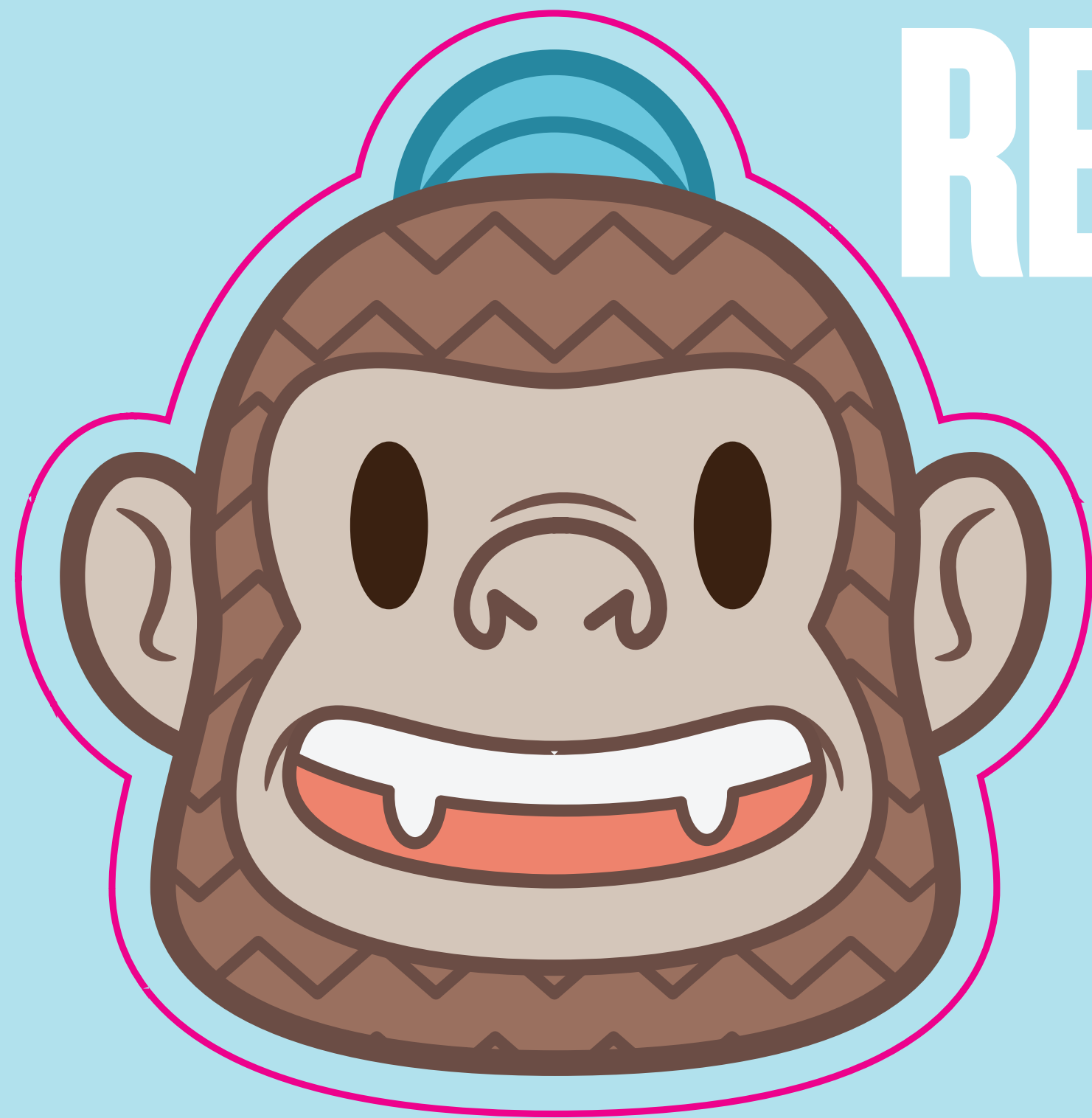
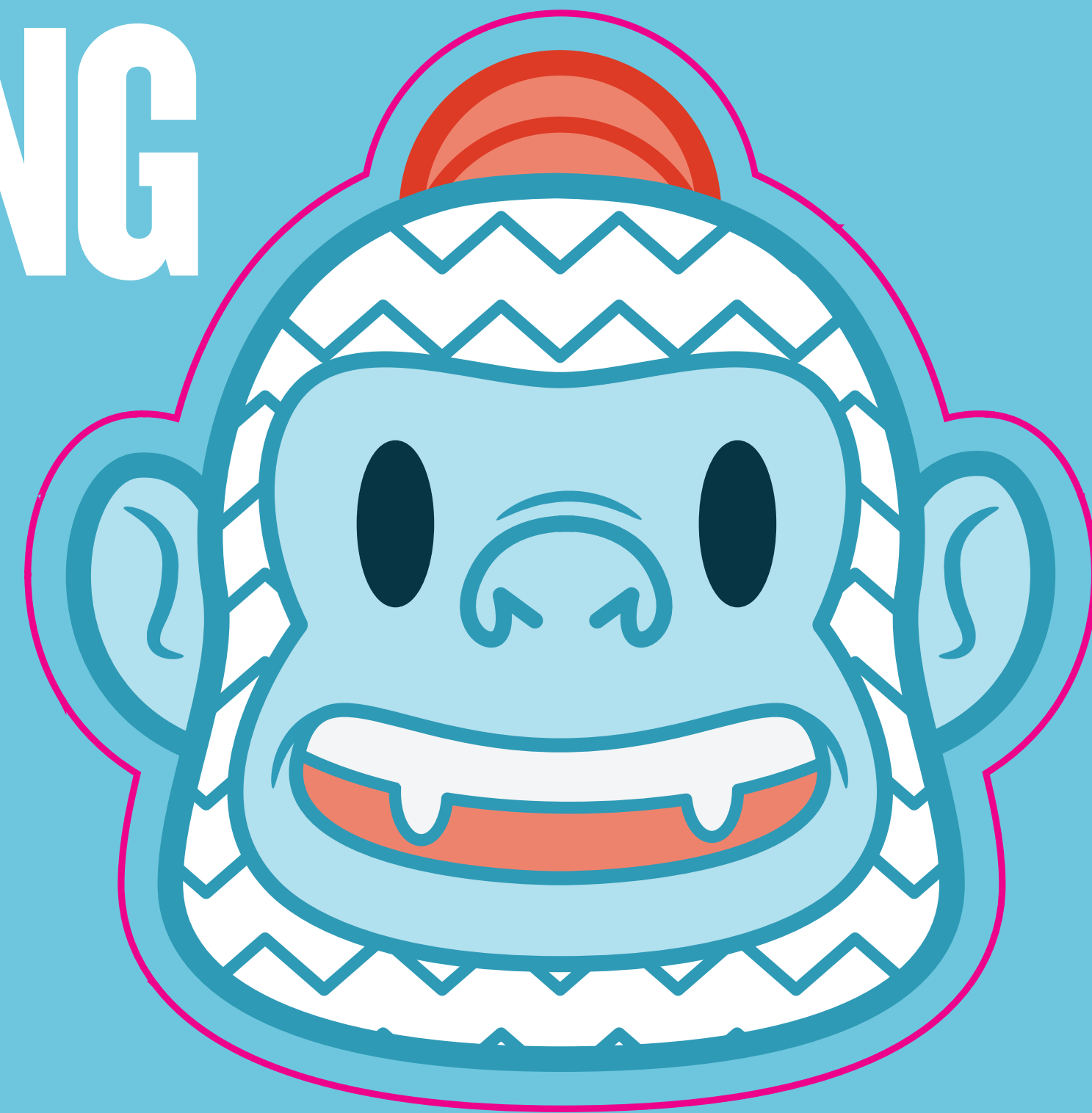


REDESIGNING



for



MILLIONS



DANGEROUS

ZONE 3

★ **PRO**



● **NOOB**



DEBT

DATED

PERSPECTIVE

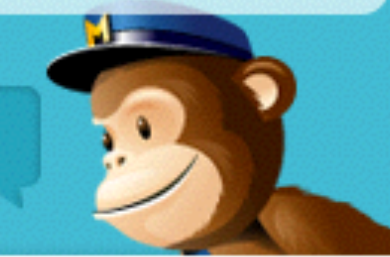


Lists

tyrickchristian ▾

[Dashboard](#)[Campaigns](#)[Lists](#)[Reports](#)[Autoresponders](#)[Account ▾](#)

Justin Bieber gets defeated!

