

11:00 AM - Francesco Bonadiman

- President of non-profit foundation in Brussels mostly in Europe - private but public funded
- Send average of 10-15 emails to members per year - send when they have content or specific events
- Work as volunteer, not full time job
- Audience has alumni, members, other business, potential members, tourists, everyone inside the same list - always have other lists for former members
- visibility criteria is helpful through newsletter
- In different governments he is in time for - really would like to have different groups in different ways but difficult to bring to a public office context etc...
- Sends same content to all of list - 50% open rate click rate of 15%
- Biggest pain point right now is connection /integration - different tools are not communicating together
- Problem right now going into spam folder because of mail filter
- Being volunteer based is hard to send enough emails, they can only send once a month, so they try to get their messaging out with other tools
- also has hard time generating content because of lack of man power

- This impression of ACT would already bring growth of business from the website - response because of great content, understand this feeling but where the contacts come from
- Email Engagement - seems like a new metric - usually only looks at open rate
- location makes sense, but being from outside is biased because he believes that most of his contacts are using VPN so it appears they're opening from US
- Does not understand plan? maybe its clickable and could send something to someone - maybe its something you can share to other accounts users to share data or who
- What do you think of top tags? Number of tags within your audience - sees the number and how they could apply to whatever type of audience you have - machine learning, mechanics,
- Are these tags you might use for your list? Some are not, but he does have some from master school based on what different topics could use tags to filter the different types
- How would you create a tag from this page? Would use create - creates tag pretty quickly
- What kind of metrics do you want to see around your list? Some are not, but he does have some from master school based on what different topics could use tags to filter the different types
- Really interested in where contacts came from
- What does top tags mean? is it engagement or tags used most often?
- Not subscribed? Is that unsubscribed or something else?
- Email engagement - what is that industry metric? What is it really about? Is it a metric? Is it a number? Is it a rate?
- Would be interested in seeing gender info about contacts, but I don't get that detailed in my marketing and I don't think I have a tag enough base to start going down to that level.
- The only time she cares about tags is like if someone ordered from her and she's trying to figure out who they are and how they found out about her.
- What would you expect from slur? Would expect to go to contact list with info and stats on these contacts
- This means landing for first time user, wouldn't expect normal behavior
- Sees the clear cta to send campaign to these contacts - also able to add contacts
- What would happen from manage tags? would go to tags page, maybe be able to add, rename, arrange, nest
- What list are you looking at now? Driven to the color bar or the recent growth
- Would love to know best timing for sending - suggestions from mailchimp would be very helpful
- Contracts and subscribers confuses me - either subscriber or unsubscribed - contacts reminds me of gmail or something
- Why would tags be here? I realize it's pushing tags obviously the dashboard, thinks others probably are too, thinks it's pushing tags to help people because they're useful
- Info that would be helpful to see about your tags (what they're)
- What would you think if I could appear? Surprised that it would be so helpful - would not have guessed - does make dashboard easy to use
- How does this effort align with your goals? I would love to see the effort align with your goals - I would love to see the effort align with your goals - I would love to see the effort align with your goals
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- Unsure she was using a lot of tags she would not come to top tags - would not come to top tags - would not come to top tags
- struggling to send to tags - its not obvious in the contact table unless you filter by a tag

1:30 PM - Carrie Mumford

- has small subscriber list of people interested in reading her books, sends to those people monthly
- Goal with mc is to onboard new readers - tag welcome series of 3 emails introducing herself and engaging them in her writing
- second goal is to stay in touch with users
- Primo is year brought in new subscribers so she sent impromptu welcome email instead of her normal welcome series
- For new subscribers from promo tagged on import then figured out how to send to a specific segment
- Challenges with tagging - contacts - she's not sure what here audience is interested in and has made her opens and clicks lower
- Going to create two new lists onboard ppl for short stories - then one for people interested in her novel
- Her list is not specific, she's not sure what here audience is interested in and has made her opens and clicks lower
- Not sure what here audience is interested in and has made her opens and clicks lower
- Always had one list - imported from old blog, grown since then
- Info she would want is weird, are you friends with book store owner etc... not generalized

