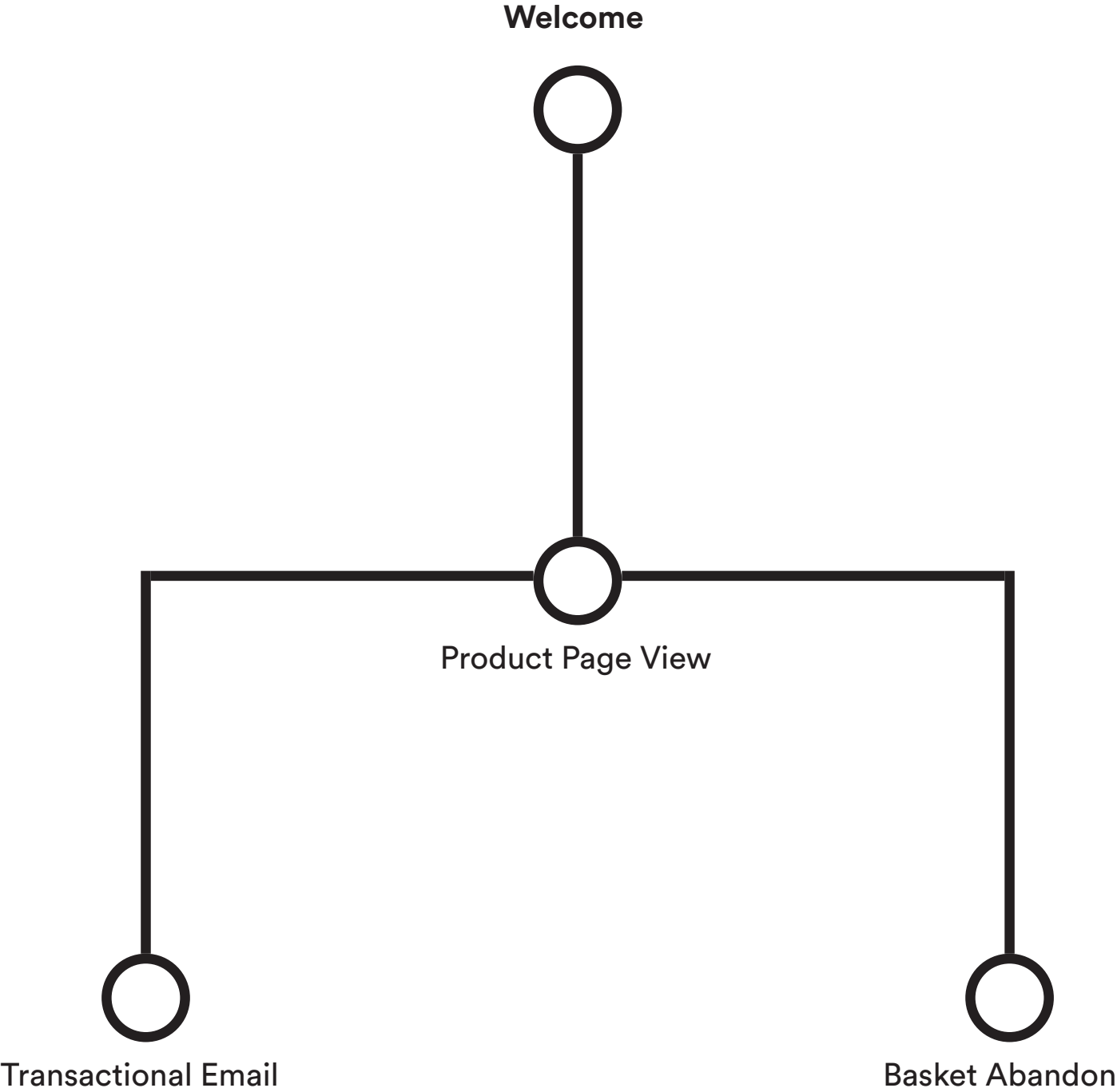