[Create List](#)[Design Signup Forms ▾](#)

drag and drop to reorder lists

[Update List Order](#)[View ▾](#)

5 Things I Read This Week

0 Subscribers

★ no rating yet ★

Created: Feb 12, 2013 08:21 pm



1

[View ▾](#)

Me

1 Subscribers

★ no rating yet ★

Created: Dec 27, 2011 01:26 pm



2

Top ▲

Learn

[Getting Started](#)[Guides](#)[Videos](#)

Get Help

[Contact Support](#)

Get Fancy

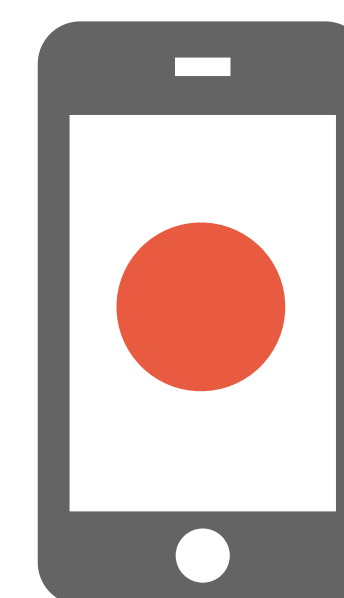
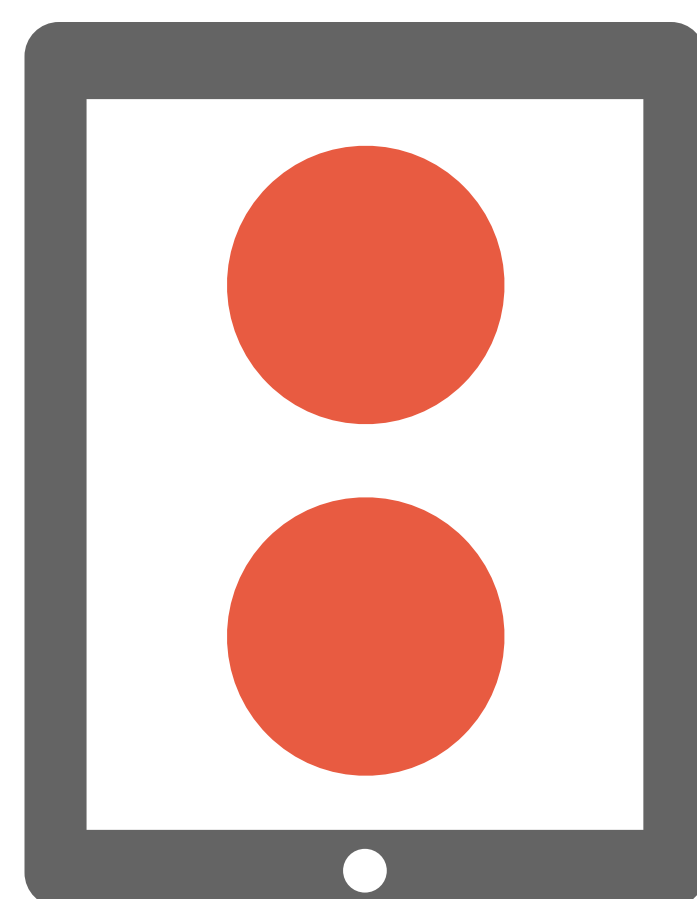
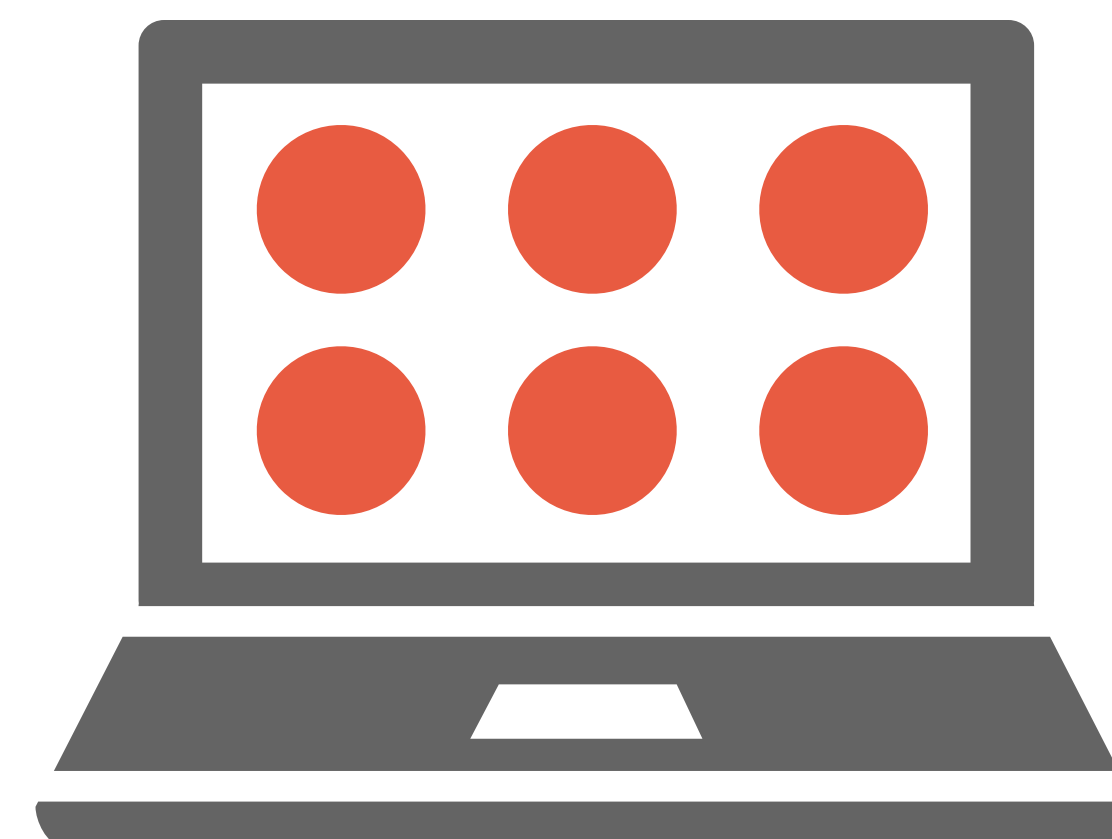
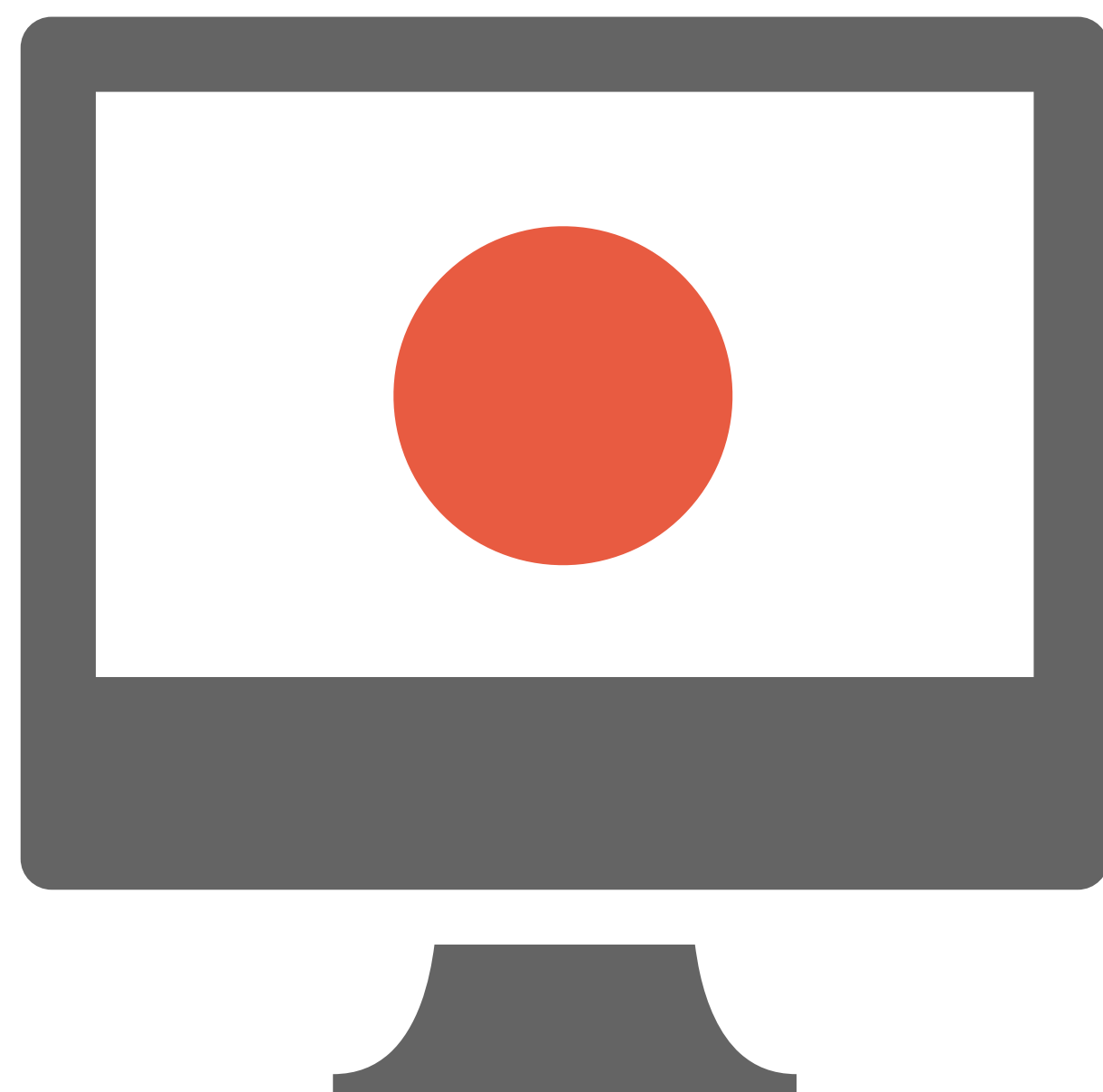
[Integrations](#)[MailChimp API](#)[MailChimp Labs](#)

Legal Mumbo Jumbo

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SHIFT



"Eliza"

Public Relations Manager

~~RESPONSIVE~~
RESPONSIVE

UBIQUITY &
EFFICIENCY &
COLLABORATION.

DESIGN

The Forty Story




Pentagram was founded on June 16, 1957 and celebrated its 55th anniversary this year. To commemorate the occasion we created a film that tells the story of a day when the agency opened and the world of Pentagram Design. Download video: [The Forty Story](#) or [The Forty Story](#) at [pentagram.com](#).

