

Technical Architecture

Date	3 November 2023
Team ID	NM2023TMID02725
Project Name	Creating an Email Campaign in MailChimp
Maximum Marks	4 Marks

Technical Architecture:

1. ***MailChimp API:** The MailChimp API is a REST API that allows you to interact with MailChimp from your own application. It provides a wide range of endpoints for creating, managing, and sending email campaigns, as well as managing lists, segments, and templates.
2. ***MailChimp client library:** The MailChimp client library is a Python library that provides a wrapper around the MailChimp API. It makes it easier to interact with the API and provides a number of convenience functions.
3. ***Email template engine:** The email template engine is used to render email templates. MailChimp provides a number of pre-built email templates, but you can also create your own custom templates.