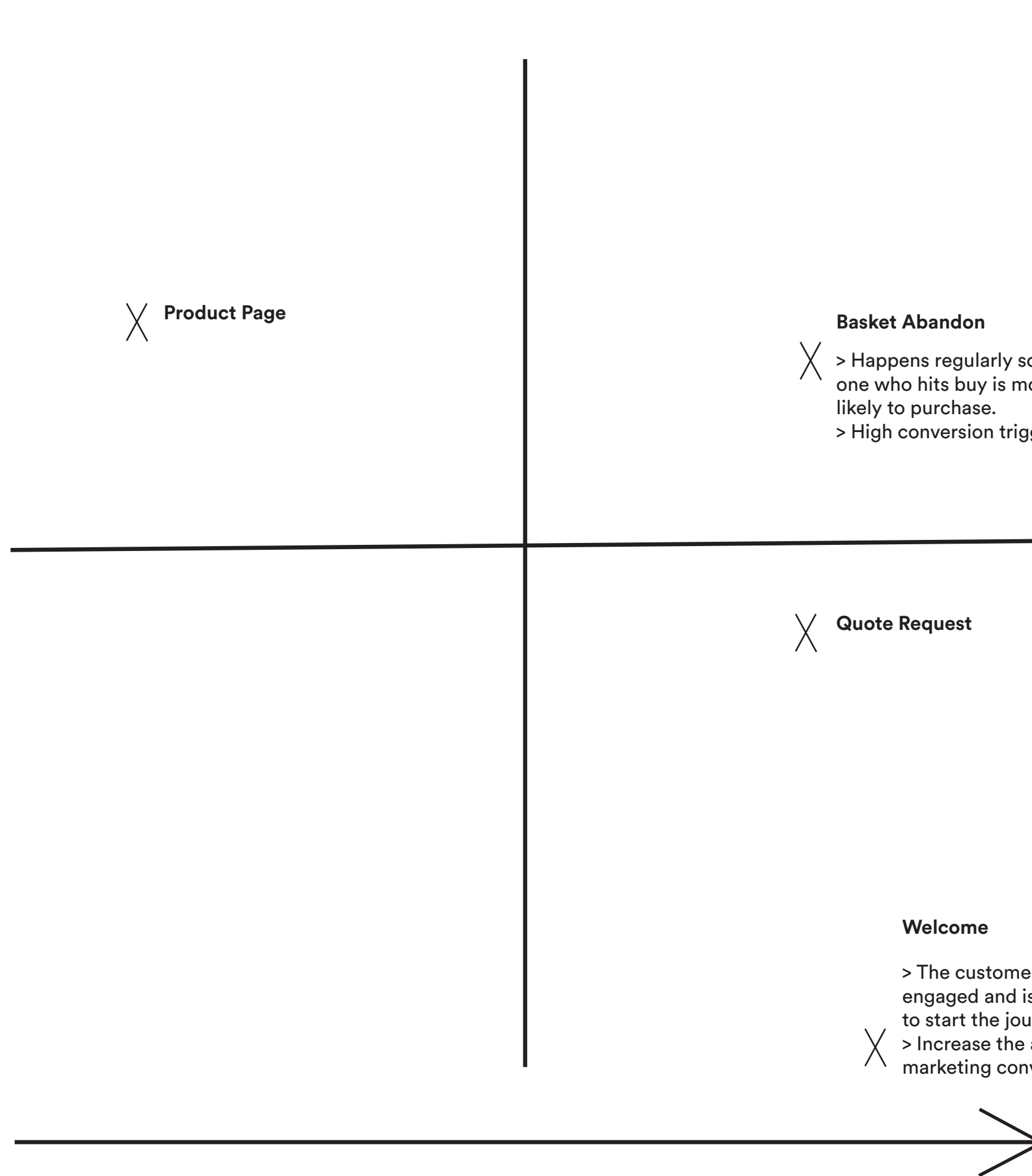
# Mailchimp Email Triggers

The Portal

