



What's New at Mailchimp Newsletter

Jan 2018

 What's New in MailChimp

Make 2018 your best year yet


2018 is here, and MailChimp has the tools you need to get your year off to a great start. In 2017, we introduced a number of new updates that can help you do more with your marketing and grow your business, including:



Recapture sales with Google remarketing ads

Reach people who leave your website—whether they go on to order—and bring them back when they're ready to buy. [Learn how to advertise across the web in 2 clicks.](#)


[Create An Ad](#)



Landing pages that sell

Build landing pages that showcase your products and convert your customers. [Read more about the benefits of landing pages.](#)


[Build A Page](#)



We've redesigned the campaign builder


Our new (checkbox-style) campaign builder displays each section all in one place.

Feb 2018

 What's New in MailChimp

This month's freshest features

You asked. We listened. Now landing pages have more form fields, so that you can collect the customer information you need. Plus, we've got new and improved e-commerce integrations.



Additional form fields for landing pages

Landing pages now support more form fields, so you can collect a subscriber's name, address, and any other information you need to personalize your marketing. [Learn how to create a page.](#)


[Build A Page](#)

We've got even more good news.

- More features for BigCommerce users.
- BigCommerce stores can set up abandoned cart messaging, product retargeting emails, and pop-up forms, and track ROI generated from Facebook, Instagram, and Google ad campaigns.
- MailChimp for Big Cartel and Miva.
- Users with an e-commerce store built on [Big Cartel](#) or [Miva](#) can now sync their customer data with MailChimp.
- More features for Drupal and Ubercart users.

Our [Drupal](#) and [Ubercart](#) integrations now include auto-enabled pop-up forms and product retargeting emails.

In case you missed it



Market your business from anywhere


MailChimp for Mobile lets you [stay on top of your marketing while you're on the go](#)—create campaigns, get instant sales alerts, and more.

[Build A Page](#)

What's New

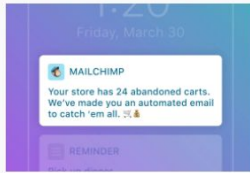
Bookmark our What's New page so you'll always be in the know about the

Mar 2018

 What's New in MailChimp

This Month's Freshest Features


When growing a business, your needs evolve constantly. So do our features. Most recently, updates to our mobile app make it easy to turn on prebuilt abandoned cart emails—anywhere, anytime.



Coming soon to mobile: turn on abandoned cart emails in just a few taps

Remind shoppers what they left behind—even when you're on the go. It's simpler than ever to set up prebuilt abandoned cart emails in the mobile app.

[Build A Page](#)



Get more visitors to your landing page, then keep the conversation going

When you add a Social Share block to your landing page, visitors can spread the word about your page with the simple click of a button. And with more form fields, you can collect the customer information you need to personalize your marketing. [Learn about content blocks.](#)

[Build A Page](#)

The improvements don't stop there.

- New ad reports on mobile.

See the impact of ads on your bottom line by tracking what products your customers buy with our new ad reports on mobile. Download for [iOS](#) and [Android](#).

- Customize the Image + Caption block on your landing page.

Add Image + Caption blocks to create a visually stunning landing page that features up to 4 images. [How to use the Image + Caption content blocks](#)


- Customize your email campaign's "To" field.

Use a custom merge tag or text to add a more personalized greeting in your email's "To" field. [Learn how to personalize emails](#)

- Target your Facebook Page likes.


Create a Facebook ad that targets people who've liked your Facebook

Apr 2018

 What's New in MailChimp

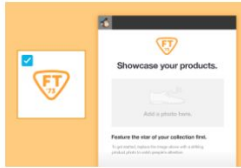
This Month's Freshest Features

This month, use our new GDPR-friendly forms to get subscriber consent. Plus, it's easier than ever for more people to discover your landing page with prebuilt Facebook and Instagram ads.



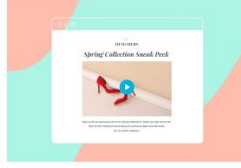
Get subscriber consent with GDPR-friendly forms

The General Data Protection Regulation (GDPR) is complicated, but complying doesn't have to be. In just a few clicks, you can create a signup form that helps you adhere to the GDPR. [Learn more about our new form blocks.](#)



New tools to keep your branding consistent

Upload your logo in the content manager, and it will prepopulate in your landing page and email templates that have a logo placeholder. [How to set a default logo.](#)



Boost engagement with video on your landing page


Embedded video on your landing page and—as the old adage goes—show, don't tell your audience what your page is all about. [How to add a video block.](#)

[Build A Page](#)

* Click on any asset to view full version


What's New at Mailchimp Newsletter

May 2018

 What's New in MailChimp

This Month's Freshest Features

Looking for tools that make your life easier? We've got some new stuff you'll like. This month, we're introducing contact management tools that make it a cinch to handle GDPR-related data requests.




Easily handle GDPR-related data requests with our new contact management tools

Use our updated contact management tools to quickly [import and modify contacts](#), [segment data](#) upon request. [Learn to manage your contacts](#).


