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CASE STUDY

MileIQ by Microsoft success story



MileIQ found in Mailjet a partner that would scale with them

MileIQ is a Microsoft app that makes mileage logging automatic and as stress-free as possible for people who drive for business purposes. Email is a key component of their engagement strategy as the majority of their alerts and reports are transactional emails sent based on user interactions with the app. With user engagement on the line, MileIQ needed a partner that was going to help it hit the inbox. That's where Mailjet comes in. With Mailjet, MileIQ found a partner that could offer reliable and dedicated account management as it built the system that could design and send the transactional emails. MileIQ also realized that as its business grows, it needs a provider that can scale with it over time. Through Mailjet, MileIQ sends about 10 million emails a month, and as its business continues to grow, so too does its email needs. At any time, members of Mailjet's technical account manager team is monitoring MileIQ's account. If a deliverability issue arises, MileIQ can tag a member of Mailjet's deliverability team to get the sending back on track and make sure emails hit the inbox.



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MileIQ by Microsoft Sends Transactional Emails With Mailjet

MileIQ (a Microsoft product) is the leading mileage tracking app for Android and iPhone, helping businesses easily monitor and submit mileage-based expense reports.





"At MileIQ, email is an important part of our engagement strategy. On a monthly basis, we are sending about 10M emails, powered by Mailjet. The majority of emails are transactional and lifecycle as the user engages with the service. We were looking for a partner that could offer really solid customer support and service as we figured out how to design this service, and we needed an ESP that would scale with us over time. For me, the key reason to work with Mailjet is we know we have a partner that wants to scale with us as we grow our business and I think that's really important."

Ian Andersen, Marketing Director - Mobile Data Labs, Inc. at Microsoft Company

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



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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.