# Mailchimp Email Triggers



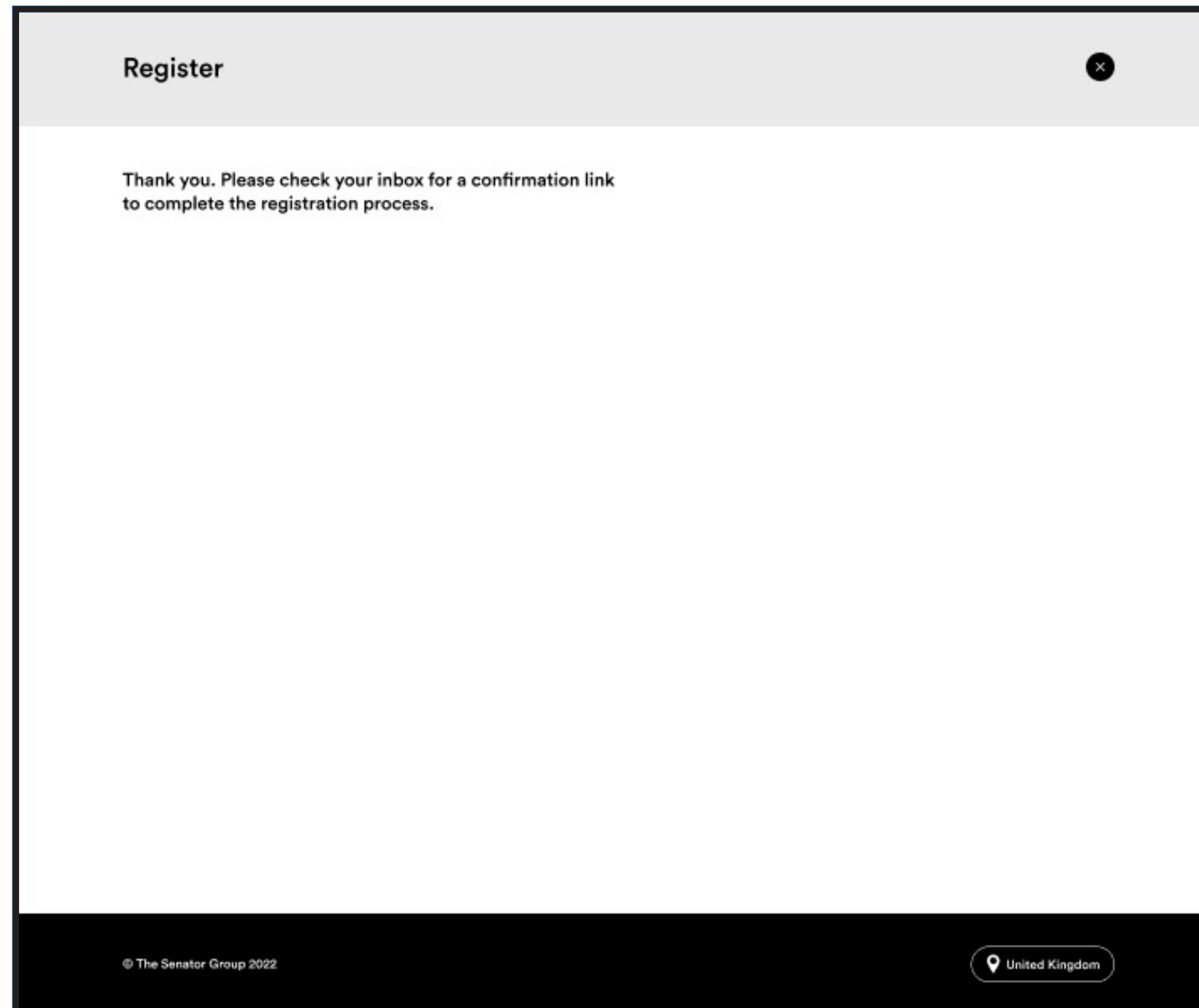
