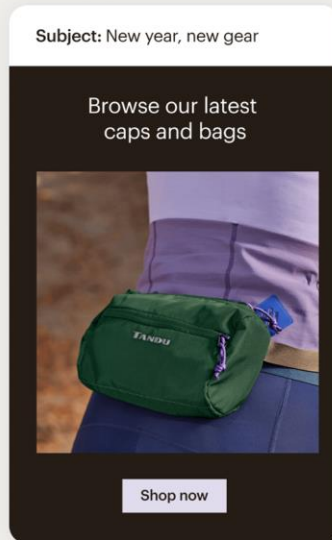
Drive more traffic and sales by using our Customer Journey Builder to set up automations that trigger emails based on customer behavior.

Flexible automation

Get a head start with customizable pre-built journeys that help you cross-sell your products, recover abandoned carts, re-engage existing customers, and win new ones.

Increase engagement

Deliver personalized emails based on in-app or integrated data around buying behavior, survey responses, chat interactions, and support tickets to promote loyalty and growth.



Drive results by unifying email and SMS marketing



SMS Marketing ⁶ — Gain a 360° subscriber view that helps you maximize engagement, track ROI and more through coordinated, integrated subscriber campaigns. Plus, with Mailchimp SMS you could see up to 16.5x ROI after launching your first SMS campaign.⁷

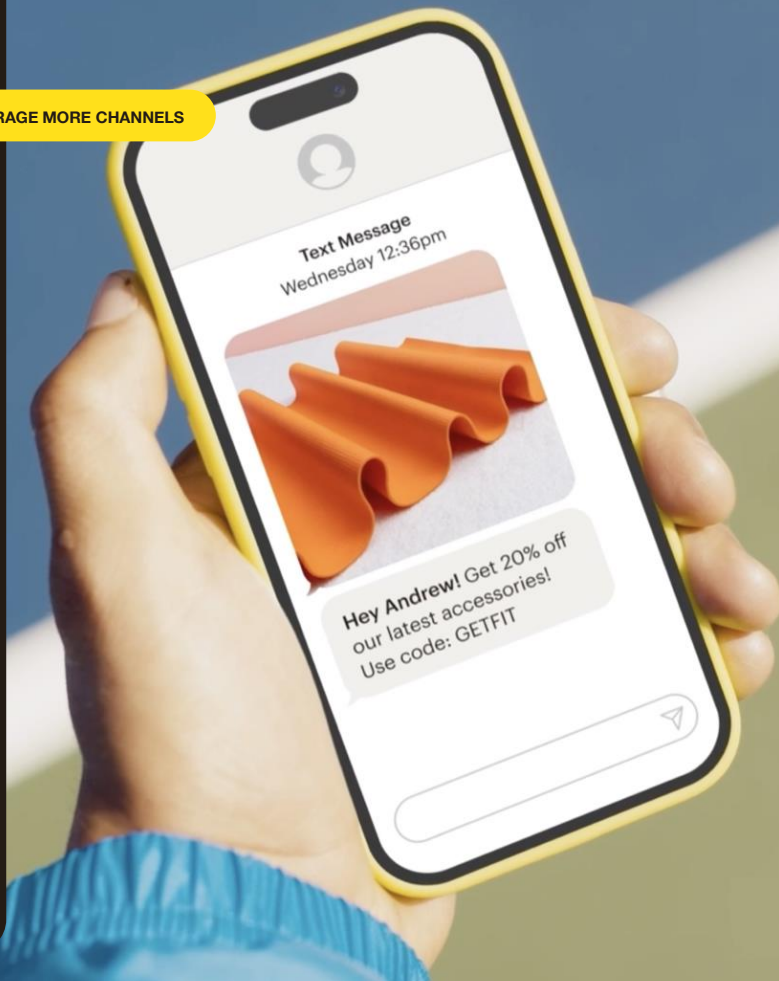
Merge separate email addresses and phone numbers into complete individual contact profiles for omnichannel engagement and consolidated engagement metrics.

Craft integrated email and SMS customer journeys directly in the Mailchimp platform, engaging audiences simultaneously across channels.

