

How MailChimp turned data into action with Evernote Business

“Evernote lets us have access to everything we need in one spot. No matter where we are, we can put data in and get data out easily. We’re able to get the complete picture.”

Federico Holgado | UX Designer, MailChimp

MailChimp

More than 8 million people use MailChimp to design and send 600 million emails every day.

Aarron Walter | Director of UX
MailChimp.com

BACKGROUND

Moving Fast, Reacting Smart

MailChimp helps businesses develop and manage customer relationships via smart, automated email services. To achieve this, the MailChimp UX team uses the data generated by over 600 million daily emails to make high-impact design decisions. The team moves fast to support the company’s millions of customers. But occasionally that speed has left critical reports sitting siloed in inboxes.

REALIZATION

Relevant Information at the Forefront

As a part of a personal workflow, Aarron Walter, Director of UX for MailChimp, emailed customer research directly into Evernote. When a keyword search returned over 45 notes with relevant feedback from across several Evernote notebooks, Aarron says, “That was a lightbulb moment for me. I just felt like this is the way it should work.” The entire UX team signed on to Evernote Business and immediately began sharing reports across the company.

SUCCESS

Instantly Actionable Data

With everything in Evernote, an interesting data point to Allison Urban, web analyst, instantly becomes an actionable item for others. When Allison noticed an overall drop in email campaign sends, she made a note in Evernote to take a more detailed look later. That note alerted Aarron Walter to the stats. He immediately got to work proposing a solution. Evernote helps the entire team connect the dots between data, analysis, and action. No meetings or long email exchanges necessary.

Evernote’s ability to find and surface relevant information as people work means the UX team’s time-to-action on user feedback has been cut in half.



Avoid information silos

Sending performance reports straight into the company’s business home in Evernote gets the data in front of the right people, who can skip calling a meeting and jump right to making next-step decisions.



Connect the (data) dots

With Evernote, the MailChimp team searches across the entire business to instantly make lateral connections between relevant data regardless of who did the work or whether it’s text, an image, an Office doc, or a PDF.



Staying current, no excuses

Evernote’s summary feature keeps everyone on the same page through a chronological visualization of new data added and work that’s been completed by anyone on the MailChimp team.