

Project Development Phase

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

Functional requirements

FR No	Functional requirement	Features Included
FN-1	Automation	Mailchimp allow businesses to automate email campaigns, saving time and resources while ensuring that messages are sent at the right time and to the right audience.
FN-2	Segmentation	Mailchimp allow businesses to segment email lists and tailor content to specific groups
FN-3	Analytics	Mailchimp provide analytics and reporting features that allow businesses to track the success of their email campaigns, such as open rates, click-through rates, and conversion rates
FN-4	Deliverability	Mailchimp ensure that emails are delivered to recipients' inboxes and not marked as spam

Code Layout

