

## PROJECT DEVELOPMENT PHASE

### FUNCTIONAL FUTURES

NM TEAM ID	NM2023TMID01275
PROJECT NAME	Create a brand launch email - using Mailchimp

### FUNCTIONAL REQUIREMENTS

<b>User Registration and Account Management</b>	<ul style="list-style-type: none"><li>• Users should be able to register for an account and manage their profile information.</li><li>• Password recovery and security measures, like two-factor authentication, should be in place</li></ul>
<b>Email Campaign Creation</b>	<ul style="list-style-type: none"><li>• Create and design email campaigns using customizable templates.</li><li>• Import and manage email subscriber lists.</li><li>• Add and edit content (text, images, links) within emails.</li><li>• Personalization options to address recipients by name.</li><li>• Support for various email types</li></ul>
<b>Automation and Workflow</b>	<ul style="list-style-type: none"><li>• Set up automated email sequences (drip campaigns).</li><li>• Define triggers and conditions for sending automated emails.</li><li>• Create and manage customer journey workflows.</li></ul>
<b>List Management</b>	<ul style="list-style-type: none"><li>• Segment email lists based on subscriber behavior, demographics, or other criteria.</li><li>• Import and export subscriber data.</li><li>• Manage unsubscribers and handle opt-outs effectively.</li></ul>
<b>A/B Testing</b>	<ul style="list-style-type: none"><li>• Perform A/B tests to optimize email content and subject lines.</li><li>• Analyze and compare the performance of different email versions.</li></ul>
<b>Analytics and Reporting</b>	<ul style="list-style-type: none"><li>• Track email campaign performance (open rates, click-through rates, conversion rates, etc.).</li><li>• Provide real-time analytics and visual reports.</li><li>• Offer insights on subscriber engagement and behavior.</li></ul>
<b>Integration and API</b>	<ul style="list-style-type: none"><li>• Integrate with third-party apps and services, like CRM systems.</li><li>• Offer a robust API for custom integrations and automation.</li></ul>