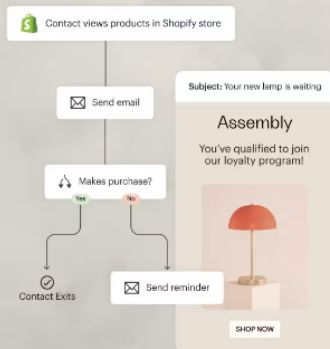


Turn Emails into Revenue

Win new customers with the #1 email marketing and automations platform that recommends ways to get more opens, clicks, and sales.

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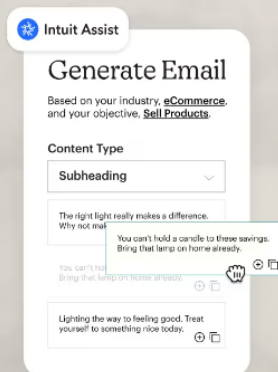
Convert with email automations



Boost orders and customer lifetime value by dynamically personalizing emails based on browsing and purchase data.

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Create faster with generative AI



Effortlessly create on-brand content with generative AI tools and choose from expertly designed templates.

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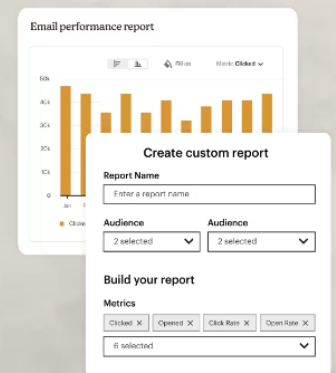
Refine with segmentation



Target customers with advanced logic like spend amounts, buying behavior, and predicted attributes.

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Optimize with analytics & reporting



Analyze performance with custom reports, funnel visualizations, and industry benchmarking.

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Find out why we're best-in-class

The #1 email marketing and automations platform* that recommends ways to get more opens, clicks, and sales.

Up to 25x ROI
seen by Mailchimp users*

11M+ Users

22 years experience
helping businesses sell more

\$1.7K per campaign

Get started easily with a personalized product tour

An onboarding specialist is here to help you get started with confidence—it's included with Standard and Premium plans.*

Learn more about onboarding [→](#)



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Save 50% for 12 months

How many contacts do you have?

500

Best value			
<p>Premium</p> <p>Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.</p> <p>Starts at ₹23,000 *11,500 /month for 12 months*</p> <p>✓ Phone & Priority Support</p> <p>✓ Phone & Priority Support</p> <p>✓ Phone & Priority Support</p> <p>Buy Now</p>	<p>Premium</p> <p>Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.</p> <p>Starts at ₹23,000 *11,500 /month for 12 months*</p> <p>✓ Phone & Priority Support</p> <p>✓ Phone & Priority Support</p> <p>✓ Phone & Priority Support</p> <p>✓ Phone & Priority Support</p> <p>Buy Now</p>	<p>Premium</p> <p>Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.</p> <p>Starts at ₹23,000 *11,500 /month for 12 months*</p> <p>✓ Phone & Priority Support</p> <p>✓ Phone & Priority Support</p> <p>✓ Phone & Priority Support</p> <p>Buy Now</p>	<p>Premium</p> <p>Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.</p> <p>Starts at ₹23,000 *11,500 /month for 12 months*</p> <p>✓ Phone & Priority Support</p> <p>✓ Phone & Priority Support</p> <p>✓ Phone & Priority Support</p> <p>Buy Now</p>

*See Offer Terms. Overages apply if contact or email send limit is exceeded. Free plan sending will be paused if contact or email send limit is exceeded. Learn more

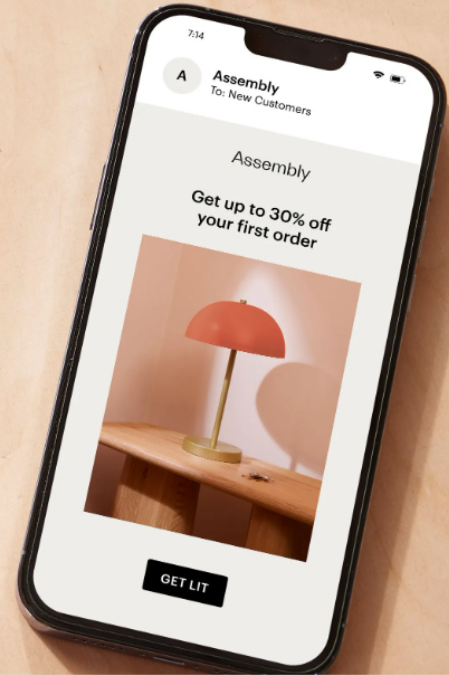
See all plan details →

Keep customers ready to buy with engaging content

Content Optimizer

Content Optimizer

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Bring in more data, drive more growth with our integrations



Canva

Create compelling visuals for your marketing.



Mailchimp for Salesforce

Sync your Mailchimp subscribers and Salesforce® leads across platforms.



Instagram

Promote and share your Instagram posts in email campaigns.



Shopify

Sync Shopify customers, products, and purchase data to Mailchimp.



Google Analytics

Unlock powerful insights with campaign, website, or landing page data.



WooCommerce

Power your ecommerce store with smart marketing features.



QuickBooks Online

Bring together your marketing tools and invoice data.



Squarespace Commerce

Market your ecommerce business and drive sales.



Zapier

Automatically pass data between web services without a single line of code.


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*Disclaimers

1. #1 AI-powered email marketing platform: Based on December 2023 publicly available data on the number of customers of competitors that also advertise using AI to enhance their email marketing and automation products and services.
2. #1 email marketing and automation platform: Mailchimp is the #1 email marketing and automation platform based on December 2023 publicly available data on competitors' number of customers.
3. SMS Marketing: 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. MMS is only available on Premium and Standard plans. See terms for details.
4. Intuit Assist: 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.
5. Personalized onboarding: Onboarding services differ per plan and are available for new or upgraded users with a Standard or Premium plan for the first 90 days after account creation or upgrade. Onboarding services are currently offered in English, Spanish and Portuguese for Premium plans, and in English for Standard plans.
6. 24X ROI Standard Plan: Based on all e-commerce revenue attributable to Standard plan users' Mailchimp campaigns from April 2023 to April 2024.
7. Up to 7x more orders: Up to 7x more orders with Customer Journey Builder automations generated through users' connected stores versus when they used bulk emails for Jan 1 2022 - Jul 1 2023 period. Features and functionality of CJB varies by plan.
8. Up to 141% more revenue: Up to 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.
9. Availability of features and functionality varies by plan type. For details, view plans and pricing.

on the timing of revenue and advertising rates by plan type (or event), not plans and pricing.
10. 25X ROI: Based on all e-commerce revenue attributable to paid plan users' Mailchimp campaigns from April 2023 to April 2024
11. \$1.7K per campaign: Based on e-commerce users subscribed to a paid plan, with campaigns for connected stores that generated revenue between January and November 2022.

Related Links: What is SEO? Make Money Online ChatGPT: What to Know About This AI Content Writing Tool

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