Project Design Phase-II
Technology Stack (Architecture & Stack)

Date	01 November 2023
Team ID	NM2023TMID04504
Project Name	Creating an Email Campaign in Mailchimp

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2
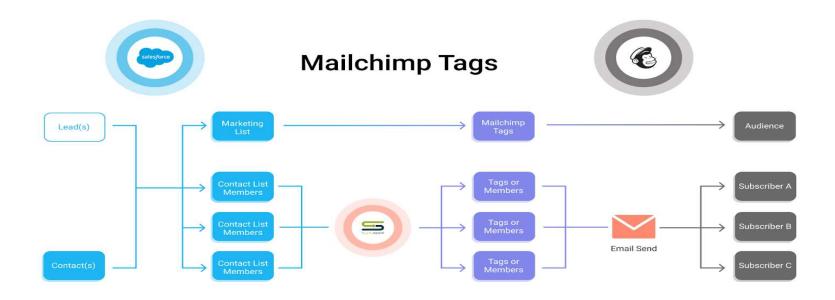
Table-1: Components & Technologies:

S. No	Component	Description	Technology
1.	Audience	The audience is the group of people you want to target with your email campaign. It could be your subscribers, customers, or a specific segment of your list.	Mailchimp provides tools for managing and segmenting your audience, including importing contacts, creating segments, and using tags and groups.
2.	Email Content	The email content is the actual message you want to convey to your audience. This includes the email's design, text, images, and links.	Mailchimp offers a user-friendly email editor with drag-and-drop functionality, allowing you to create visually appealing emails without the need for coding
3.	Email Template	Email templates are pre-designed layouts that help you maintain a consistent brand image in your emails. You can choose from Mailchimp's templates or create a custom one.	Mailchimp's template builder enables you to design or customize email templates without coding skills.
4.	Subject Line	The subject line is the first thing your recipients see and can significantly impact your email's open rate. It should be enticing and relevant to your email's content.	Mailchimp provides a subject line preview and A/B testing features to help you optimize your subject line.

5.	Scheduling	You can choose when your email campaign will be sent. Timing is important for maximizing open and click-through rates.	Mailchimp allows you to set the date and time for sending your emails and provides recommendations for optimal send times.
6.	Tracking and Analytics	Tracking and analytics help you monitor the performance of your email campaign. You can see metrics like open rates, click-through rates, and conversion rates.	Mailchimp offers detailed analytics and reports, including visualizations and segmentation options to understand how your campaign is performing.
7.	Testing and Optimization	To improve your email campaign's effectiveness, you can perform A/B tests on different elements like subject lines, content, or send times.	Mailchimp provides A/B testing features to help you optimize various aspects of your email campaigns.
8.	Automation	Automation allows you to set up trigger-based emails, such as welcome emails, follow-ups, or abandoned cart reminders, to engage with your audience automatically.	Mailchimp's automation features enable you to create and manage automated email sequences.
9.	Compliance and Legal Considerations	Ensuring that your email campaign complies with relevant laws and regulations, such as GDPR or CAN-SPAM, is essential to avoid legal issues.	Mailchimp provides compliance tools, such as opt-in forms and unsubscribe options, to help you adhere to email marketing regulations.

Table-2: Application Characteristics:

S. No	Characteristics	Description	Technology
1	User-Friendly Interface	Mailchimp offers an intuitive and user-friendly platform that caters to both beginners and experienced email marketers.	N/A
2	Email Template Customization	Users can access a wide range of pre-designed email templates and customize them to align with their brand's identity and message.	Drag-and-Drop Email Builder
3	Automation Capabilities	Mailchimp provides robust automation features for setting up triggered emails, drip campaigns, and personalized sequences, streamlining the email campaign process.	Automation Engine
4	Comprehensive Analytics	The platform offers detailed analytics and reporting tools, allowing users to track the performance of their email campaigns, from open and click-through rates to conversions.	Data Analytics and Visualization
5	Audience Segmentation	Mailchimp allows for the segmentation of email lists based on various criteria, facilitating targeted messaging to specific groups within the audience.	Segmentation Engine