There's more where that came from:

- **Add a notification bar to landing pages.** Highlight new products, share important announcements, or provide a cookie notification by adding a notification bar to your landing page. [How to add a notification bar](#)
- **Use your saved templates to create campaigns on mobile.** When building campaigns in the mobile app, you can now access templates you've created on desktop so you can quickly design and send emails on the go. Download on [iOS](#) or [Android](#).
- **Send prebuilt product reengagement emails on mobile.** Remind shoppers about the cool stuff they saw in your store and bring them back to buy. Find out how to sell them up on [iOS](#) and [Android](#).
- **One list, many landing pages.** Segment subscribers by signup source. Now people can submit their information on multiple landing pages even if they're already subscribed to your list. Each new submission will be added to their contact profile, so you can better segment and personalize your campaigns. [See all your segmentation options](#)
- **Use a built-in privacy badge for your landing page.** Help users understand the terms of use for your landing page with a built-in privacy badge that links to MailChimp's Privacy Policy. [How to add a privacy badge](#)




In case you missed it: Get subscriber consent with GDPR-friendly forms

Jun 2018

 What's New in MailChimp

This Month's Freshest Features

A change in season is right around the corner. But before you start your vacation, take a look at what we've launched in the last month. Our new GDPR-friendly contact tools, updates to landing pages, and improved mobile app mean you can leave the office without worrying about your business.




The GDPR is here, and our updated contact delete function will help you comply.

Last month we made our [import, forms, GDPR-friendly](#), so you can easily collect and record consent. We also updated our contact management tools to help you quickly export and [modify contacts' personal data](#). Now, when you [delete a contact](#) from your list, you can replace all their identifying info in your records with anonymous activity data.

We made lots of updates this season to make it easier for people to find and engage with your landing pages. Here's the latest:

- **Add a notification bar to landing pages.** Highlight new products, share important announcements, or provide cookie notice by adding a notification bar to your landing page. [How to add a notification bar](#)



In case you missed it: Use your saved templates to send campaigns from the mobile app


Now you can access templates you've created on desktop to quickly design and send emails from wherever you are. How to create an email on [iOS](#) and [Android](#)

What's New


Bookmark our What's New page so you'll always be in the know about the latest MailChimp features and product refinements.

[See All Our Updates](#)

Oct 2018

 What's new in MailChimp

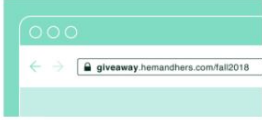
You might have noticed that a lot's changed around here lately. Since our last update, we launched a new website with a brand redesign, not to mention new tools and features. We'll hit the highlights from the last few months, including the release of postcards and tags, as well as updates to the mobile app and landing pages.



Say hi in real life with printed postcards

Postcards give you a tangible way to say hello to someone new, promote a sale, or thank someone for a purchase—with a note they can hang on the fridge. Don't have mailing addresses? No problem. Our address finder tool will help find your contacts' addresses for you. [See what you can do with postcards](#)


[Send Social Mail](#)



Make your landing pages look even more pro with custom domains

Now for \$99 a year, you can use your website's domain to create unique subdomains. That way, your links will have a more professional look that matches your brand. [How to create a custom domain for your landing page](#)

[Get The Add-On](#)




Organize your contacts with tags and send stuff to them automatically

You can now use tags to organize your audience in MailChimp. They're like customizable labels you can create and assign to contacts as needed.

And with tag-triggered automations, you can send the right message to the right people instantly when you tag your contacts. [Find out what you can do with](#)

Jan 2019

 Make this your biggest year yet

2018 was a big year here at MailChimp. We released new products like customer relationship management (CRM) tools, shoppable landing pages, and printed postcards. We grew a lot. So much, in fact, that [you and your team](#)...

Now we do more than email, so you can do more with your marketing. We rounded up last year's best new features to help you do just that in 2019.

CRM tools to help you market smarter

One of the smartest ways to use marketing is for [customer relationship management](#). This means that you [put your audience data to work](#) so that you can market more effectively.

MailChimp can run the CRM needs for all kinds of businesses. And it can be simple. Once you've imported your contact data, you can [segment and tag](#) your audience based on your needs. Then you can set up [behavior-triggered messages](#) to trigger from the segments and tags. And using your [activity](#), you can find new patterns in your data and send even better emails.

Sell right from your landing pages

With our beautiful templates and easy-to-use builder, you can create a shoppable [landing page](#) in minutes. Whether you're selling online for the first time or just looking to add another sales channel to the mix, landing pages are a valuable, versatile tool. Simply connect [your landing page](#) to your MailChimp account, and you can sell it directly from your landing pages—no e-commerce store required.

Stand out with postcards—no mailing addresses needed

With the launch of [postcards](#), you can expand your marketing beyond digital. This modern twist on a classic channel really works, too—according to a [study](#) conducted by the U.S. Postal Service, 86% of people say they love the tone to look through their mail.

We make it easy for you to print, stamp, and mail postcards around the world so as little as 75 cents a card. If you don't have the information you need to send a postcard, our address finder tool will help you fill in the gaps.

Keep track of your campaigns from anywhere


The beginning of the year is a busy time, and with [our mobile app](#), you can keep things moving while you're on the go. It's easier than ever to view important alerts from your recent and ongoing campaigns as soon as you log in. You can do more stuff in the app, too—like organizing your audience with tags or sending a series of welcome emails with a 1-click message automation.

[Download The App](#)

What's New

Bookmark our What's New page so you'll always be in the know about the latest MailChimp features and product refinements.

[See All Our Updates](#)



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