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CASE STUDY

Videostream success story



Videostream saw a 10x increase in their email ROI by focusing on quality over quantity

Working with Mailjet's technical account managers team, Videostream saw open rates go from under 2% to north of 18%. Beyond open rates, total opens increased by 415% from an average of 15,000 to more than 75,000 per campaign. As a result of more advanced targeting and segmentation, Videostream's reputation improved dramatically, and more of their emails made it to the inbox instead of the spam folder. Coupled with a more regular sending cadence of a newsletter once per week, Videostream's customers anticipated the new message and engaged much more frequently as a result. These measures increased ROI as well. Before shifting to a custom plan, Videostream spent on average \$20.14 per 1000 opens because they were sending to a large audience and not getting rewarded. After cleaning their lists and setting a regular cadence, they achieved a CPM of just \$2.02.



71%

Decrease in cost per click

415%

Increase in total opens

10x

Decrease in cost per open



"Email was quickly becoming an important channel for us to communicate with our users however we really didn't understand the nuances of how to manage our lists and our campaigns to effectively increase open rates, click-through rates, and deliverability. It was incredibly helpful to have the one-to-one consulting with Mailjet's technical account managers team to not only clean our lists of inactive users, but in doing so actually increase the total number of opens and clicks we were receiving by tenfold."

Matthew Gardner, Co-Founder & Head of UX at Videostream

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



THE BODY SHOP.



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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.