Automate attendee outreach
Easily import your event details into a customizable invitation template and sync attendee data with your Mailchimp account — so you can get the word out fast, without the hassle of double data entry. You can also schedule your campaigns so you don’t have to push “send” for every email.

Easily manage communication
Automatically move attendees to the appropriate Mailchimp list based on their purchases and attendance. Segment your lists so you can target your email campaigns to the right audiences to build anticipation, inspire purchases, share updates, or send follow ups after your event.

Sell more tickets
Design eye-catching, highly targeted email campaigns to convert potential event-goers into ticket-holders — no coding or programming required. Send personalized emails to specific groups or individuals with an exclusive promo code to inspire a purchase.

Analyze and Optimize
Track the results of your subject lines, CTAs, and promotions so that you can optimize for the next email campaign to increase engagement. You can even rely on Mailchimp to do the work for you — set up A/B tests within your campaigns and Mailchimp will optimize toward the highest performers.

Learn how to [sell more tickets with your event email marketing](#) or talk to an events expert at 1-866-902-2531.