Integrate SMS into your existing customer journeys. Automate and send notifications, promotions, inventory alerts, and more—all personalized to your customers.

Consolidate data sources to determine customer lifecycle stages, automatically guiding them into relevant cross-channel nurture pathways for loyalty.

LEVERAGE MORE CHANNELS



Create faster with AI

Tap into the power of generative AI to tackle the manual parts of marketing, from turning data into actionable insights to producing personalized content at scale.

Your AI content creation tools include:



Beta **Write with Intuit Assist** ⁸— Our AI-powered technology generates email content for paragraphs, subject lines, headings, and subheadings. Choose generated text to add to your email, then edit it to make your own.



Content Optimizer — Learn how your emails compare to the top-performing campaigns in your industry and get data-driven suggestions for improving your copy, imagery, and layout.



Creative Assistant — Use AI to create custom, on-brand designs using your brand colors, fonts, logos, and images.

AI MARKETING TOOLS

The screenshot displays an email campaign interface for 'Entra Homes'. At the top, the subject line reads 'Subject: Let Entra welcome you home 🏠'. Below this, the email content features the 'Entra Homes' logo and a photo of a smiling man sitting on a couch with a laptop. A callout box labeled 'Actionable Insights' points to a statistic: '40% Participants who preferred this campaign'. Another callout box labeled 'AI-Generated Content' points to a section of the email titled 'Invest in your Future' with the subtext 'A new place to call home'. The generated content includes a paragraph: 'Introducing Entra Homes! We offer home staging, virtual property tours, and home improvement consultation services. We are here to help you achieve your real estate goals.' Below this text are buttons for 'Rewrite', 'B', 'I', 'A', and 'G'. At the bottom of the email preview, it says 'A home is not just a place to live but an investment in the future.' and 'Intuit Assist' is credited at the bottom right. A 'Generating...' status bar is visible at the bottom of the AI-generated content box.

Turn real-time data into action



Intelligence-backed tools

Use AI to generate visualizations of e-commerce and email performance, and receive reports with industry benchmarking data and actionable insights to optimize campaigns.

Comprehensive & comparable reports

Compile data to identify patterns, track performance, and earnings. Built-in reports and dashboards provide powerful insights. Use the API to export custom reporting data to your tech stack.

A/B Testing

Test more variations and learn what content wins.

Multivariate testing

Take out the guesswork by testing a combination of variables in a single campaign to learn what resonates with your audience.

Send time optimization

Send automated emails when your contacts are most likely to engage with them.

ADVANCE WITH ANALYTICS

Deep dive — Advanced & Custom Reporting

Put your data to work and drive engagement and revenue

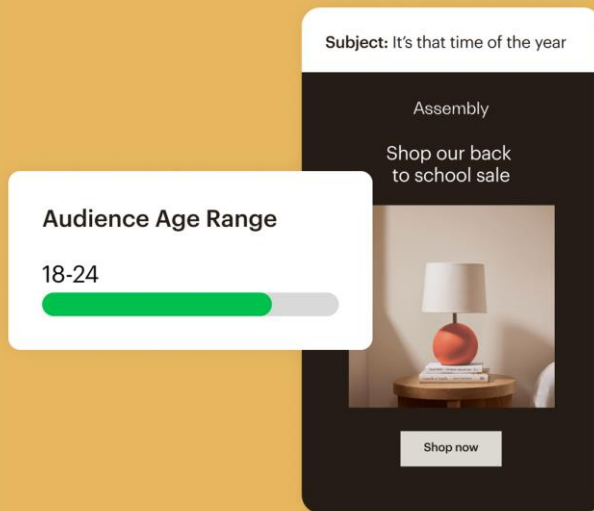
Get real-time stats for all your marketing campaigns—including emails, automations, e-commerce data, and more—to quickly identify what's working to make informed decisions about next steps.

Find out what makes people click

Get actionable insights about your audience's behavior with our email dashboard. Find out which campaigns have led more customers to engage and buy, so you know what content works and what doesn't.

