

MailChimp Full Feature List



Design Beautiful Emails

Create totally customized, beautiful HTML email campaigns with our user-friendly template designer tools, or import your own code.

Foolproof Templates

Our campaign builder walks you step by step through the process of building a bulletproof email campaign. It includes pop-up previews and a pre-delivery checklist so you can check your work before you send. We've also tested our templates in every major email client, ensuring that you start from a solid foundation with each campaign.

Formatting Tools

Easy to use, our formatting toolbar works just like your word processor. You can style your text, align copy, check spelling, insert bullets and hyperlinks, and upload graphics. We'll even host your images free, unlike other email services. Advanced users can switch to HTML view to insert tables, image maps, and more.

Email Design Helper

Our built-in template designer makes it easy to create a sharp-looking HTML email campaign that perfectly matches your brand and the tone of your message. Just point and click—no programmers needed.

Powerful Personalization

Merge the first names and last names from your database into each message for a personal touch, and dynamically swap out content and special offers based on each recipient's preferences.

Advanced Coding

If you are a developer, you can code your own HTML emails, then copy-paste into MailChimp. We'll even automatically inline your CSS to make sure it's compatible with all the major email clients.

Forward-to-Friend Tool

We include special links in your footer that allow recipients to spread your campaign virally, and we'll track how many times the email was forwarded.

Free Campaign Archives

Create an instant email archive page just by inserting a code snippet on your own website. Every time you send a new campaign, your archives list gets automatically updated.

RSS-to-Email

RSS to Email will automatically send your subscribers a newsletter whenever any RSS feed gets updated. Publish once, and bam – we send the newsletter. [Learn More](#)

Free Image and File Hosting

We don't nickel-and-dime you for hosting images or files on our servers. You're free to upload images and files into your campaign and never have to worry about extra charges.

iStock Photo Search

MailChimp is fully integrated with iStockphoto, giving you access to over 4.6 million high-quality stock photos for as low as \$1 each. Purchase image credits directly from your MailChimp account so you don't have to interrupt your stream of creativity!

MailChimp Mobile

Keep track of your campaigns, and even sign up people on your lists using your iPhone or nearly any popular mobile device. [Learn More](#)

Image Gallery

MailChimp's image gallery lets you store your pictures and assets completely free, and it's easy to add them to your email campaigns.

Inbox Inspector

With the click of a button, MailChimp generates screenshots of your email in all the major email clients, mobile devices, and international ISPs, so you can make sure it renders properly. [Learn More](#)

Dynamic Content

Dynamically change and personalize your content based on each recipient's interests or some other criteria you set. [Learn More](#)

101 Free Email Templates

MailChimp's integration with Template Zone's template designer makes it simple to edit and create visually rich email campaigns right from your desktop. MailChimp subscribers can download the Windows application for free.

Windows Live Writer Integration

We couldn't resist playing around with Windows Live Writer's HTML editor, and you reap the benefits! With our integration link Live Writer will import your MailChimp template and export your content into a MailChimp draft campaign on publish.

Template Language

Code your own HTML emails that tie into the design inspector so clients can adjust colors, fonts, and more. Since the template language uses CSS comments and a few special HTML attributes, it's easy to code. [Learn More](#)

Power Features

We don't think that "easy and affordable" should also mean "stripped down to the basics." MailChimp is chock full of powerful, sophisticated email marketing tools that anybody can use.

RSS-to-Email

RSS to Email will automatically send your subscribers a newsletter whenever any RSS feed gets updated. Publish once, and bam – we send the newsletter. [Learn More](#)

MailChimp Mobile

Keep track of your campaigns, and even sign up people on your lists using your iPhone or nearly any popular mobile device. [Learn More](#)

Inbox Inspector

With the click of a button, MailChimp generates screenshots of your email in all the major email clients, mobile devices, and international ISPs, so you can make sure it renders properly. [Learn More](#)

Email Authentication

Embed the same code into your email headers that the largest corporations and financial institutions use to prove their emails are not forgeries, so they don't get blocked by overly suspicious filters. [Learn More](#)

Reports by Subscriber

MailChimp comes with free open and click stats. They tell you how many opens and clicks and bounces you got. But if you send e-vites, promotions, or campaigns where you need to know exactly who opened, what they clicked, and who didn't open, try our Actionable Intelligence and Metrics add-on. [Learn More](#)

List Segmentation

With MailChimp, you can send targeted, relevant campaigns to segments of your list by specifying your own criteria (such as gender, ZIP code, job title, or whatever data you've collected). Best of all, it's free to all MailChimp customers. [Learn More](#)

Autoresponders

Build and pre-schedule a series of automated messages, birthday and anniversary greetings, or event alerts that are triggered as soon as your customers subscribe to a list. [Learn More](#)

Analytics360

Mash your Google Analytics stats with your MailChimp reports, and see instant ROI results for every email campaign you send. Everything in just one quick glance. [Learn More](#)

Full Featured API

Our advanced application programming interface lets you connect and sync your own databases and applications with your MailChimp account. You can even use our API to integrate many of MailChimp's great features directly into your app. [Learn More](#)

A/B Split Testing

Instead of guessing what works, run quick and automatic A/B tests with every single email campaign you send in MailChimp. [Learn More](#)

Dynamic Content

Dynamically change and personalize your content based on each recipient's interests or some other criteria you set. [Learn More](#)

Deliverability

We're constantly optimizing our system with new technology, proven best practices, 3rd party monitoring services, and ISP relations experts to maximize the deliverability of our servers for over 45,000 users.

