Mailchimp AI Application For Marketing Employees

Authors : Alia El Akhrass, Raheed Al Jifri, Sara Babalghoum, Jana Bushnag

Abstract : This project delves into exploring the functionalities of Mailchimp, an artificial intelligence application. The objective is to comprehend its operations through the AI tools it offers. To achieve this, a survey was conducted among peers, seeking insights into Mailchimp's functionality, accessibility, efficiency, and overall benefits. The survey aimed to gather valuable feedback for analysis. Subsequently, a thorough analysis of the collected data was performed to identify trends, patterns, and areas of improvement. Visual representations were then crafted to effectively summarize the findings, aiding in conveying the research outcomes clearly. Founded in 2001, Mailchimp initially provided email marketing services but has since expanded into a comprehensive marketing platform. Its focus on simplicity and accessibility has contributed to its success among businesses of all sizes. Alternative platforms such as Constant Contact, AWeber, and GetResponse offer similar services with their own unique strengths. Mailchimp's journey exemplifies the importance of vision and adaptability in the ever-evolving digital marketing landscape. By prioritizing innovation, user-centricity, and customer service, Mailchimp has established itself as a trusted partner in the field of digital marketing, enabling businesses to effectively connect with their customers and achieve their marketing goals.
Keywords : email marketing, ai tool, connect, communicate, generate
Conference Title : ICCIT 2024 : International Conference on Computing and Information Technology
Conference Location : Barcelona, Spain
Conference Dates : May 23-24, 2024