- Thought about using top tags? maybe its clickable and could send something to someone - maybe its something you can share to other accounts users to share data or who
- Her list is pretty small, so tags make sense, but if she had a larger list, she might not use tags
- People with bigger lists probably don't go through lists the same way she does - more manageable
- What are you looking for in your list? Looking to see if subscribed or unsubscribed - service she was using didn't get a first look then not engage with her content
- Really interested in where contacts came from
- What does top tags mean? is it engagement or tags used most often?
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- Email engagement - what is that industry metric? What is it really about? Is it a metric? Is it a number? Is it a rate?
- Would be interested in seeing gender info about contacts, but I don't get that detailed in my marketing and I don't think I have a tag enough base to start going down to that level.
- The only time she cares about tags is like if someone ordered from her and she's trying to figure out who they are and how they found out about her.
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- What would happen from manage tags? would go to tags page, maybe be able to add, rename, arrange, nest
- What list are you looking at now? Driven to the color bar or the recent growth
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3:00 PM - Jessica Conoley

- Author, editor, does coaching service for other writers
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4:00 PM - Nicole Edelstein

- Owens macaron business
- Ships macarons via online orders, but most of the business comes from pop up shops
- Goal with MC "I really want to grow my subscriber base."
- people are writing. And most of the time they don't put their full information." Part 2
- "Like I want to collect their birthday so they get the birthday email, but most people don't even put that down."
- Also issue with shopify pop-up form on website to join newsletter
- She takes the emails entered into pop up forms and manually enters them in MC account. Can't collect their phone birthday with this form. Used to require these fields, but changed it to just email.
- "I like to sound personal when I'm emailing people. I always address my email to a name"
- Manually enters contacts from notebook to Mailchimp
- Always had one list - imported from old blog, grown since then
- Info she would want is weird, are you friends with book store owner etc... not generalized

- I wish there was like some way to do it better when you're linking with someone to see something like have Mailchimp's tag but there's not an easy way to get people's information.
- Has multiple lists in Mailchimp but primarily uses newsletter list.
- Doesn't send anything out to specific groups, but "I'm thinking about it because I've thought about doing business coaching."
- She sends the same messaging to everyone in her newsletter list.
- Would create a different list to talk to different audiences
- Because I wouldn't want to risk sending out the coaching stuff to anyone within that because there's no parallel really."
- Has not used a segment or group
- Would be interested in seeing gender info about contacts, but I don't get that detailed in my marketing and I don't think I have a tag enough base to start going down to that level.
- The only time she cares about tags is like if someone ordered from her and she's trying to figure out who they are and how they found out about her.
- Sometimes people order from her but she doesn't know how the met them or they found out about her and it's hard to know how they found about her.
- #1 tag is no longer relevant to her because she stopped pursuing that specific venture
- Used last tag to send FU emails, but realized shopify automatically sends FU emails after purchase
- What would do with this info? "I probably wouldn't have an action for it because they are events I met people at and it's not going to drive the business really."
- "It's just an identifier, there's nothing for me to really do with that."
- "I still think it might be helpful to remind me to use tags, but it's not really a big thing for me. Like I think other things might be more helpful."
- Like integration for adding emails (customer info into MC) because it's a very manual process.
- So anything that makes it less manual for me is probably better.
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Thursday

1:30 PM - Heather Carlson

- Owens school photography and family photography businesses
- Two lists: Parents who've purchased photos and directors of childcare centers
- Sending to tagged contacts "just makes it really quick"
- Found out about tags through an email or a tutorial when learning about best practices
- Hasn't had any major problems using tags yet
- Imports contacts as CSVs from their ordering system
- Uses Paveset and 17hats. Paveset is source of truth where contacts are exported from.
- "I notice the contact and subscriber numbers are different...not sure I know what that means, though"
- Top tags: "The most contacts have either one of those tags"
- "To me, it means you can come up with a campaign quickly and blast them out to that tag"
- "[This might be useful if] there was more of a call-to-action there."
- "I like the postcard and email more than the ad since I haven't had much luck with Facebook and Instagram ads"
- "I might click on 'View Contacts' first since it's in a different color, then come back and do one of the other actions"