Inbox Inspector

With the click of a button, MailChimp generates screenshots of your email in all the major email clients, mobile devices, and international ISPs, so you can make sure it renders properly. [Learn More](#)

Cloudmark, Barracuda and Spam Assassin Testing

We retain the services of a leading 3rd party deliverability vendor and a well-respected ISP relations consultancy to help us prevent, detect and resolve any deliverability problems.

We're Industry Members

We stay abreast of industry and technology standards by being active members in email and ISP organizations such as the ESPC (Email Sender and Provider Coalition), AOTA (Authentication and Online Trust Alliance), MAAWG (Messaging Anti-Abuse Working Group), and EEC (Email Experience Council).

Bounce Management

Most ESPs send messages and then receive bouncebacks that they clean from your list for you. MailChimp does that too, but we also scan those bouncebacks for certain hidden messages from spam filters and email servers that indicate there is a problem with our deliverability. If this happens, our system automatically shuts off affected IPs, reroutes mail appropriately, and alerts our server admin.

Email Authentication

Embed the same code into your email headers that the largest corporations and financial institutions use to prove their emails are not forgeries, so they don't get blocked by overly suspicious filters. [Learn More](#)

IP Address Ranges

To protect our overall deliverability, MailChimp uses dozens of IP addresses. These IPs are grouped into four different reputation levels: Free (free trials, and customers using our Friends and Family Free plan); Shared (the majority of customers); Trusted (customers with good sending and list management histories); and Confirmed-Optin-Only (customers who have only used confirmed optin, and have never imported any outside lists). We regularly monitor our IP acceptance rates using ReturnPath, a leading 3rd-party deliverability vendor. Depending on which group of IPs email is sent from, inbox acceptance rates range from 96% to 99%.

Whitelists

Few ISPs employ whitelists these days because there are too many factors that determine a sender's reputation. More and more are switching to feedback loops, which are more dynamic and can respond more quickly to reputation changes. In fact, being on a whitelist does not preclude a sender from being blocked, especially if their feedback loop complaints exceed the ISPs' thresholds. Nevertheless, MailChimp is registered on the few remaining whitelists out there.

ISP Feedback Loops

We're registered with all the major ISPs to receive alerts whenever your recipients report your campaigns as "junk" or "spam". When that happens, we instantly unsubscribe those members from your list in order to keep you (and MailChimp) from being blocked in the future. We're on feedback loops with AOL, Hotmail, Comcast, Yahoo, USA.net, Cox, Earthlink, and more.



Manage Subscribers

Setup as many different subscriber lists as you want, and we'll automatically take care of your sign-ups, un-subscribes, and bounce-back cleaning.

Keychain Management

Do you manage multiple MailChimp accounts? Keep forgetting all of those usernames and passwords? Now you can set up a "master keychain" to easily access each account with a single click.

Full Featured API

Our advanced application programming interface lets you connect and sync your own databases and applications with your MailChimp account. You can even use our API to integrate many of MailChimp's great features directly into your app. [Learn More](#)

Autoresponders

Build and pre-schedule a series of automated messages, birthday and anniversary greetings, or event alerts that are triggered as soon as your customers subscribe to a list. [Learn More](#)

List Segmentation

With MailChimp, you can send targeted, relevant campaigns to segments of your list by specifying your own criteria (such as gender, ZIP code, job title, or whatever data you've collected). Best of all, it's free to all MailChimp customers. [Learn More](#)

Bulk Unsubscribe Process

Remove large groups of emails from your list all at once. Great for corporations who keep do-not-email and suppression lists.

Confirmed Opt-in Process

MailChimp only uses the confirmed opt-in process for our built-in list management process. This ensures the cleanest, most spam-free lists on our system, resulting in better overall deliverability, better open and click rates, fewer spam filter issues, and happier subscribers. If you have a pre-existing permission-based email list, we do not make you re-confirm the list upon import.

Subscriber Preference Center

Each subscriber on your list can change their own email address, contact information, interests, and other information in your records. Preference center pages can be customized to match your website's branding.

Signup Forms for Your Website

Every list you create gets its very own signup form that you can customize with our point-and-click design tools to match your website's branding. We'll also give you the code to insert the form onto your website.

Infinitely Many Lists

You can set up as many different lists as you want for customer newsletters, internal newsletters to employees, e-coupons, events, different retail locations, and more.