Monitor the metrics that matter most

Create in-depth reports and visualizations to hone in on the data points that matter most. Use our analytics, reporting, and AI-assisted optimization tools to monitor trends, track performance, and create better campaigns that reach more customers likely to engage and convert.



Fuel your campaigns with precise audience targeting

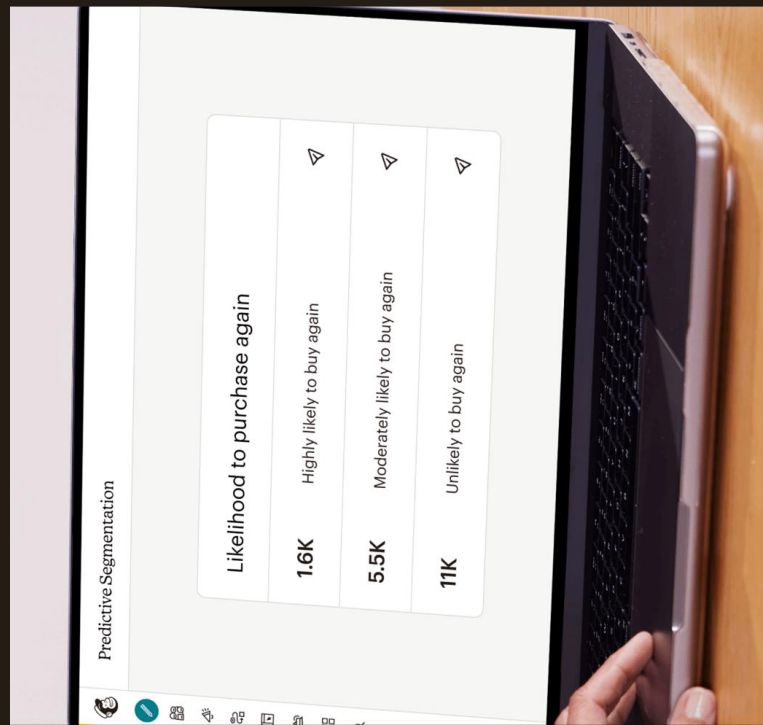
Our powerful segmentation tools make it easy to target your audience based on their behavior and interests, so you can keep your emails relevant and your customers ready to buy.



Predictive Segmentation - Create segments based on customers' lifetime value and likelihood to purchase. Marketers see 141% more revenue on average with Mailchimp's AI- built predictive segments.⁹



Advanced Segmentation - Simplify your workflow by generating complex customer segments, combining conditions like purchase history, behavior, email engagement, and web activity for highly personalized campaigns.



Deep dive — Advanced segmentation

Target with content that resonates

Advanced segments include complex and flexible audience filtering, unlimited conditions, and the ability to combine any/all logic.

Boost acquisition and retention

Leverage pre-built segments to capture unengaged or hesitant buyers, and win repeat business from your most valuable customers.

Grow your revenue

See the impact of advanced segmentation: Get up to 141% more revenue¹⁰ with our Customer Lifetime Value and Likelihood to Purchase segments.

Contacts match **any** of the following conditions:

Original signup source	▼	Survey	▼
Original signup source	▼	Signup form	▼

And **all** of the following conditions:

Automation activity	▼	Started workflow	▼
Location	▼	Atlanta	▼
Timeframe is before	▼	Feb 3, 2023	▼

Integrate your data with intelligent marketing tools and event-driven transactional email

Power your campaigns with our marketing engine

Manage audiences, integrate your data, and send timely, relevant email campaigns.

Control your commerce future

Customize the platform with new technologies, channels, or business models—at your own pace.

Convert leads into contacts

Gather leads directly from social media, video platforms, and signup forms.

Deliver transactional emails at scale

Send targeted and event-driven messages with best-in-industry 99% average deliverability.