Campaign Name

Oct 30, 2012, 12:30 pm est
The Forty Story | [View Campaign](#) | [Help](#)


View Campaign





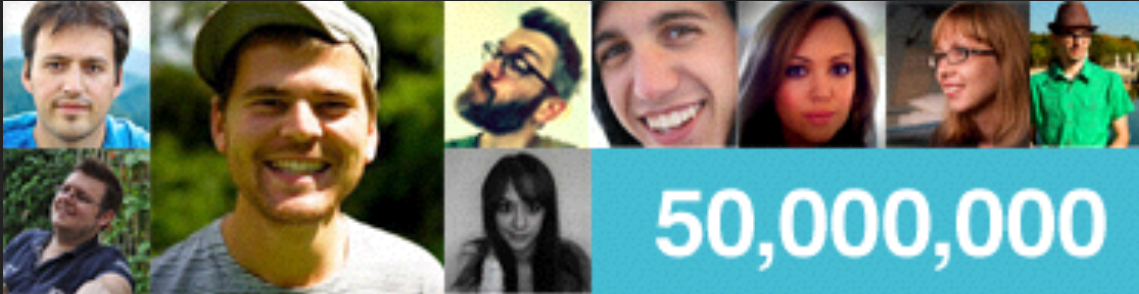
Website Updates
Created: Dec 26, 2012

53% Open Rate 48% Click Rate



Website Updates
Created: Dec 26, 2012

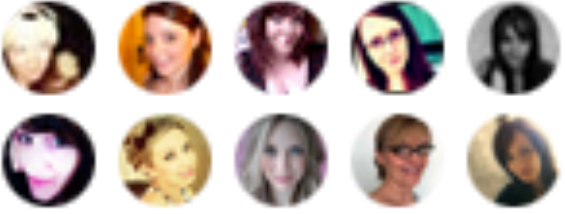
53% Open Rate 53% Click Rate



Website Updates
Created: Dec 26, 2012

53% Open Rate 44% Click Rate

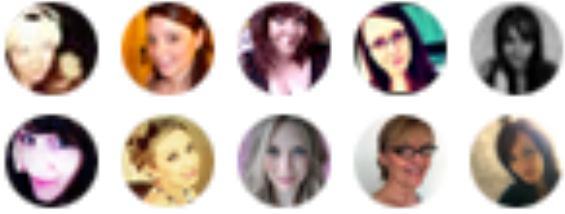
Website Updates
Created: Dec 26, 2012



and 43 others

53% Open Rate 48% Click Rate

Website Updates
Created: Dec 26, 2012



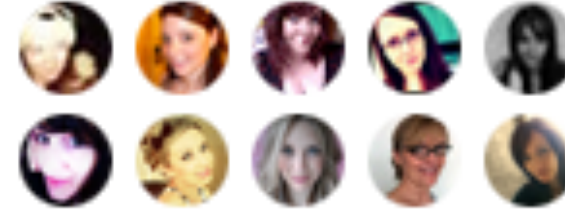
and 43 others

53% Open Rate 48% Click Rate

Website Updates
Created: Dec 26, 2012

53% Open Rate

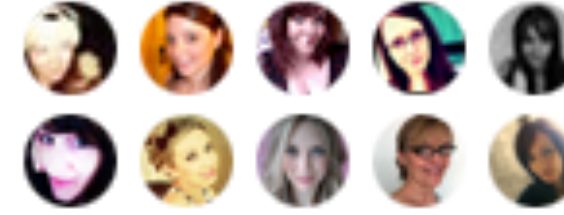
48% Click Rate



and 43 others

Website Updates
Created: Dec 26, 2012

53% Open Rate 48% Click Rate



and 43 others

New-at-Pentagram-December-2011

2,423,124 Sent

● 50% Open Rate ● 25% Click Rate



[View Report](#)



Website Updates

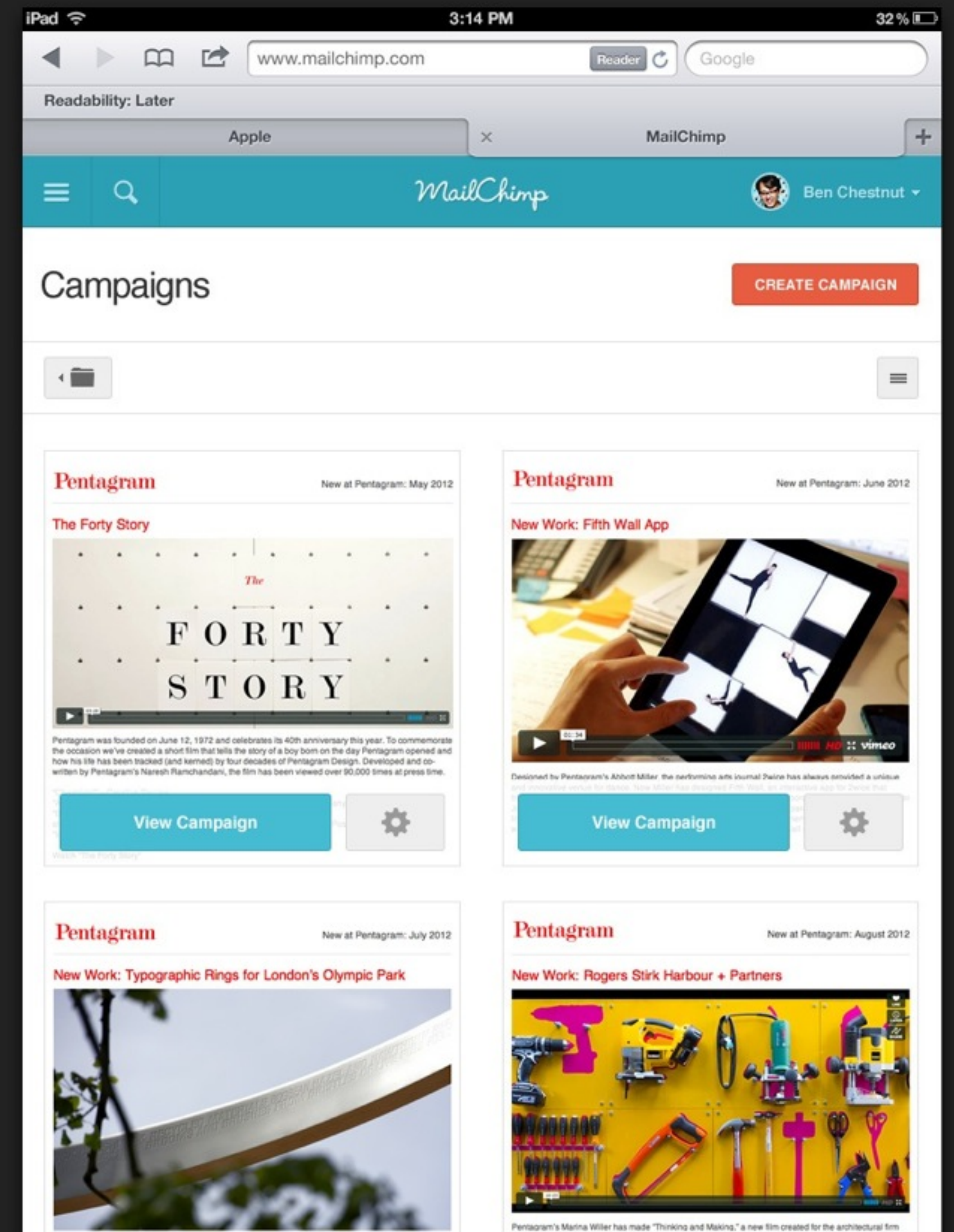
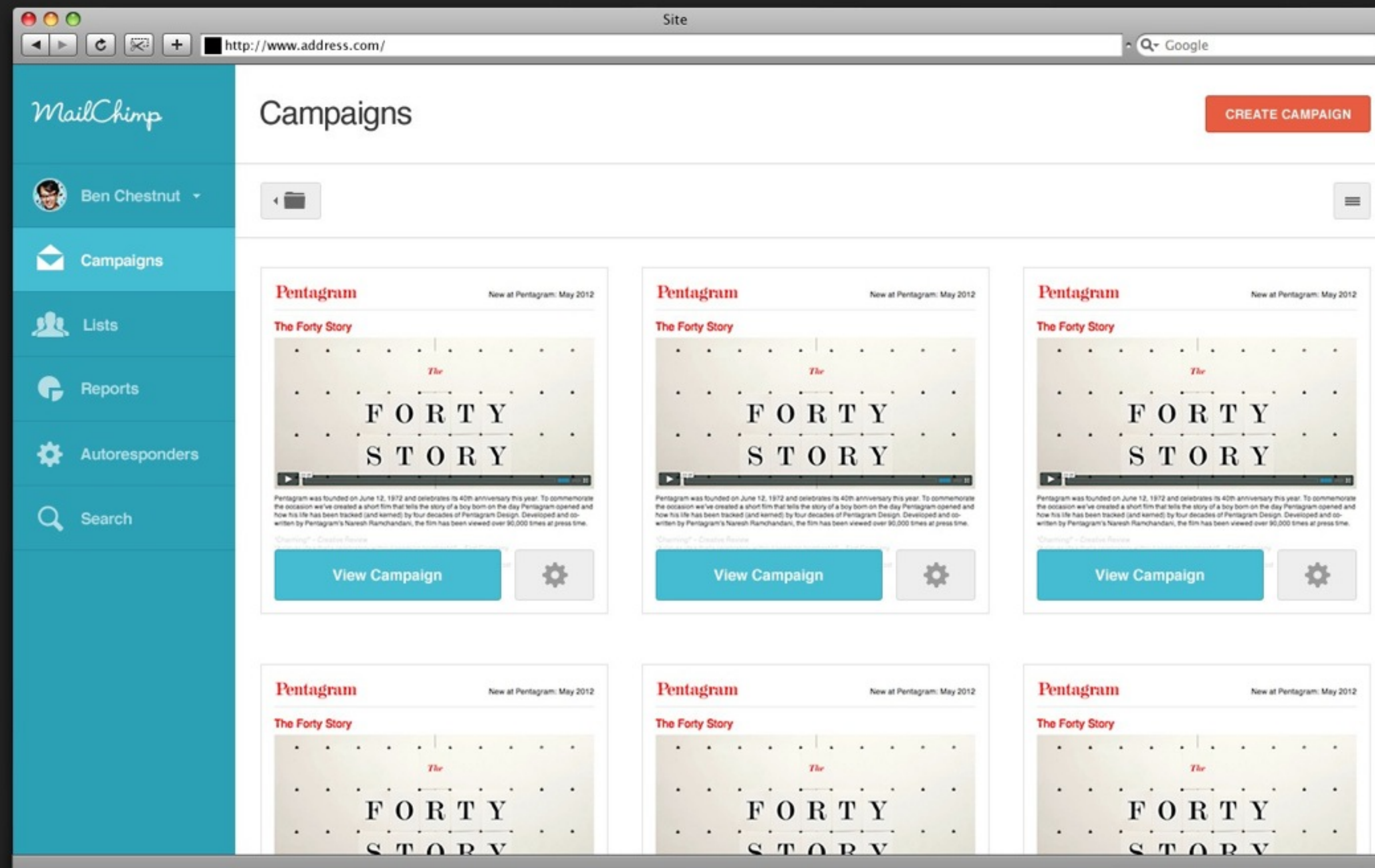
2,895,398 Subscribers ●