Trigger Quantity



Conversion Intent

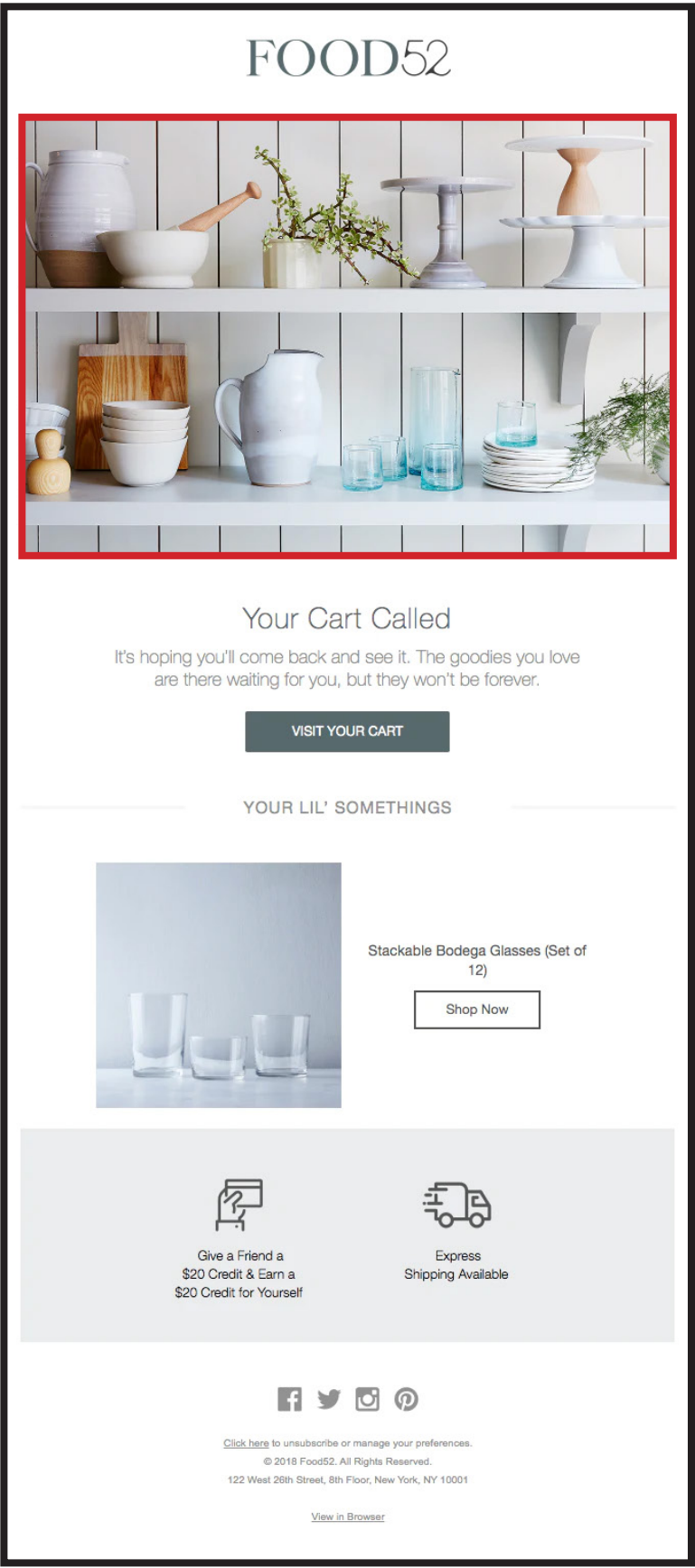
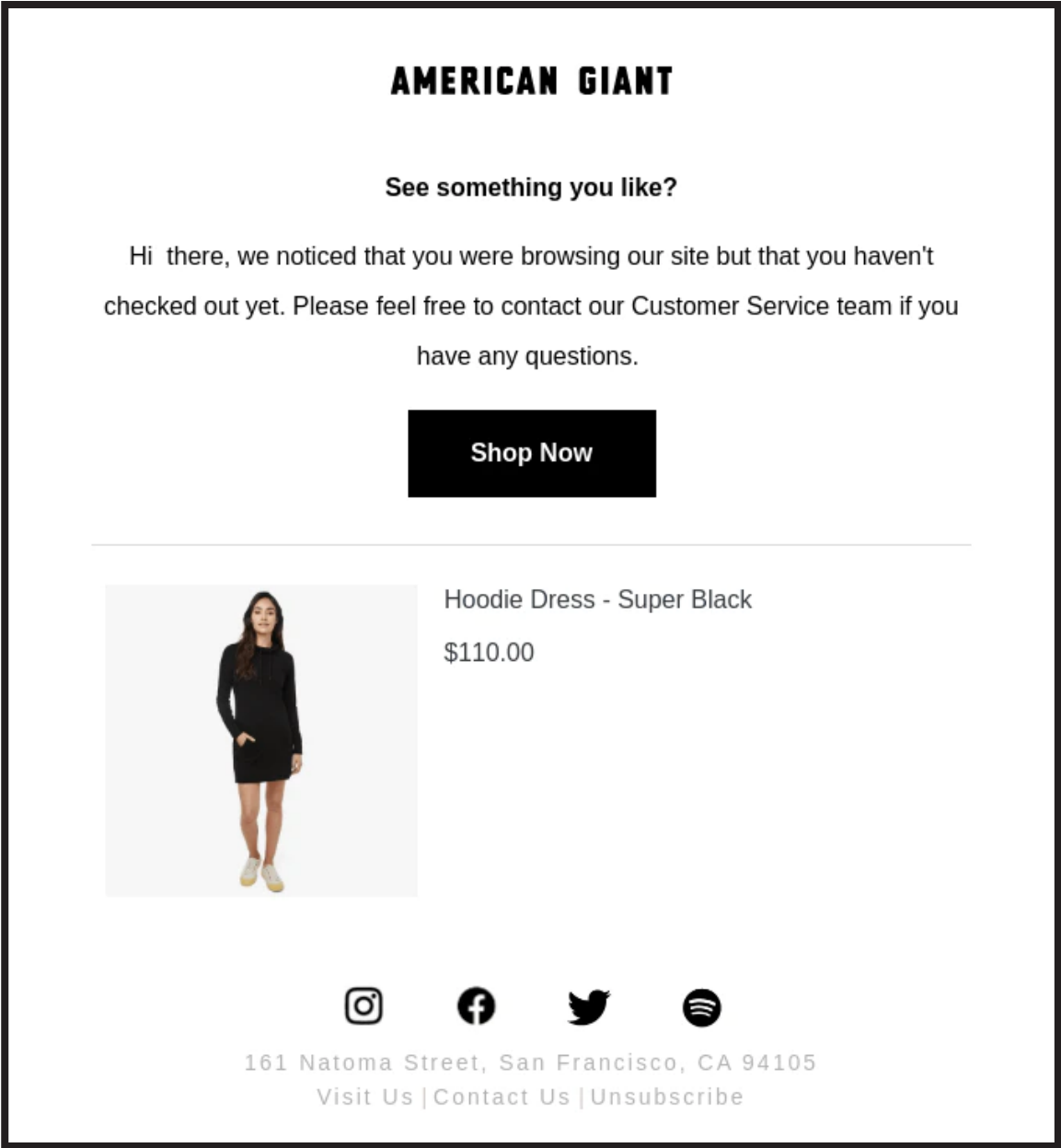
