

Mailchimp FAQs

Information about Mailchimp Forever Free Account

Sending limits can be applied in any way, to any variety of segments, as well any combination of Regular, Plain-Text, RSS, or A/B Testing Campaigns. Here are some examples of how you might use your monthly sends.

Campaigns	Recipients	Total Sends
6	2,000 subscribers	12,000
10	1,200 subscribers	12,000
30	400 subscribers	12,000
20	10 campaigns with a segment of 1,000 subscribers and 10 campaigns with a segment of 200 subscribers	12,000

When you exceed the 2,000 subscriber limit in your Forever Free Plan, a hold will be placed on sending live email campaigns or test emails until you upgrade to a paid plan, or reduce your subscriber count. You'll still be able to work on your email campaigns and collect and import new subscribers.

Campaign Design

- [Image sizing for Email Designer](#)
- **How to find out the colour codes of your logo?** [Colorzilla](#) – colour picker tool to find out the RGB/HEX codes of colours. Works with Google Chrome Web Browser

Preparing your contacts to import to Mailchimp

- **Exporting contacts from outlook** - Check which version of Outlook version you have
- [This is the link to Outlook 2010 for a step by step office.microsoft.com/support](#) if you have an older version
- Or search on “export contacts from Outlook <version number>” in your favourite search engine

Eventbrite list integration

- [Check out this link to see the features of the integration](#) and how to set up and use
- [How to import contacts from Eventbrite:](#)

Preparing your data lists in Excel

- [Combine text from two or more cells into one cell](#)

Ordering you contacts data alphabetically

- Can't find this information online – suggest that the best way to do this is to export existing lists from Mailchimp and use Excel to sort on either First Name or Last name column (A-Z) and the reupload.

Tracking activity of your contacts

Is it possible to see how many times a contact has received emails?

- It's possible to see this by each individual contact. But there is currently no way to extract or see this kind of list from mailchimp.
- More on tracking Open Tracking - Open tracking lets you see if your contacts have opened your sent email campaigns. Learn how we track opens and how to view open results for your campaigns.

Subscribers Updating their profile & topic areas

- Importing your existing contacts to a general master list before uploading to Mailchimp, means that you might not have the same amount of information on each of your contacts. You can import the list to Mailchimp with missing information and then asking them to update their profiles to select specific topics they're interested. I thought this guidance could be useful to include an "[update my profile](#)" link in your email to them.

Different types of bounces

- Mailchimp manages and cleans your list automatically based on hard and soft bounces. Here's more information on that and how you can view the subscribers who have been cleaned. <https://mailchimp.com/help/about-bounces/>

Automation

- MailChimp's free automation feature allows you to create targeted emails that send when triggered by a specific date, event, or contact's activity. There is a good video to watch here about the principal. You might want to look into it if sending a happy birthday message. I can think of many instances where it could be nice for service users but so wrong for other subscribers. <https://mailchimp.com/help/about-automation/>



Mailchimp Subscribe App - collection fields

- The App is available to download and install on IOS as well as Android . When you install and start up the app on your smartphone/tablet you can choose which fields from your sign up form you want to include (you can include all of them if you like).

Limits on role based email accounts

You cannot register a Mailchimp account with a role based email address e.g. admin@. The reason is that these accounts are often not checked and fall into disuse which means there is a higher rate of 'Hard Bounces.'