★★★★☆ Created: Dec 26, 2012, 12:30pm est



[View List](#)







BIG CHANGE


MailChimp


 Campaigns


 Reports

 Lists

 Autoresponders

 Account


 Search

 All Campaigns

 Drafts


 Scheduled Campaigns


 Unfiled

 Campaigns by List

YOUR FOLDERS

 Add folder

 Lorem Ipsum Dolor Sit

 Lorem Ipsum








Campaigns > All Campaigns

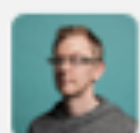
CREATE CAMPAIGN

DELETE

MOVE ▾



Campaign Name ▾	Status	List	Type	Emails	
<input checked="" type="checkbox"/> New-at-Pentagram--December-2012	DRAFT	Newsletter subscribers	Regular	64,387	
<input type="checkbox"/> New-at-Pentagram--November-2012	SENT	Newsletter subscribers	Regular	38,912	
<input type="checkbox"/> New-at-Pentagram--October-2012	DRAFT	Newsletter subscribers	Regular	12,734	
<input type="checkbox"/> New-at-Pentagram--September-2012	DRAFT	Newsletter subscribers	Regular	5,987	
<input type="checkbox"/> New-at-Pentagram--August-2012	DRAFT	Newsletter subscribers	Regular	1,572	
<input type="checkbox"/> New-at-Pentagram--July-2012	DRAFT	Newsletter subscribers	Regular	529	
<input type="checkbox"/> New-at-Pentagram--June-2012	DRAFT	Newsletter subscribers	Regular	100	



Aaron Walter
MailChimp UX Manager

0



Campaigns



Lists



Reports



Autoresponders



Search



Lists

+ Create List



Sort By

Custom order ▾



**MailChimp UX
Newsletter**

Created Mar 05, 2013 09:17 pm



2,475

Subscribers

53.9%

Open Rate

11.4%

Click Rate



Stats



**Mandrill Welcome Email
Test**

Created Aug 07, 2013 04:00 pm

No rating yet

6

Subscribers

0.0%

Open Rate

0.0%

Click Rate



Stats



CRM Survey

Created Jul 22, 2013 01:34 pm



2,706

Subscribers

50.1%

Open Rate

40.3%

Click Rate



Stats



Testing

Created Apr 11, 2013 03:19 pm



173

Subscribers

0.0%

Open Rate

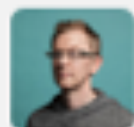
0.0%

Click Rate



Stats





0



Lists

+ Create List



Sort By

Custom order ▾



MailChimp UX Newsletter

Created Mar 05, 2013 09:17 pm



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Subscribers

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Subscribers

0.0%

Open Rate

0.0%

Click Rate

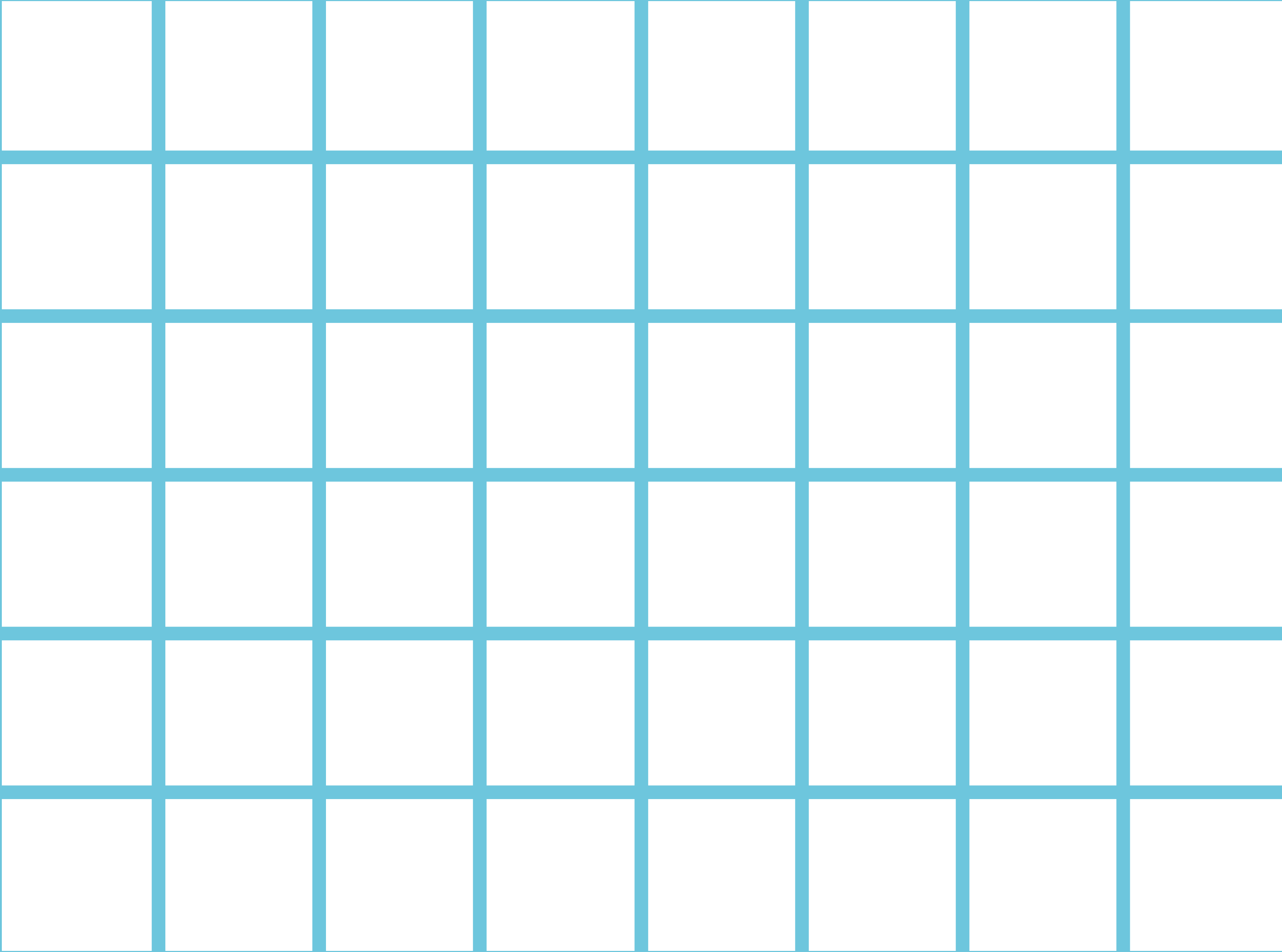



Stats



STOP

BUILD





Grid System

Typography

Form Elements

Navigation

Tables

Lists

Slats

Stats/Data

Feedback

Dialogs

Grid System | MailChimp

ux.mailchimp.com/patterns/grids

Reader

Pattern Library

Grid System

[Grid sizes](#)[Grid gutter](#)[Mixed grids](#)[Responsive columns](#)[Grid example](#)

Our grid system is composed of 8 flexible columns with a gutter between columns of 30px. We apply [border-box](#) so that the border and padding is included in the width of the grid columns.

Grid Sizes


Size 1 of 1

1 / 1

Size 1 of 2

1 / 21 / 2

Size 1 of 3



Grid System

Typography

Form Elements

Navigation

Tables

Lists

Slats

Stats/Data

Feedback

Dialogs

Form Elements | MailChimp

ux.mailchimp.com/patterns/forms

Reader

Combo button

Example

MailChimp

▼

```
1 <div class="button" data-dojo-type="dijit/form/ComboButton">
2   <span>MailChimp</span>
3   <div data-dojo-type="dijit/DropDownMenu">
4     <div data-dojo-type="dijit/MenuItem" data-dojo-props="onClick:function(){console.log('MailChimp')}">
5       Eep eep!
6     </div>
7     <div data-dojo-type="dijit/MenuItem" data-dojo-props="onClick:function(){console.log('MailChimp')}">
8       Hoo hoo!
9     </div>
10  </div>
11 </div>
12
```

Notes

Combo buttons are preferred when more than one action is associated with a button. The primary action is visible and available on the button itself while the secondary actions are accessed through the drop-down menu.