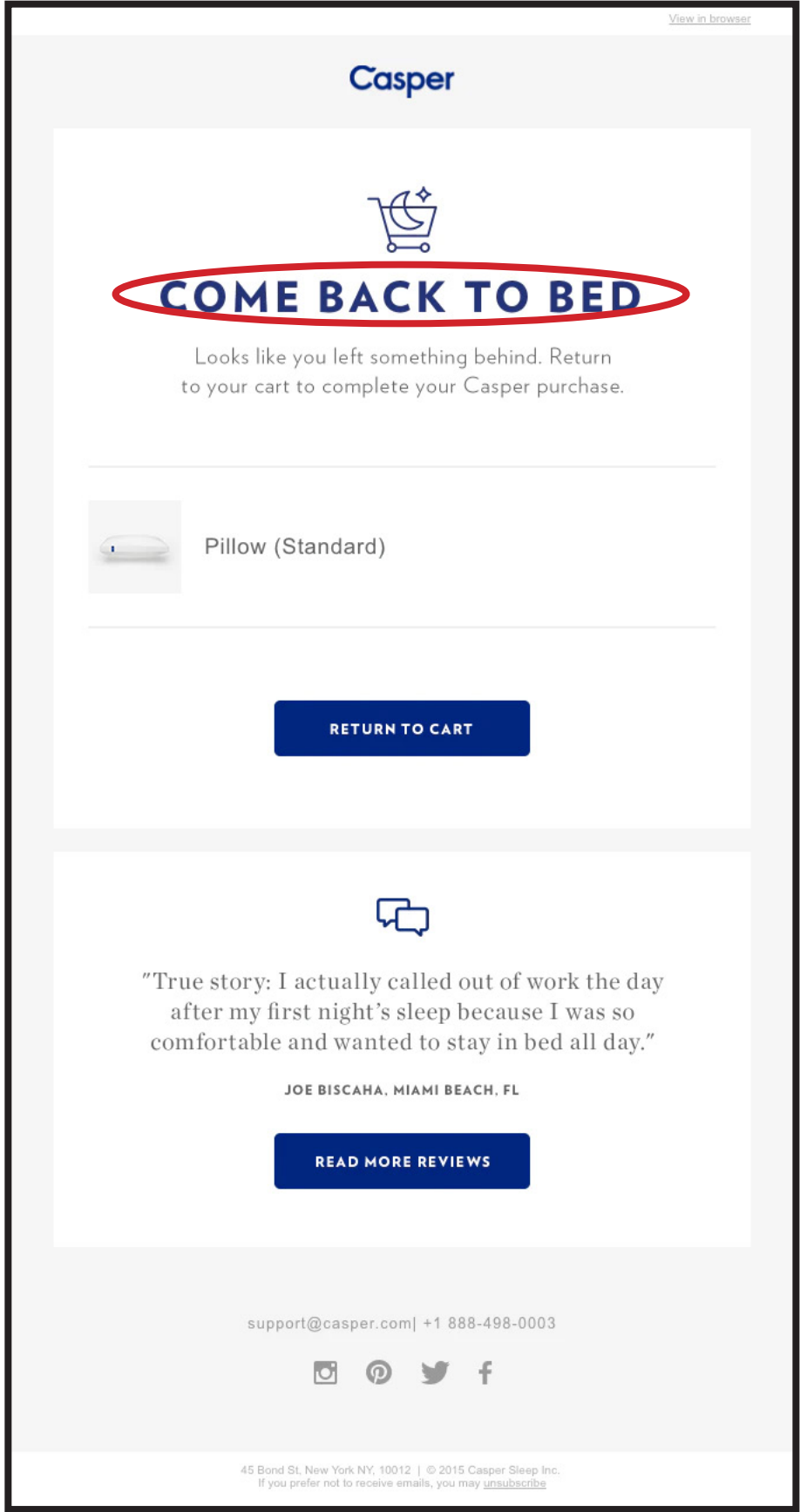
Good	Best
Weak	Good