- Thought about using top tags? maybe its clickable and could send something to someone - maybe its something you can share to other accounts users to share data or who
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11:00 AM - Francesco Bonadiman

Send average of 10-15 emails to members per year... Work as volunteer, not full time job... MC is funnel for newsletter also uses social media and CRM... visibility criteria is helpful through newsletter... Sends same content to all of list - 50% open rate - 50% click rate of 15%

Has not heard of tags, but has not tried - does not explore tags because has lack of main power... Thinks tags could be applied to attributes of customers - different specific user tags because has multiple tags that are interchangeable... heard of tag or groups? has heard of broad groups, but have advised segments - thinks folders and segments seems to be the same on first look

Email Engagement seems like a new metric - usually only looks at open rate... sees tags list and groups as overlapping - could be interchangeable... How would you create a tag from this page? Would use ca - creates tag pretty quickly

Understands contacts and subscribers - what accounts for the different... How would you create a tag from this page? Would use ca - creates tag pretty quickly

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Really interested in where contacts came from... What does top tags mean? Is it engagement or tags used most often? Not subscriber? Is that something else?

Top location is interesting - I don't know what relationship, but maybe I should? What would happen from start? Would expect to go to contact list with info and status on these contacts... This means landing for first time user, wouldn't expect normal behavior

Would expect to go to tags list or view contacts - not to send - because of the way he sees tags behaving - as a list... Sees the clean list to send campaign to these contacts - also be able to add contacts, or merge... What would happen from manage tags page, maybe be able to add remove, or merge... What list are you looking at now? Drawn to the color bar or the recent growth... Would like to know next timing for sending suggestions from Mailchimp would be very helpful

Contacts and subscribers contacts tag - either subscriber or unsubscribed - contacts already set of group or something... Tags are different numbers - if they're the same number, that's totally random - should be mutually exclusive... Why would tags be used? In the context of sending newsletters, it's confusing, they're not really tags, they're people... What would you do from here? probably send an email... Did not know there was a tags page -

How would you create a new tag from here - would you add a tag... If tags did more, she'd want to be able to specify more - filter (like segments)

1:30 PM - Carrie Mumford

Send me the list of subscribers list of people interested in reading her newsletter... second goal is to stay in touch with users... Promote her year through the site using imagery... For more subscribers from groups tagged on import then... Tags make her happy and she's interested in... Using a contact list to build out for short content - that's how she's interested in... Not sure what her audience is interested in and how much they're using and clicks lower

For more subscribers from groups tagged on import then... Remind her where her users are coming from... How did you learn to use this? Just started using, saw option to tag when importing one day... Her list is pretty simple, so tags make her happy, but if she had a larger list, she might not use tags... Tags and segments can get confusing, comes from market research - chunks of segments in type of person, in this case away to flow

Why not create more lists? In how to it said not to... Likes AO better than old version - made sense seemed more user friendly... Not sure if data is accurate... Top Tags - Interprets as how people made connections with her

Recent growth makes sense - likes seeing where contacts came from... Would like to be able to drill into her tags... See her self using tags to get even more specific within her larger tagged segments... Any additional info you'd like to be added to the contact list... Would expect to go to tags list or view contacts - not to send - because of the way he sees tags behaving - as a list

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3:00 PM - Jessica Conoley

Author, editor, does coaching service for other writers... For readers it's all about her all about them... How many lists? One list broken down into two segments... Tags classes and conferences she's done so she can remind herself what class that user has been through... Challenge with segmenting? She's not sure how to segment her list... Always had one list - imported from old blog, grown since then

