Project Design Phase 2
Technology Stack

Date	01 November 2023
Project Name	Creating an Email Campaign in MailChimp

Technology Architecture
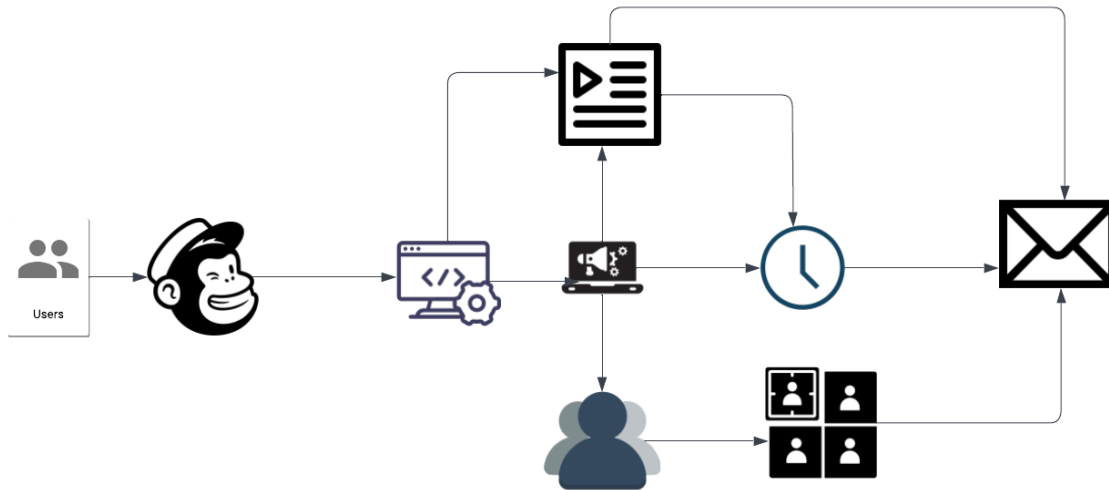
Components and Technologies

S.No	Component	Description	Technology
1	User interface	User can interact with an interface	HTML,CSS,JavaScript
2	Application Logic-1	To create landing page	mailchimp designer
3	Application Logic-2	To segment and tag users	mailchimp
4	File storage	Storing users list	mailchimp server
5	External Data	User list	CSV

Application Characteristics

S.No	Component	Description	Technology
1	Opensource framework	an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties	Mailchimp
2	Performance	To monitor and analyze reports	mailchimp