# Welcome Email



- > Welcome emails have a high open rate. 50% open rate on average meaning it can be 86% more effective than standard email campaigns.
- > The email should be sent an initial welcome welcome email as soon as the user signs up and confirms their email address.
- > Welcome email is normally the first or second email that a new user receives. They welcomes them to the portal, they set customer expectations

# Abandoned Basket Email




# Transactional Email

Display the order confirmation number prominently.



1.

2. **Order Summary**



**Senator Brochure**  
Qty: 1

Subtotal:	£0.00
Shipping:	£0.00
Tax:	£0.00
<b>Order Total:</b>	<b>£0.00</b>

3.

[Instagram](#)

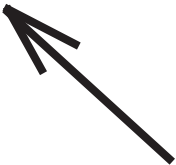
[LinkedIn](#)

[Journal](#)

**Allermuir** Part of The Senator Group

Please [click here](#) to unsubscribe from the Allermuir mailing list.

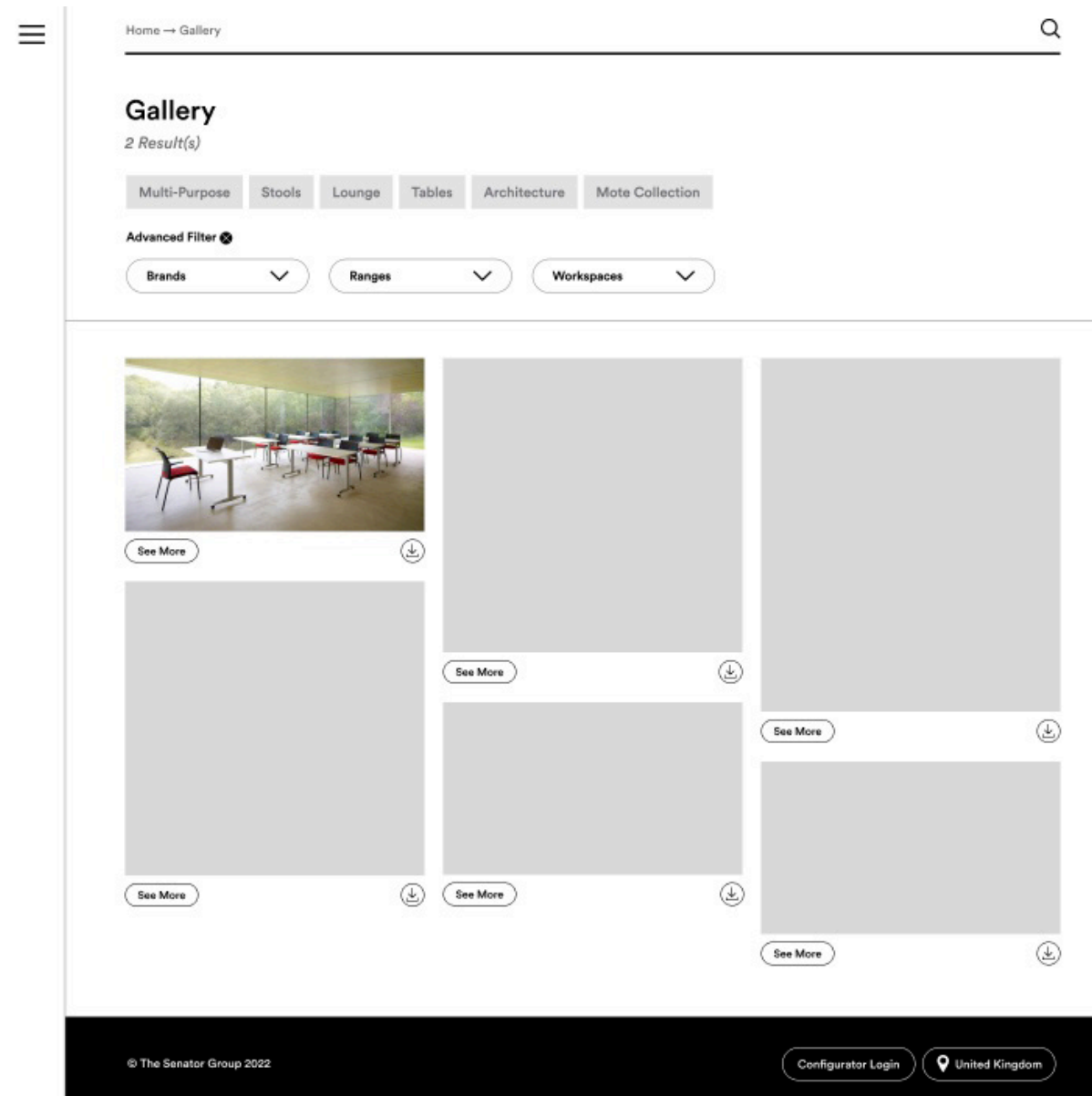
Show the name and description of all items ordered. Include Photos and prices.



List the customer's address, shipping method, and estimated arrival date. Include the shipment tracking number if ones exists.



# Product Page View Email



- > Visiting certain images in the gallery could lead to an email directing them to the product page for more information etc...
- > Similarly when viewing a specific product page multiple times, an email could direct them to more resources or samples.