

Sending Holiday Emails With Your Mailchimp Integration

To create a template with the below banner images, log into your Mailchimp account (available with FieldEdge Premier). Once logged in, click on the banner image you wish to use and the template will open up in Mailchimp!



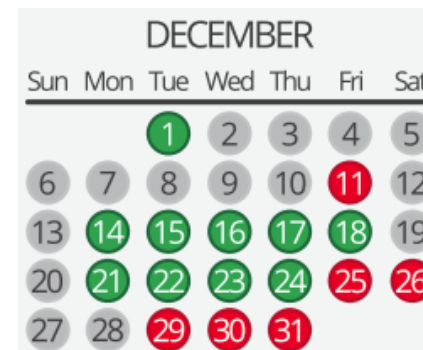
Banner sizing guidelines for building out your templates:

- Banner images should be 564 px wide to ensure fast loading and consistency on all devices.
- Your company logo should be scaled to 564 px wide or lower to ensure the quality remains intact.

**In the webinar example, we wanted the logo to only take up about a quarter of the screen on a mobile device, so the width was set to 125 px wide.*

Email timeline guidelines:

Research indicates there may be some days better than others when it comes to emailing your customers around the holidays. When possible, use these as a baseline to try and maximize your engagement and open rates.



- TOP PERFORMING DATES
- AVERAGE PERFORMING DATES
- POOR PERFORMING DATES