Combo buttons are created using Dijit's `dijit/form/ComboButton` and secondary actions are defined inside `dijit/DropDownMenu` using `dijit/MenuItems`.

Dijit Selects

Example

Select an option ▼

1 SECTION

Account My Profile

Basic information

First name
Last name
Email address
jason@mailchimp.com

Update

Accounts & Notifications

If you are an Admin on an account, you can turn on notifications to give you a heads up when a change is made to the account.

Account Name
Jason's Local Oddities and Space Adventures
RefreshColumbia

Update

User Type

User Type	Owner	Admin
<input type="checkbox"/> SMS	<input type="checkbox"/> SMS	<input type="checkbox"/> SMS
<input type="checkbox"/> Email	<input type="checkbox"/> Email	<input type="checkbox"/> Email

Security Notifications

☐ SMS ☐ Email

Login Notifications

☐ SMS ☐ Email

Username and password

Username
jason

Password - [Generate strong password](#)

Confirm password

Update

Use Fancy New Design

go back to the old design

Account security

Patterns that seem unusual for your account, we

Question

Search

manage and promote events

Squarespace

Intelligent web publishing

Distilled

Learn SEO the Distilled way

Brightpearl

manage your website

Capsule CRM

manage your website, pr

RightSignature

easy online document sign

SEOMoz

The web's most popular search

check design

He knows
is too long

Dark grey

badge should
be the same
as pattern
library

info

info

OPEN SPACE




LAUNCH

COMMUNICATE

A New MailChimp Is Coming | MailChimp Email Marketing Blog

blog.mailchimp.com/a-new-mailchimp-is-coming/

Reader



[Features](#)

[Pricing](#)


[Support](#)

[Blog](#)

[More](#)

[Sign Up Free](#)


[Log In](#)



May 13, 2013

A New MailChimp Is Coming

We have a motto that guides our work here at MailChimp: Listen hard and change fast. We've been doing a lot of both in the past few months. Last year some curious patterns emerged in feedback from our customers. There was so much feedback relating to the mobile experience. Let's be honest—[mobile devices](#) aren't just an industry trend; they're a revolution changing our culture. We get that, but we wanted to find out how broader industry trends were shaping our customers' day-to-day work.



We did a lot of traveling to meet with customers, and spent hours in interviews learning how people use MailChimp. We compiled hundreds of pieces of feedback from customers and our support team, and conducted surveys with thousands of



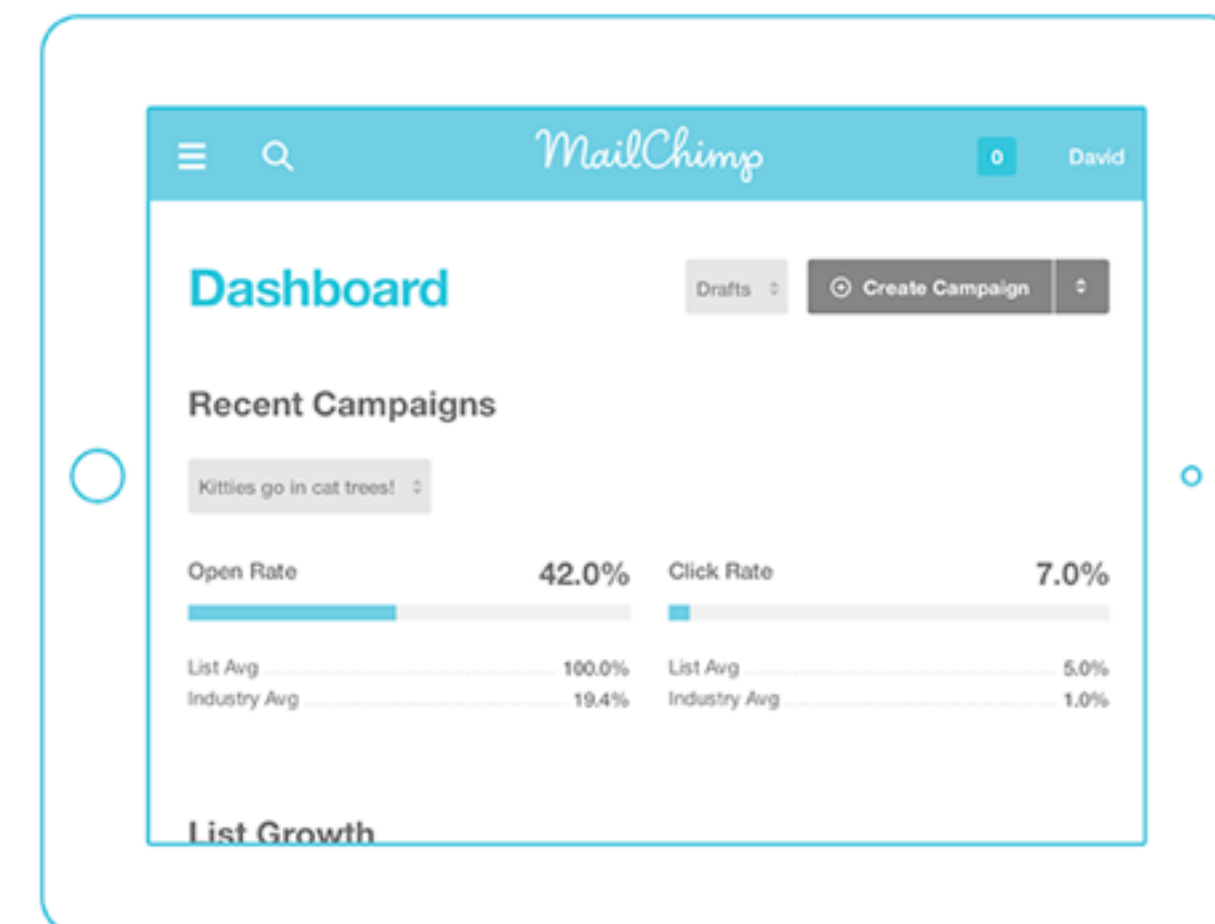
An all-new MailChimp is coming June 17

We have a motto that hangs on the wall here at MailChimp: Listen Hard, Change Fast. We've been [listening](#) to you. We've spent countless hours visiting our customers and learning about how you work, and we've used that research to create a new and improved version of MailChimp. It's more efficient, more flexible, and makes for a more collaborative experience. We'll begin rolling it out on Monday, June 17, and we think you're going to love it.

We're excited to share it with you, but we know that change can be hard. Here's what to expect from New MailChimp:

Responsive design

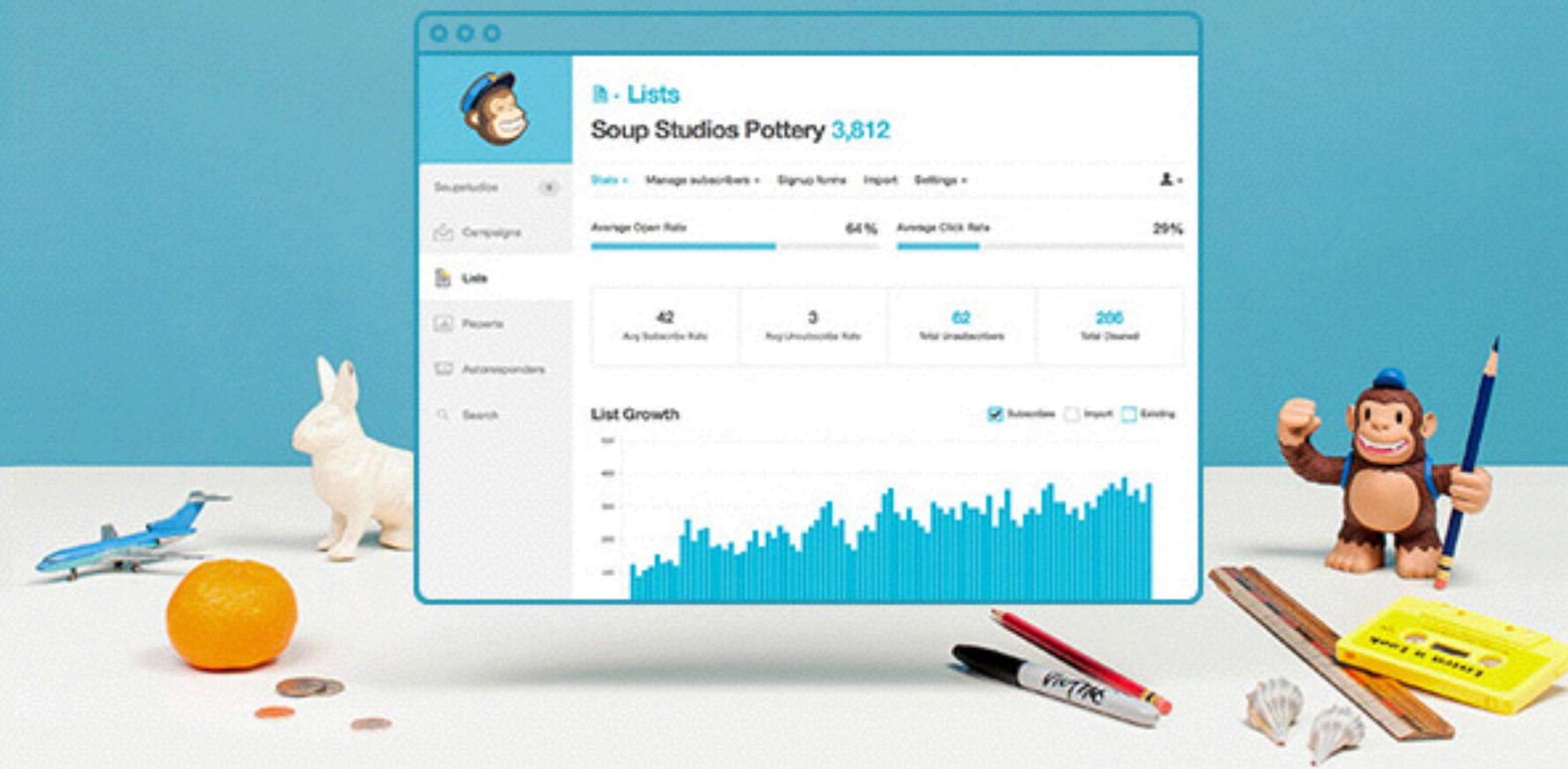
We're introducing a [responsive design](#) that's been optimized for tablets, so you can get your work done from wherever you are.



