

What is PowerMailChimp?

Are you looking to send bulk emails from your CRM system and track bulk email statistics back to your CRM contacts, leads and accounts? Then give PowerMailChimp a try! PowerMailChimp is a MailChimp CRM integration tool that connects the powerful, robust, and affordable third-party bulk email platform, MailChimp, with Microsoft Dynamics CRM. Use static or dynamic CRM marketing lists to send out bulk emails such as newsletters, special offers, and more, all from within CRM.

PowerMailChimp also tracks vital bulk email statistics such as sends, successful deliveries, opens, clicks, bounces, and unsubscribes back to individual CRM contacts, leads and accounts. This lets you see who opened the email, who clicked on which links, and if anyone unsubscribed. The statistics are powerful, and the add-on is simple to use.

What does it do?

- Send beautiful, rich, HTML emails without needing any HTML knowledge by using MailChimp's robust template editor
- Use CRM information to create dynamic content in your templates using merge tags

Take advantage of CRM Workflows!

- Automatically fire off a response when a bulk email receiver clicks on a specific link, unsubscribes, opens the email, etc.
- Automatically add a bulk email recipient who shows interest in a specific product to a CRM marketing list

Other PowerPack add-ons to further enhance functionality!

- Send surveys in bulk emails with [PowerMailChimp](#) and [PowerSurveyPlus](#)
- Track web traffic of individual contacts and leads with PowerMailChimp and [PowerWebTraffic](#)
- Collect bulk email subscribers with PowerMailChimp and [PowerWebForm](#)
- View all bulk email statistics and other related records, specific to one individual contact, lead or account with PowerMailChimp and [PowerOneView](#)

How Do I Get Started?

Try any of our PowerPack Add-ons FREE for 30 days with no risk and no pressure to commit! There are no setup fees, no long-term contracts (simply month to month), and no credit card information required! Click [here](#) to learn more.