Why not create more lists? In how to it said not to... Likes AO better than old version - made sense seemed more user friendly... Not sure if data is accurate... Top Tags - Interprets as how people made connections with her

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4:00 PM - Nicole Edelstein

Uses MC to get to people that aren't on social media as much... Owns a macaron business... Ships macarons via online orders, but most of her business comes from pop-up shops... Goal with MC 'I really want to grow my subscriber base'... Also issue with Shopify pop-up join on website to form newsletter... Manually enters contacts from notebook to Mailchimp... Organization of contacts in MC 'I try to tag, like if I do an event in a certain place or I have a name'

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1:30 PM - Heather Carlson

Owns school photography and family photography businesses... Uses MC to send email to deacons, etc. for scheduling photography sessions... Two lists: Parents who've purchased photos, and directors of childcare centers... Segments: "Does that have to do with the histograms in Mailchimp?"... Used tags for Macaron center list specifically, "fall" and "spring"... Sending to tagged contacts "just makes it really quick"... "Marketing's one of the most important things, and it's difficult to make time for it"... Found out about tags through an email or a tutorial when hearing about best practices

Why not create more lists? In how to it said not to... Likes AO better than old version - made sense seemed more user friendly... Not sure if data is accurate... Top Tags - Interprets as how people made connections with her

Recent growth makes sense - likes seeing where contacts came from... Would like to be able to drill into her tags... See her self using tags to get even more specific within her larger tagged segments... Any additional info you'd like to be added to the contact list... Would expect to go to tags list or view contacts - not to send - because of the way he sees tags behaving - as a list

Would expect to go to tags list or view contacts - not to send - because of the way he sees tags behaving - as a list... Sees the clean list to send campaign to these contacts - also be able to add contacts, or merge... What would happen from manage tags page, maybe be able to add remove, or merge... What list are you looking at now? Drawn to the color bar or the recent growth... Would like to know next timing for sending suggestions from Mailchimp would be very helpful

Contacts and subscribers contacts tag - either subscriber or unsubscribed - contacts already set of group or something... Tags are different numbers - if they're the same number, that's totally random - should be mutually exclusive... Why would tags be used? In the context of sending newsletters, it's confusing, they're not really tags, they're people... What would you do from here? probably send an email... Did not know there was a tags page -

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Thursday

How people use Mailchimp

Connects with Mail and other email providers to help with email marketing. Uses social media and CRM for outreach and analytics.

Uses MC to send out discounts, and EOY updates.

Uses MC to communicate with active customers, but not with those who have not responded.

Uses MC to get to people that aren't on social media as much.

Uses MC to send email to daycareers, etc. for scheduling photography sessions.

Challenges with organizing lists

Challenges with organizing multiple lists. Users want to organize contacts based on location, but it's difficult to do so.

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Challenges with segmenting and targeting specific parts of audience

Segmentation is difficult because of the large number of contacts. Users want to target specific groups, but it's difficult to do so.

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Challenges with uploading contacts

Users want to upload contacts, but it's difficult to do so. They want a template that is easy to use.

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How tags are used to organize (source, interests, purchasing timing)

Users use tags to organize contacts based on source, interests, and purchasing timing. They want to be able to filter contacts based on these tags.

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Discovery of tags (usage & existence)

Users discover tags through the interface. They want to be able to see a list of tags and their usage.

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People create tags upon import or from contact table

Users create tags when importing contacts or from the contact table. They want to be able to create tags easily.

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Tags vs. segments vs. groups

Users are confused about the difference between tags, segments, and groups. They want to be able to understand the terminology.

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Top tags impressions

Users want to see a list of top tags. They want to be able to filter tags based on usage.

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Tags Interactions expectations

Users want to see a list of tags and their interactions. They want to be able to filter tags based on usage.

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Feature requests

Users want to see a list of tags and their interactions. They want to be able to filter tags based on usage.

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