Simplified navigation and subscriber profiles

Account notifications are now displayed in the navigation, so you won't miss out on any important info about your campaigns. Switch to Pro mode to simplify the layout, or collapse and expand menus on the iPhone to create more space when

New MailChimp is Here



We've built a new MailChimp that's more efficient, mobile-friendly, and flexible. We think it will help you collaborate with your team and get your work done faster.

New MailChimp will be optional until July 15, so you have plenty of time to make the switch on your own terms.

[Try New MailChimp](#)

[I'll try it later](#)

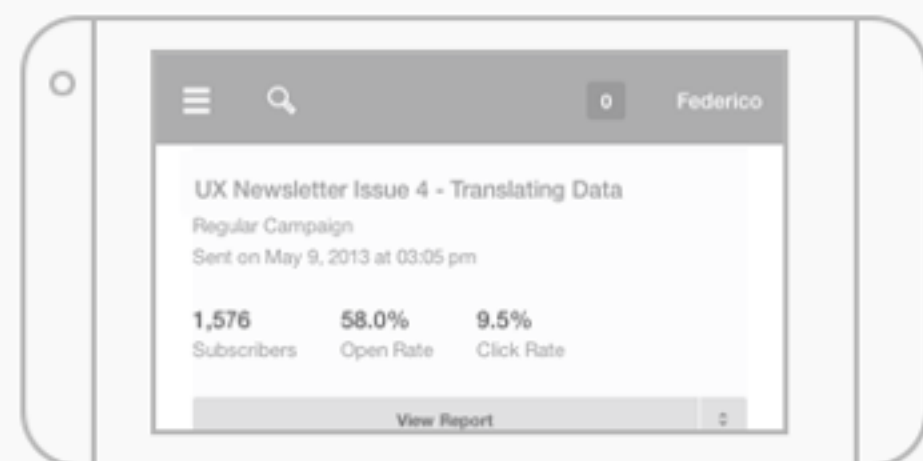
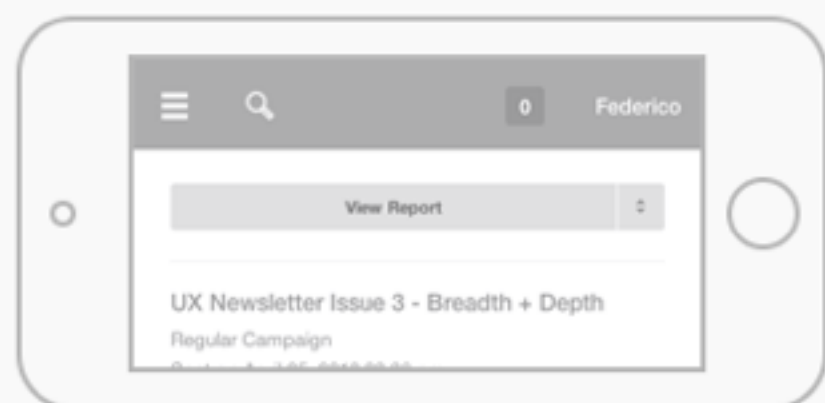
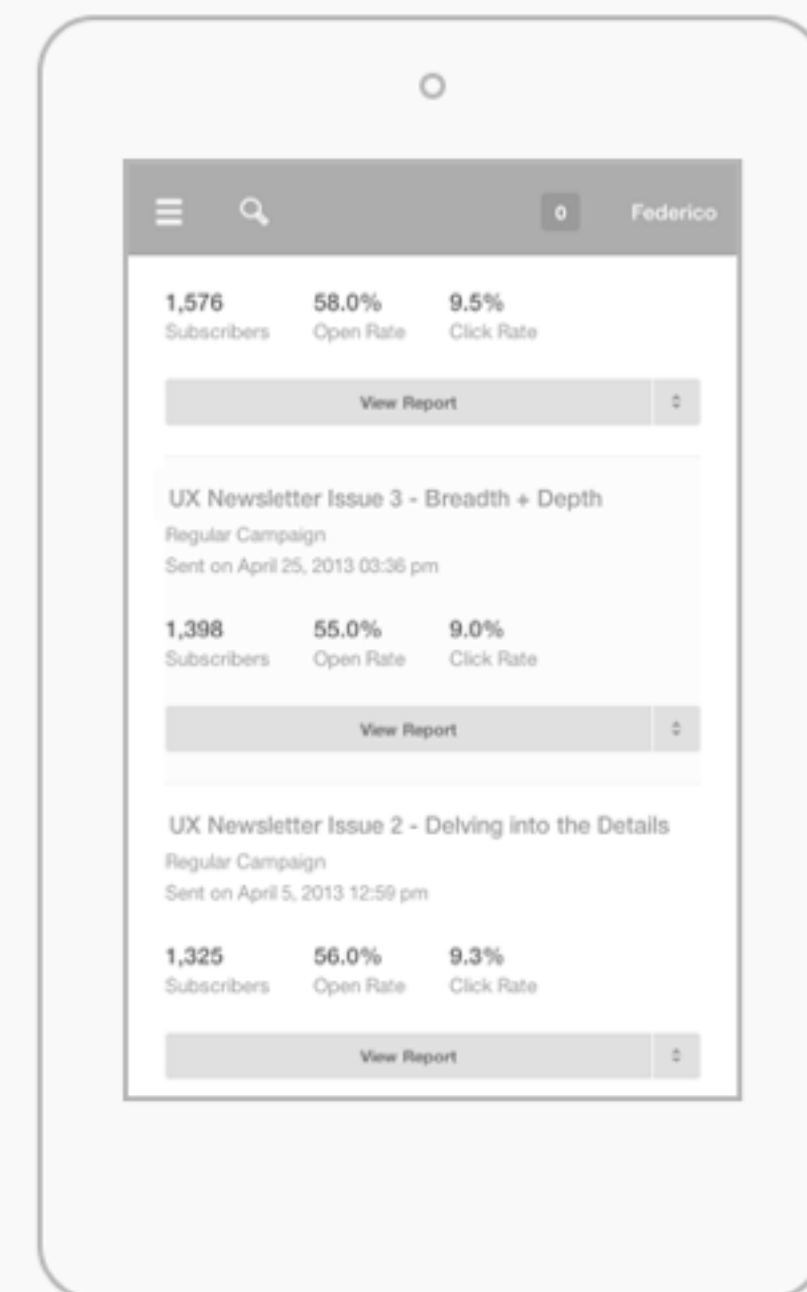
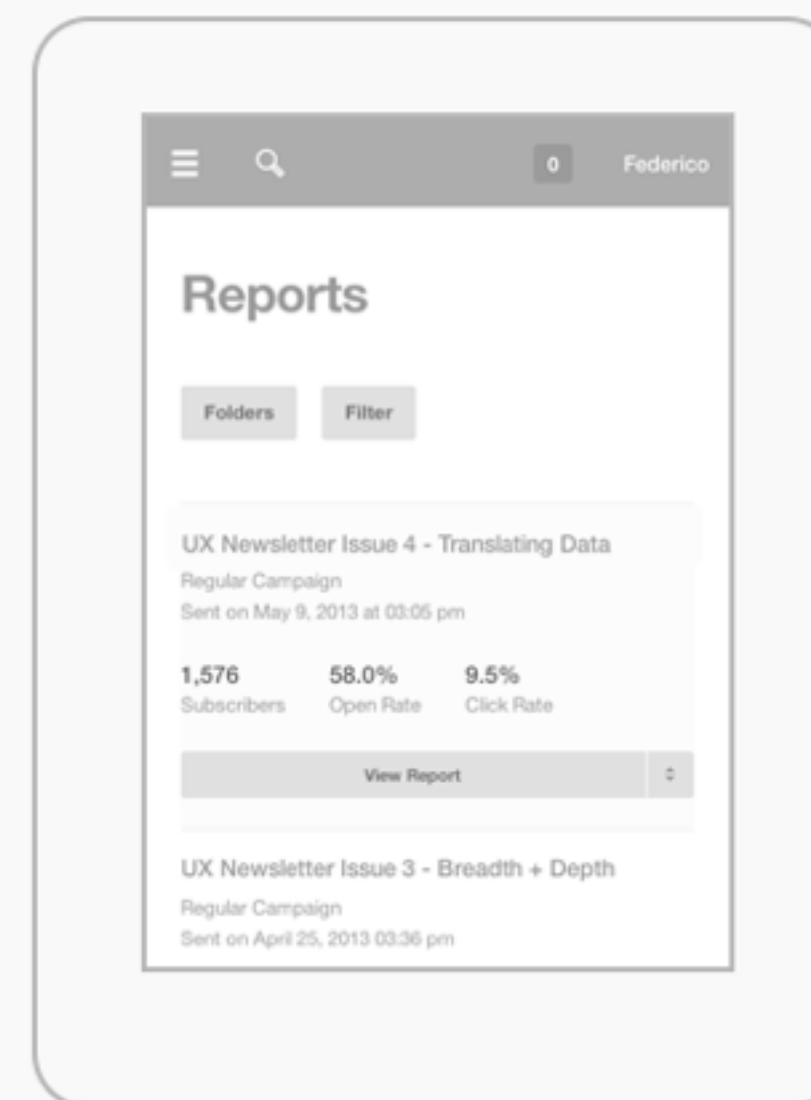
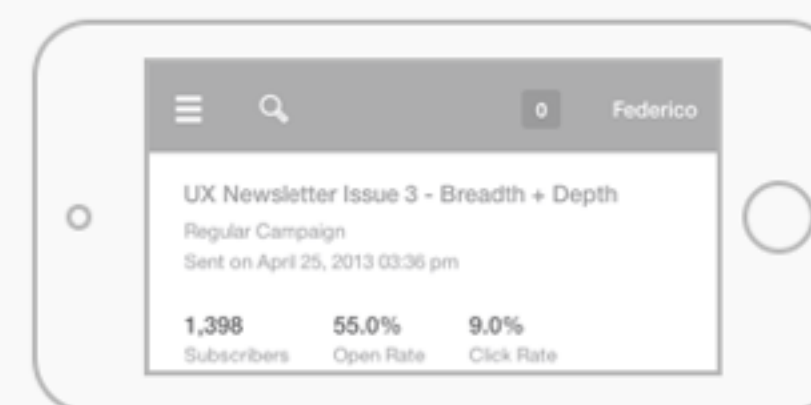
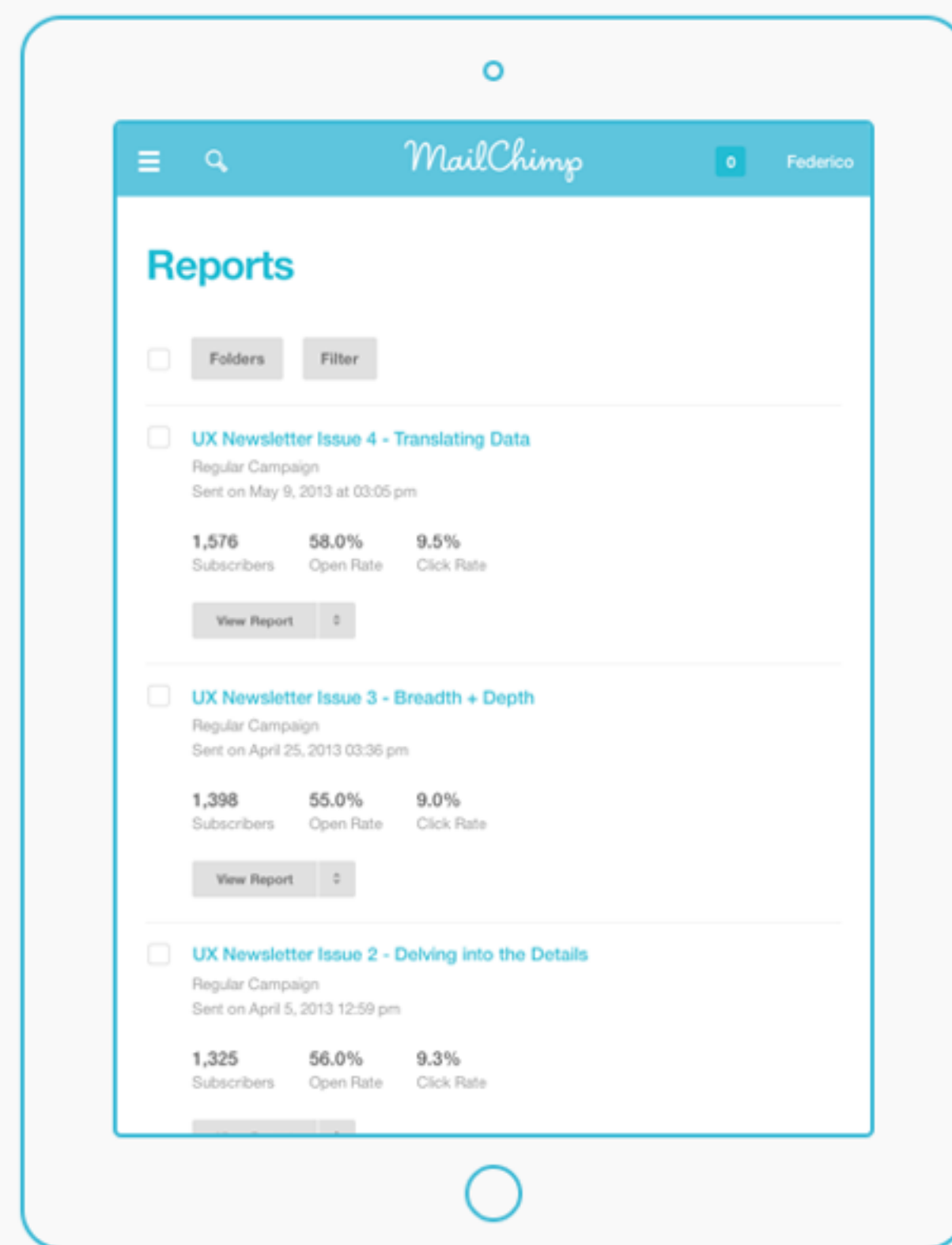
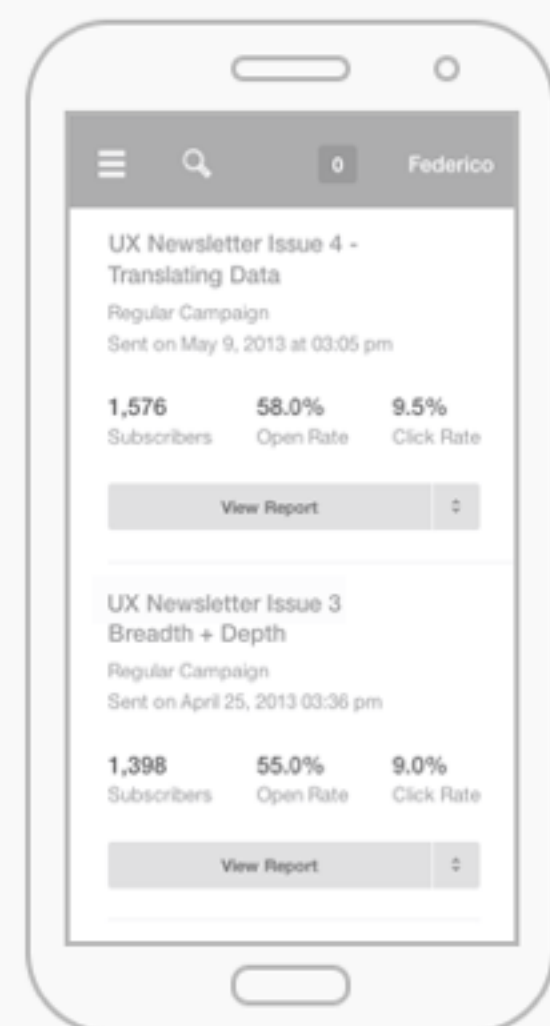
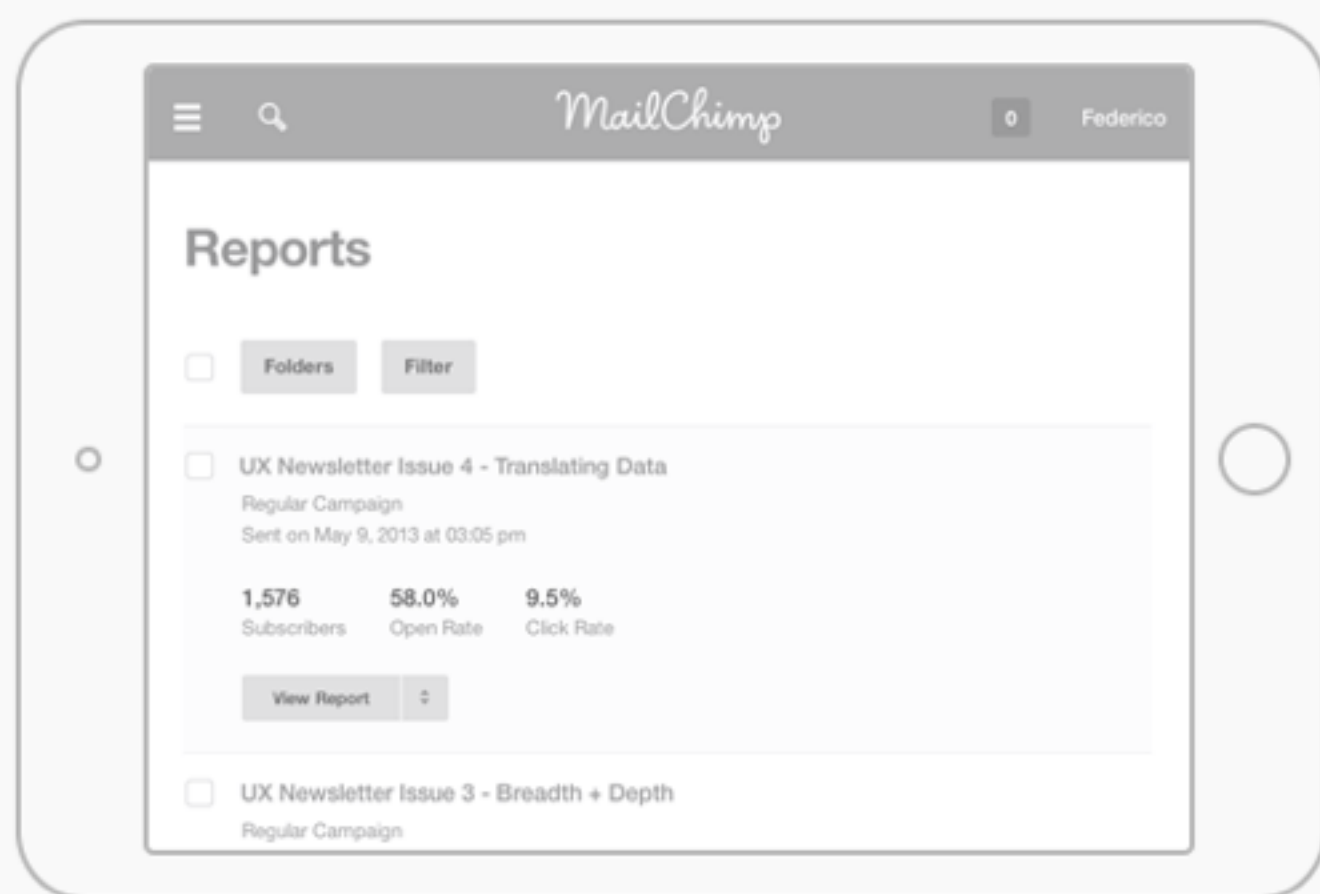
YOU MAY

