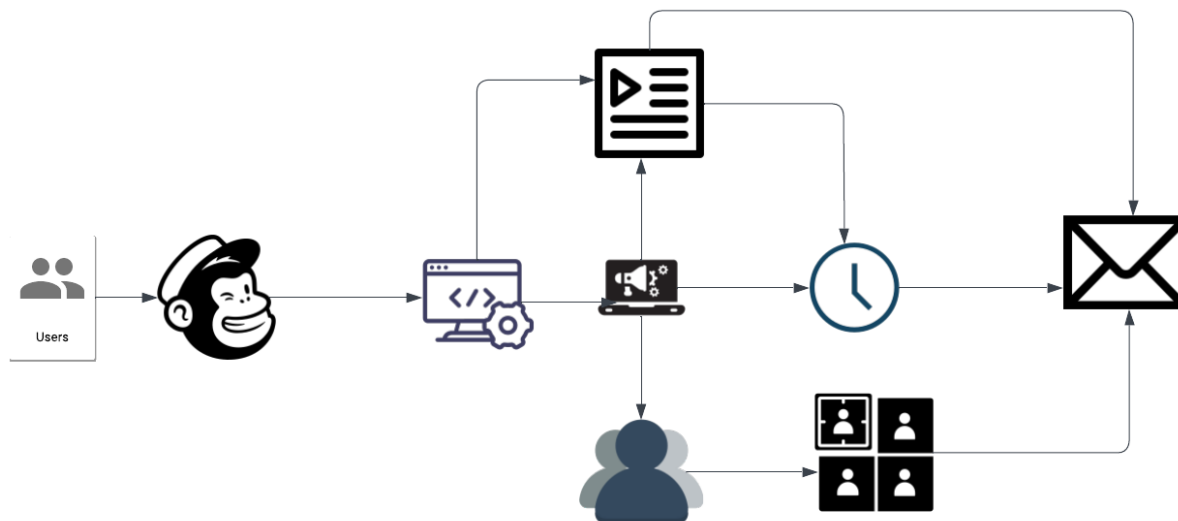


Project Performance Testing

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

To create an email campaign in MailChimp, log in to your account, click the "Create" button, select "Email" as the campaign type, and then follow the steps to design your email, import your mailing list, set up tracking and analytics, and schedule or send your campaign to your subscribers.

MailChimp provides a user-friendly interface with customizable templates, making it easy to design visually appealing emails and reach your target audience effectively. Additionally, MailChimp offers robust analytics to help you track the performance of your campaign and make informed decisions for future email marketing efforts.



50% Offer For First 10 Customer

[Overview](#) [Activity](#) [Click Performance](#) [Content Optimizer](#) [Social](#) [E-commerce](#) [Inbox](#) [Analytics360](#)

4 Recipients

Audience: Wedding Photography
Subject: 50% offer for first 10 customer

Delivered: Fri, Oct 13, 2023 10:40 AM
[View email](#) · [Download](#) · [Print](#) · [Share](#)

2 Opened	1 Clicked	0 Bounced	0 Unsubscribed
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Successful deliveries	4 100.0%	Clicks per unique opens	50.0%
Total opens	5	Total clicks	1
Last opened	10/21/23 7:29AM	Last clicked	10/13/23 11:27PM
Forwarded	0	Abuse reports	0

0 Orders	\$0.00 Average order revenue <small>The average order total, minus shipping fees and taxes</small>	\$0.00 Total revenue
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Content Optimizer

New Standard Plan

[View Report](#)

See how your email's content performed, and how to improve it in the future.

Best practices met

Skimmability2 out of 3

Links & CTAs3 out of 3

Text & Visuals2 out of 2

Typography5 out of 5

Great work

Awesome

Lookin' good

We analyzed your email content and have 1 suggestions for improvement to try next time.

[View Report →](#)

Click performance

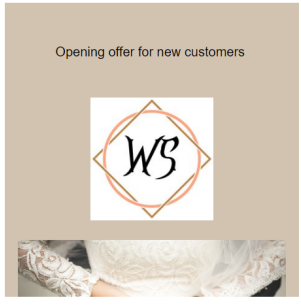
[View Click Map](#)

See how many times contacts clicked each of the links in your email.

Top links clicked

https://www.facebook.com/weddingphotography4k	1
http://eepurl.com/iBKeGM	0

[View All Links](#)



Campaign benchmarking

Your email campaign performance compared to similar businesses.

Learn more about [campaign benchmarking](#)