PROJECT DEVELOPMENT PHASE

NO.OF.FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION

User Registration and Login	Users should be able to register for an account and log in to access the MailChimp platform.
Contact List Management	Users should be able to import, organize, and manage their email contact lists.
Email Template Creation and Customization	Users should be able to create, edit, and customize email templates for their campaigns.
Compaign Scheduling and Delivery	Users should be able to schedule when email campaigns will be sent and manage the delivery process.
Subscriber segmentation and Targeting	Users should be able to segment their email list and target specific groups of subscribers with personalized content.
Tracking and Reporting of Compaign Performance	Users should have access to tracking and reporting tools to monitor the performance of their email campaigns, including open rates, click-through rates, and conversion data.
A/B Testing for Email Content	Users should be able to create and run A/B tests to optimize email content, subject lines, and other campaign elements.
Integration with Third-Party Tools for Services	MailChimp should offer integrations or APIs to connect with external tools, like CRM systems or e-commerce platforms, to enhance the functionality of email campaigns.