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CASE STUDY

How Product Hunt uses Mailjet to send millions of emails every day



Product Hunt curates the best new products from around the world, every day. It's website is recognized as the go-to place to launch new products and has become the home for discovering the next cool app, website, tool, and any technology product. Email is at the heart of Product Hunt's value. Back in 2013, Product Hunt started as a newsletter delivering the best new products to subscribers' inboxes every morning. Its mailing list has since grown to millions of subscribers.





Product Hunt Daily Digest

June 22nd, 2017

[VIEW ONLINE](#)



Yesterday, Snap introduced a (fantastic) new feature called **Snap Map**. At first, people pointed fingers at its similarities to social location-sharing app, **Zenly**, until TechCrunch's Josh Constine revealed that Evan acquired the company for \$250M to \$350M. PLOT TWIST! 😬

Zenly co-founder Antoine Martin **laid out** the company's mission in their Product Hunt launch last year:

"We've been on a mission to popularize constant location sharing for the past 5 years. Zenly is now the closest thing to a social network built on a map, with your friends and family."

Unlike Snap's acquisition of Vergence Labs (which turned into Spectacles), Zenly isn't an obvious acquisition for the "camera company." The deal, it appears, is just the latest in a series **Snap Acquisitions** that make up an essential part of the Snapchat core experience. More on that [here](#).

Evan Spiegel, known for being one of the **great** product visionaries of our time, has an underrated skill: knowing when to acquire and when to build.

[SNAPCHAT'S CORE ACQUISITIONS](#) 💰

Favorite Browser Extensions: Check out 45+ useful recommendations from the community, including... "building suspense" ...[The Great Suspender](#).



YESTERDAY'S TOP HUNTS



Flawless App

Make your iOS apps look exactly like the expected design

+903



Snap Map

A whole new way to explore the world

+655

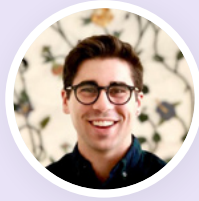


Twist

There's more to work than keeping up with group chat

+363





"Email has always been at the heart of how we talk to our users. We started as a newsletter, sharing the top new products with people around the world. We've grown a lot since the early days, we send about a million emails everyday now. As a result, it's really important to get the newsletter out quickly and Mailjet has helped us improve both our sending speed and deliverability. The best part about working with Mailjet is that I don't have to think about it, it just works."

Nick Abouzeid, Editorial & Growth at Product Hunt

Over 40,000 companies are building great apps and email programs with Mailjet.



THE BODY SHOP.



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Nestlé



More than 40,000 companies around the world use Mailjet by **Sinch** to strengthen connections with customers and subscribers while building their businesses through email marketing. Brands like Microsoft, Kia Motors, and Toast trust Mailjet to send billions of emails every year. Mailjet combines an intuitive, drag-and-drop email campaign builder with easy-to-use deliverability features to help businesses create and send beautiful emails without touching a single line of code.

For more information, please visit mailjet.com.