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.
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.