API Request

```
{
  "key": "example key",
  "notify_email": "notify_email@example.com",
  "data_from": "2020-01 12:53:01",
  "data_to": "2020-01-06 12:42:18",
  "tags": [
    "example-tag"
  ],
  "senders": [
    "test@example.com"
  ],
  "states": [
    "sent"
  ],
  "api_keys": [
    "Example key"
  ]
}
```

API Response

```
{
  "id": "2020-01-01
12:20:28:13842",
  "created_at": "2020-01-01
12:30:28",
  "type": "reject",
  "finished_at": null,
  "state": "waiting",
  "result_url": null
}
```

[LEARN MORE ABOUT DEVELOPER TOOLS](#)

Connect your marketing stack

Access [over 300 Mailchimp integrations](#) to get more data, save time, drive more growth.

Sync your marketing ecosystem



Centralize critical data across your tech stack—including Google Analytics customer behavioral data, Shopify sales reporting, and more.

Connect with more customers and drive sales



Mailchimp's e-commerce integrations have led to an average increase of 21% in click rates¹¹ in 1 week for customers who connected their stores with us.

Maximize your potential with analytics



Take advantage of connected data to help you understand your audience, increase purchases, and create lasting customer relationships.

Connect with and support customers



Synchronize your subscribers across platforms for a more complete view of customer engagement.

*Average as of October 2022

Apps & tools do more with Mailchimp

Explore our [Integrations Directory](#)

Convert leads



Generate revenue



Manage your business



Harness your data



Support your customers



Promote your brand



Succeed with Support



Knowledgeable advice and guidance

Mailchimp's award-winning Support team and tailored onboarding experience help empower every step of your business journey

Exclusive phone support

Receive special, unlimited access to Mailchimp's phone support queue.

24/7 email and live chat support

Enjoy priority email and live chat support and get your questions answered anytime, day or night.

Customer Success for select plans

For eligible customers, Customer Success managers will use a combination of Mailchimp mastery and marketing optimization insight to develop a personalized playbook to guide your performance outcomes.

Need a helping hand?

Our **Mailchimp-certified** community of trusted experts does it all.



Find and hire an expert — Browse our directory of 750+ Mailchimp-certified professionals, with expertise in everything from quick template design to full-service campaign management.

Connect through your Mailchimp account — Our step-by-step project brief creator ensures you provide your expert with all the information they need to ensure a successful partnership.

Work together — Grant your new expert agency access to your account, so you can easily (and securely) get help and guidance directly on-platform.

OUTSOURCE TO EXPERTS



Our Partner Program

Are you an agency helping small businesses with their marketing?

Join [Mailchimp & Co](#) to unlock rewards and help grow your business.

Expand your expertise

Unlock access to Mailchimp Academy and the opportunity to become Mailchimp certified in different areas of focus to differentiate your business.

Get insider access

Be the first-to-know about product news and access priority support to better serve your clients.

Be a part of a community

Collaborate with a global network of marketing experts through exclusive events, webinars, and meet-ups.

Grow your business

Find more clients through a listing in our Expert Directory and earn rewards for referring clients to Mailchimp.

In good company

12 million+ businesses trust Mailchimp to help them generate more revenue.

The logo for Punch, featuring the word "Punch" in white sans-serif font on a black rectangular background, followed by a solid red circle.

Punch

The logo for moving waldo, with the word "moving" in red lowercase sans-serif font and "waldo" in red lowercase sans-serif font with a red dot over the 'o'.

moving waldo

The logo for Club Soda, featuring a red circular icon with a white dot inside, followed by the words "Club Soda" in red sans-serif font.

Club Soda

The logo for The Movement Loft, featuring the words "The Movement Loft" in a pink, cursive script font.

The Movement Loft

The logo for CITY WINERY, featuring the words "CITY WINERY" in white uppercase sans-serif font inside a black rectangular frame with a textured border.

CITY WINERY



Customer story

moving waldo

x



The Customer

MovingWaldo is a technology company that specializes in simplifying the moving process for individuals and families. Their comprehensive suite of services includes booking trustworthy movers, comparing internet plans, and automating administrative tasks.

