

# Unlocking Advanced Email Marketing

Elevate your business with expert insights and tactics to refine email campaigns, boost engagement, and help transform prospects into loyal customers.



Upgrade your email marketing strategy with Mailchimp. Refine campaigns, increase engagement, and help transform prospects into loyal customers.

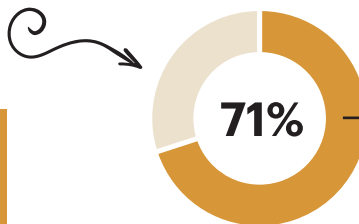
Find the perfect plan and unlock the full potential of your business.

## Segment your audience and personalize your emails

Segmentation and personalization can help improve engagement and conversions by delivering relevant content.

Personalized emails can include relevant offers and information to help create a highly engaging experience for subscribers.

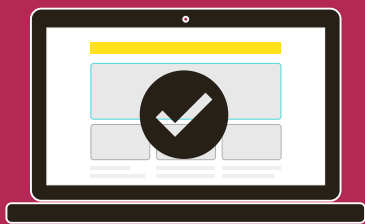
**9 in 10** marketers agree that personalization is the most successful strategy they've used.\*



Personalized emails increase the likelihood of customer purchases by **71%\***

## Optimize ROI with analytics

Enhance ROI by leveraging email analytics to track metrics, analyze customer data, and make data-driven decisions that refine your email marketing campaigns for better results.



### A/B test for relevance

Improve email effectiveness by conducting A/B tests on elements like subject lines, send times, and call-to-action buttons to determine the most engaging strategies.



On average, more than **140,000** A/B test campaigns are conducted annually.\*\*\*

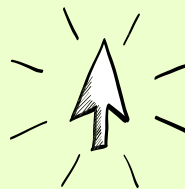
## Automate campaigns

Set up campaigns triggered by customer actions to deliver targeted communication, boosting engagement and conversions.



Drive timely and relevant content with trigger-based automations. Mailchimp offers over **50 behavior-based triggers** for personalization.

Automate email campaigns to deliver targeted campaigns at the perfect time, driving conversions and freeing up your time for other essential tasks.



Mailchimp's Customer Journey Builder drove a **127%** increase in click rates with automated emails, as compared to bulk emails.\*\*

## Drive mobile optimization

Optimize emails for mobile devices with responsive designs to provide a seamless user experience, maximize engagement, and drive conversions.



\*Based on an online survey commissioned by Edelman Dxl on behalf of Intuit Mailchimp (June 2023) of 2,200 US and UK customers and e-commerce professionals (Customers = 1000 US and 500 UK; E-commerce professionals = 500 US and 200 UK from companies with 10-499 employees and revenue between \$1M to \$999.99M USD).

\*\*Customer Journey Builder only available on paid plans. Features and functionality of Customer Journey Builder vary by plan.

\*\*\*A/B testing only available on paid plans.