

# **SIMPRO** **mailchimp**

Integrating Simpro with Mailchimp enhances customer engagement.



## **Customer Data Sync**

Automatically transfer customer information from Simpro to Mailchimp, ensuring up-to-date contact lists for personalised marketing.



## **Automated Email Campaigns**

Create and schedule email campaigns in Mailchimp triggered by Simpro events, such as job completion or upcoming appointments, improving customer engagement.



## **Segmentation and Personalization**

Leverage Simpro data to segment email lists in Mailchimp based on customer preferences, behaviours, and demographics, allowing for targeted and personalised content.



## **Marketing Analytics Integration**

Combine data from both platforms to analyse email campaign performance, track customer responses, and refine marketing strategies for better results.

**BOOK A DEMO**

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