

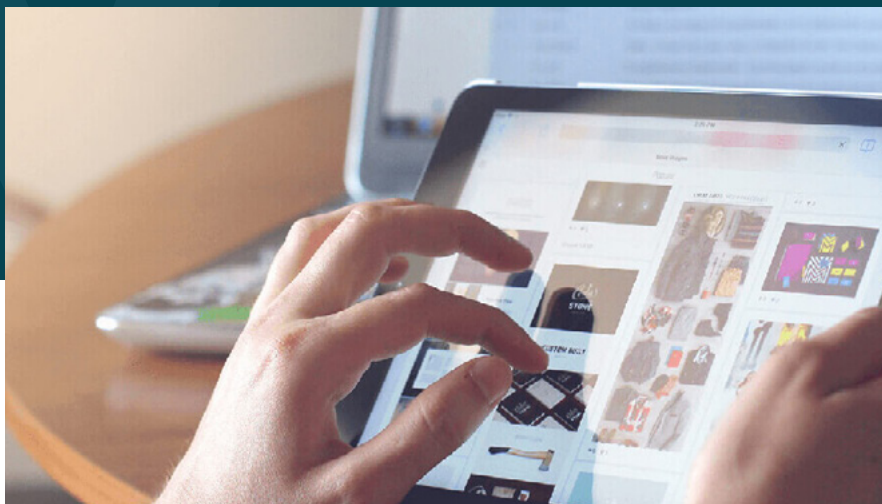


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CASE STUDY

## Mention Me success story



### **Mention Me drives 10-25% increased in new customer acquisition through referral**

Mention Me, a UK-based tech company, is a platform that businesses use to create and optimize referral programs. The service offers a peer-to-peer referral function where, among other sharing channels, users can send referral offers to each other via email powered by Mailjet. When Mention Me was founded, the team was looking for a transactional email solution that was scalable and secure. Mention Me operates on behalf of clients, so the protection of personal information and compliance with robust legal terms were top priorities. Mention Me has grown to work with national and international brands, with more than 1,000% growth in their email sending volume. It's used transactional email to enhance its core business value and achieve growth of 10 to 25% in new customers for their clients through this service.





*“Ultimately, it matters that our emails get delivered to the recipient quickly and efficiently. We've got confidence in the performance, deliverability and reliability of the platform. We have plenty of other things to focus on when growing our business so it's nice to be able to rely on a partner like Mailjet for our email delivery.”*

Tim Boughton, CTO at Mention Me

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](https://mailjet.com).