The Challenge

Monetizing and optimizing messaging for their three core but diverse audiences

The Solution

- Creating sponsored **email** newsletters with moving tips, tricks, and products
- Using 100+ **automations**, which include automatically segmenting based on whether customers visited MovingWaldo's French or English website
- Harnessing **A/B testing** to see what resonates

The Result

A/B testing is a big part of how they determine which email to send, who to send it to, and when to send it. A/B testing has helped them uncover:

- 18.2% rise in interest in electricity saving tips email in December 2022 versus October 2021
- 1.2x more interest in a telecom provider-sponsored email sent during versus after a move
- 12.2% rise in interest from an English-speaking audience for telecom provider-sponsored email



Customer story



The Customer

Salmon Sisters is an Alaskan seafood and apparel company that prioritizes sustainability and education. Co-founders Emma Teal Laukitis and Claire Neaton share the authentic experiences of coastal Alaska through fishing, frozen seafood deliveries, cookbooks, and ocean stewardship while educating their audience on sustainable seafood practices.

The Challenge

- Nurture prospects interested in nuanced products
- Educate customers post-purchase
- Personalize customer journeys
- Track changes in customer base
- Expand product reach to new audiences

The Solution

- **Personalized journeys:** Salmon Sisters tailors the customer experience with Mailchimp's segmentation and personalization features, targeting prospects and customers based on preferences and behaviors to power campaigns.
- **Nurture and educate:** Salmon Sisters creates unique relationships with prospects and customers through Mailchimp's automation features, providing targeted and tailored journeys that educate on how to get the most out of their seafood purchase, including reminders on cooking, minimizing waste, and recycling packaging.
- **Tracking customer shifts:** Mailchimp's Shopify integration helps Salmon Sisters identify trends in customer preferences and behavior, allowing them to adjust marketing campaigns to better appeal to their target audience.
- **Expanding reach:** Salmon Sisters reaches diverse audiences with a multi-channel approach, using social media and targeted email campaigns to promote their wild Alaska seafood to health-conscious millennials and those seeking a sustainable seafood story.

What do you get with Mailchimp?



MAILCHIMP USERS SEE UP TO 39x ROI ¹²

Disclaimers

Our Legal team wants us to share the following fine print with you:

1. Based on competitor brands' publicly available data on worldwide numbers of customers in 2021/2022.
2. All e-comm revenue attributable to paid plan users' Mailchimp campaigns for Aug '21–July '22 period.
3. Based on 2022 data for the following products: Product recommendations, Send Time Optimization, A/B testing, CLV segmentation, Likelihood to Purchase Segmentation, and PBJ.
4. Premium Plan Onboarding services are available for the first 90 days after account creation or upgrade in English, Spanish and Portuguese.
5. Up to 7x more orders with CJB automations through users' connected stores versus when they used bulk emails. CJB only available on paid plans. Features and functionality vary by plan.
6. SMS is available as an add-on to US paid plans only and SMS credits are added to your account after purchase. Application and agreement to terms is required before purchasing credits. Credits are issued monthly and unused credits expire and do not roll over. Pricing varies. See terms for details.
7. Based on U.S. SMS users' e-commerce revenue attributable to first SMS campaign launch during September 2023 through April 2024.
8. Intuit Assist functionality (beta) is available to certain users with Premium, Standard and Legacy plans in select countries in English only. Access to Intuit Assist is available at no additional cost at this time. Pricing, terms, conditions, special features and service options are subject to change without notice. Availability of features and functionality varies by plan type. Features may be broadly available soon but represents no obligation and should not be relied on in making a purchasing decision. For details, please view Mailchimp's various plans and pricing.
9. 141% more revenue for users' connected stores using predictive segmented emails versus non-predictive segmented emails for Jan 1 2022 - Jul 1 2023 period. Standard and Premium plans only.
10. Get up to 141% more revenue based on emails sent with predicted segments against non-predictive segmented emails for users with connected stores only. Standard or Premium plan only. Availability of features and functionality varies by plan type.
11. Average as of October 2022
12. *All e-comm revenue attributable to paid plan users' Mailchimp campaigns for Aug '21–July '22 period.



Thank You

We look forward to discussing how Mailchimp's advanced tools and support options can benefit your business.

CONTACT

MAILCHIMP SALES

1.800.315.5939