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

Debugging & Traceability :

Debugging

* *Make sure you're using the latest version of MailChimp.* MailChimp regularly releases updates that fix bugs and add new features. To check for updates, go to *Account* > *Settings* > *Account* > *Update MailChimp* and click *Check for updates*.

* *Test your email campaigns before you send them.* MailChimp has a built-in preview tool that you can use to see how your email will look in different mail clients and on different devices. To preview your email, go to *Campaigns* > *All campaigns, click the name of the campaign you want to preview, and then click **Preview*.

* *Use MailChimp's diagnostic tools.* If you're having trouble with your email campaign, MailChimp has a number of diagnostic tools that can help you troubleshoot the problem. To access the diagnostic tools, go to *Campaigns* > *All campaigns, click the name of the campaign you want to troubleshoot, and then click **Diagnostics*.

Traceability

* *Use tags and categories.* Tags and categories can help you track the performance of your email campaigns and identify which campaigns are generating the most leads and sales. To add tags and categories to your email campaigns, go to *Campaigns* > *All campaigns, click the name of the campaign you want to add tags and categories to, and then click **Edit*.

* *Use MailChimp's tracking features.* MailChimp provides a number of tracking features that can help you track the performance of your email campaigns. These features include open tracking, click tracking, and unsubscribe tracking. To enable tracking features, go to *Account* > *Settings* > *Account* > *Tracking* and select the tracking features you want to enable.

* *Use a CRM system.* A CRM system can help you track the leads and sales generated by your email campaigns. To integrate MailChimp with a CRM system, go to *Account* > *Integrations* and select the CRM system you want to integrate with.