Unsubscribe Links

We add a one-click unsubscribe link to every campaign so your recipients can remove themselves from your list instantly (more than exceeds CAN-SPAM law unsubscribe requirements).

List Management

Our service handles opt-ins, unsubscribes, and bounce cleaning automatically, so you'll always be in compliance with spam laws and best practices. You'll never have to manually update a spreadsheet again.

Tracking And Reports

Instant reports tell you how effective your campaigns are. We'll show you who opened, who clicked, how much people spent, overall campaign ROI, and more.

Actionable Graphs

Our compelling, interactive graphs and reports show you how many emails got delivered, how many people opened your email, what percentage clicked, and more. Mmmmm... pie charts.

Open Tracking

Track how many people opened your emails, and use our charts to see your "open rate" over time. Is it rising? Falling?

Click Tracking

Track how many people clicked, and exactly what they clicked on. Handy charts show you your overall click rate over time.

Bounces

We'll show you whose email address bounced, why it bounced, and then we'll automatically determine if we should retry or permanently clean them from your list.

Unsubscribes

We'll show you who unsubscribed from your list, and we'll keep track of them so you can't accidentally add them to the list later.

Industry Benchmarks

See how you compare to other MailChimp users in your industry so you can benchmark your performance.

Google Analytics Integration

Check a box, and MailChimp will add tracking code to your email campaign links so you can see exactly how many visits, conversions, and sales were generated from your email campaign. And it's all summed up succinctly in your Google Analytics reports. If you want, we'll even complete the circle by pulling this data from Google Analytics and inserting it right back into your email campaign reports, so you can instantly see the ROI of your campaigns. [Learn More](#)

Reports by Subscriber

MailChimp comes with free open and click stats. They tell you how many opens and clicks and bounces you got. But if you send e-vites, promotions, or campaigns where you need to know exactly who opened, what they clicked, and who didn't open, try our Actionable Intelligence and Metrics add-on. [Learn More](#)

Download to Excel

Virtually all reports and data are downloadable in Microsoft Excel format. Your data is never "held hostage" at MailChimp.

Analytics360

Mash your Google Analytics stats with your MailChimp reports, and see instant ROI results for every email campaign you send. Everything in just one quick glance. [Learn More](#)

A/B Split Testing

Instead of guessing what works, run quick and automatic A/B tests with every single email campaign you send in MailChimp. [Learn More](#)

Re-Brandable Campaign Reports

Ever needed to give someone access to a campaign report, but didn't want to give them access to your MailChimp account? Now you can set up a totally re-brandable reports page for your campaigns and share them with your clients or co-workers.

Twitter Tracking

We've enhanced our Twitter integration by tracking all tweets and re-tweets about your MailChimp campaigns, so you can see just how popular your content is.

Data Security & Privacy

The security of your data and privacy is extremely important to us, so we've invested heavily in technology, data storage, backups, and independent privacy monitoring services.

Data Security

All private information such as account passwords are encrypted. Our own staff can't even view them. If you lose your password, it can't be retrieved – it must be reset. All login pages are 128-bit secure and account data is mirrored and backed up regularly off site.

Data Center

MailChimp uses a world-class data center that manages our servers 24/7, has redundant power supplies, redundant cooling systems, and redundant networks. They employ card key and biometric security procedures, and guarantee 100% network uptime.

Website Vulnerability Scans

Minor content updates to our public website (such as by the marketing staff) can actually cause unintentional security breaches. That's why we use McAfee Secure to constantly scan our public website for vulnerabilities. The public website is actually at a separate data center altogether from our application servers, which minimizes risk. But still – better safe than sorry.

Separate Databases

All account databases are kept separate and distinct to prevent corruption and overlap. Some ESPs put all data into one gigantic database; there are some advantages to this, but it can be vulnerable to mistakes (such as sending campaigns to someone else's list).

Your Data is Private

The MailChimp Privacy policy is monitored by Truste, The Better Business Bureau, and is EU SafeHarbor compliant.

Service & Support

MailChimp is so easy to use, you probably won't need to ask us for any help. But just in case you need it, we provide the following resources.

Live Support

Our friendly, human staff is available if you have questions or need help along the way. Use live chat or email (M–F, 9–5 EST).

Webinars

Log on to our free weekly webinars — they'll get you up and running fast. Every week we run through the basics and end with a Q&A session.

learn more at mailchimp.com

Demo Videos

We've embedded quick, helpful demo videos throughout our application. If you stumble upon something you don't understand, just click on the video icon for a simple explanation.

Knowledge Base

We've compiled a database of searchable help that's actually useful, constantly updated, and available 24/7.

API Support

At MailChimp, our API is not an afterthought. We have a dedicated team who focuses strictly on the API and keeping it up to date with the MailChimp application. In fact, there's a community of developers out there who use the Mailchimp API to build plugins and integrations with other applications, like WordPress, MySpace, Ning, and OpenSocial.

Sign Up for a Free MailChimp Account at [MailChimp.com](https://mailchimp.com)