

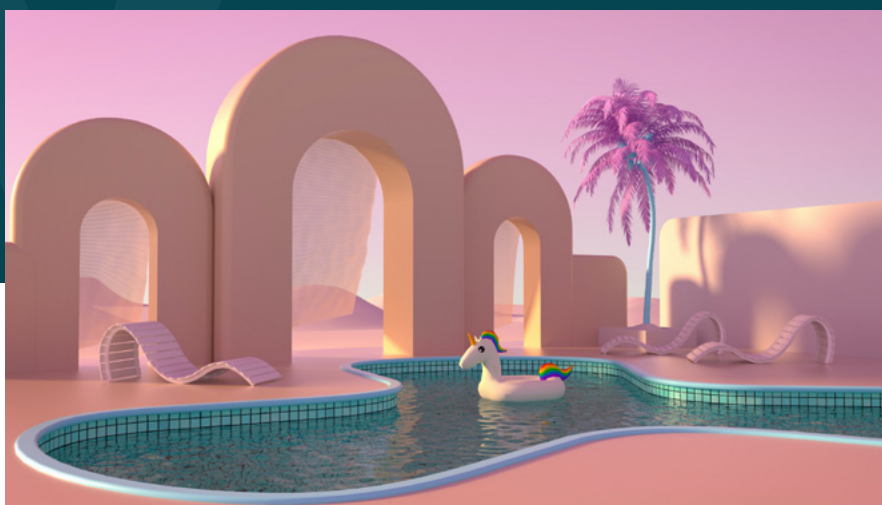


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CASE STUDY

Sketchfab success story



Sketchfab, a 3D model sharing platform, scales custom user experience with transactional email

Sketchfab is a 3D modeling platform website to publish, share, discover, buy, and sell 3D, VR, and AR content. It aims to do for creators of 3D content what Youtube did for video content creators. Transactional email is a large part of the interactive user experience. Sketchfab sends notifications on user interactions such as new comments, follows, and likes. Sketchfab was sending with its own SMTP but when the company determined it was time to scale its email platform with a more reliable, cost-effective solution for sending triggered email from its servers, it chose Mailjet. "Switching from our own SMTP was only a matter of changing a few lines of code" says CPO Pierre-Antoine Passet. Sketchfab built a custom email preference center where users can customize the content they want and the frequency they receive it. Using Mailjet's APIs, Sketchfab can sync individual user preferences with corresponding segmented contact lists. When a user unsubscribes from one type of "activity," like notifications when someone new follows them, their email address is automatically removed from the corresponding contact list. Allowing users to tailor the experience to their own needs improves engagement.





"Switching from our own SMTP was only a matter of changing a few lines of code...The icing on the cake is that some deliverability best practices are built in and others are easy for us to automate on our own, making sender reputation management a breeze for us. For example, if someone marks one of our emails as spam, their address is automatically removed from our mailing lists."

Pierre-Antoine Passet, Chief Product Officer at Sketchfab

1.5

Million + users

2M+

3d models

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



THE BODY SHOP.



WIKIPEDIA

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.