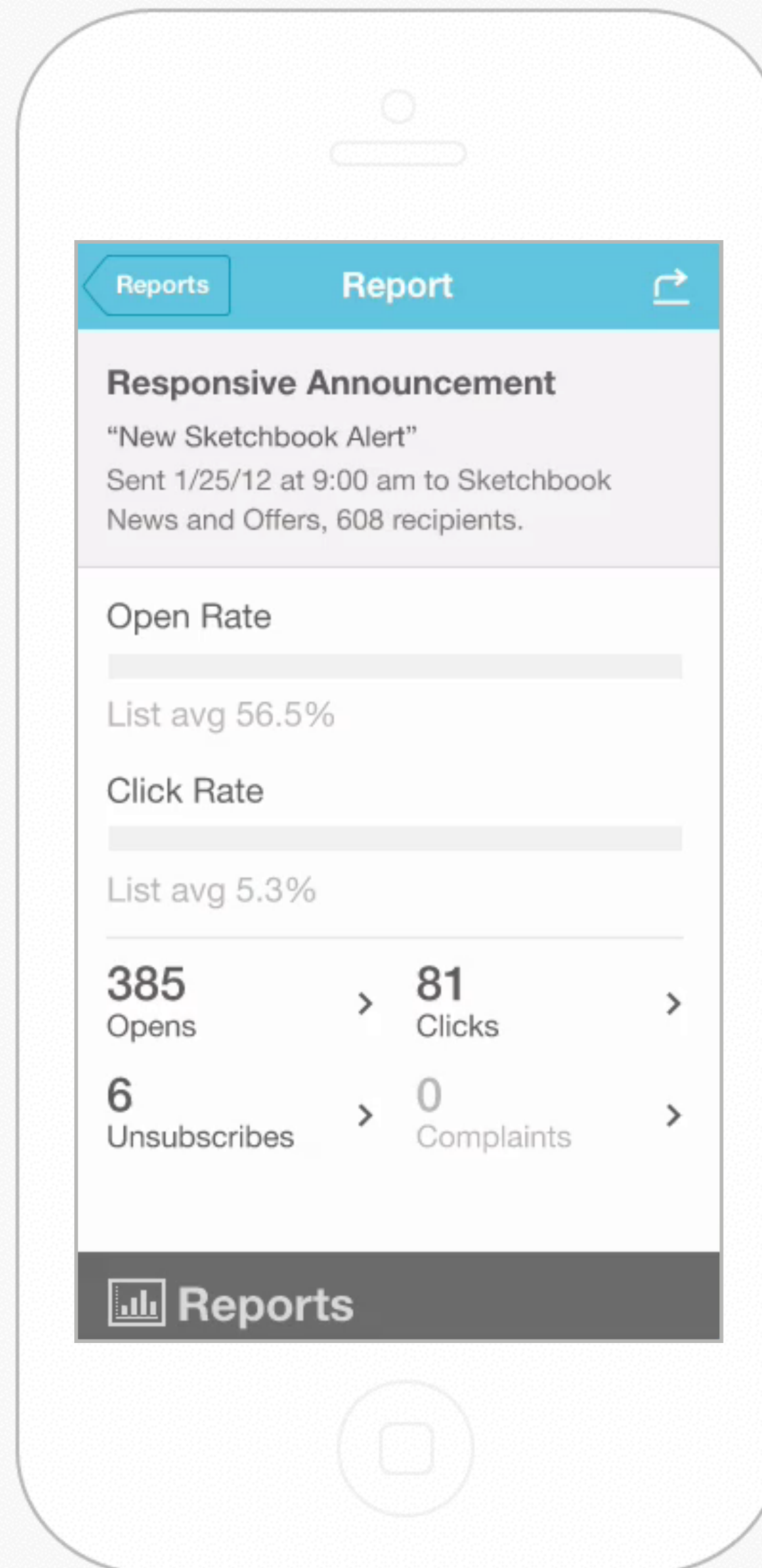
YOU MUST

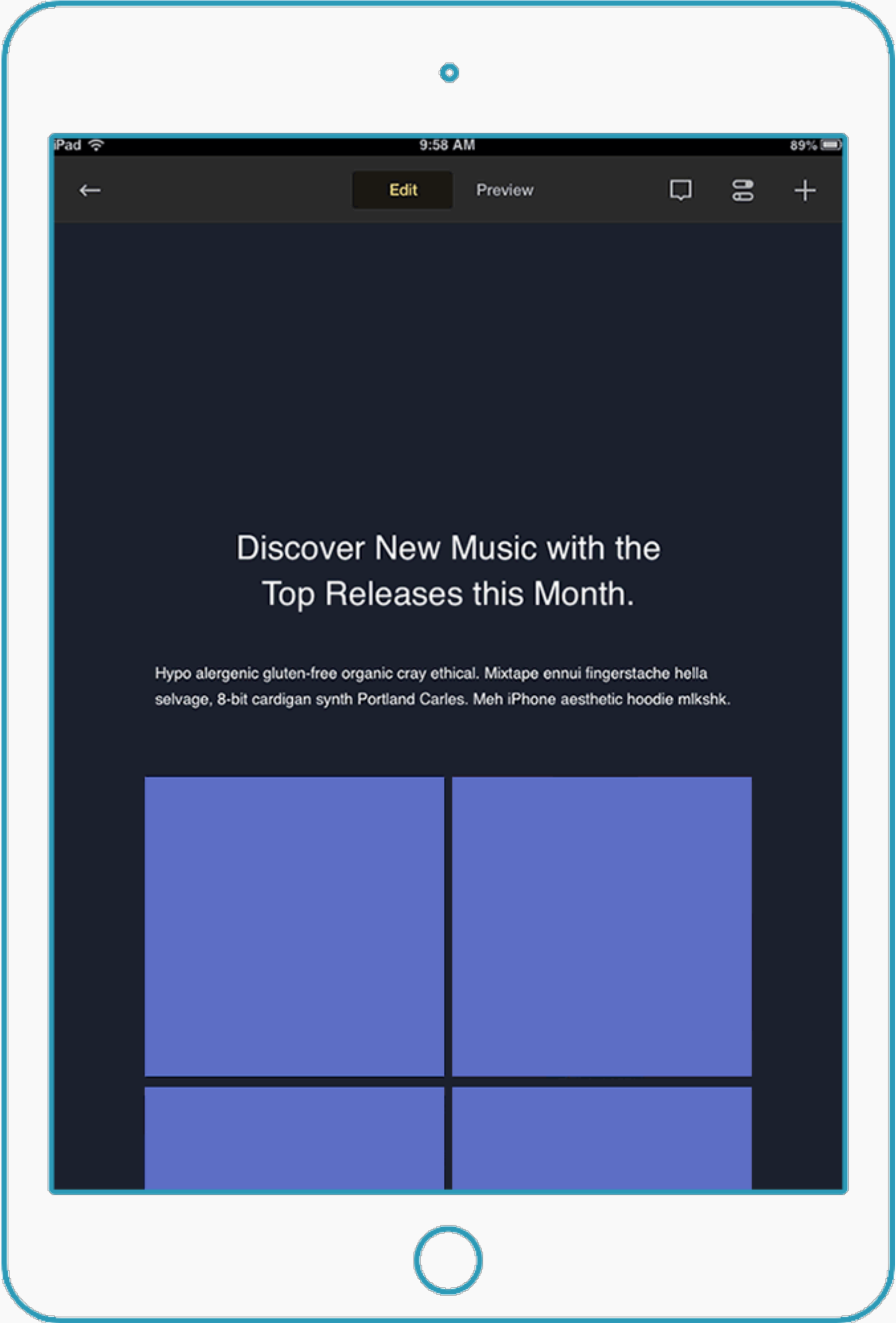


FASTER RELEASES

CONTINUUM







LISTEN HARD

CHANGE FAST



AARRONWALTER.COM/RFM