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CASE STUDY

## Webmecanik success story

Webmecanik trusts Mailjet to send millions of emails every month on behalf of its clients



### Introduction

Webmecanik offers the first SaaS marketing automation solution using open-source technology. This solution makes it possible to automate marketing and sales actions for a company's current and prospective customers through multiple channels, including email. The process is achieved by using automated workflows. The action of a customer (page visit, download of a document, etc.) triggers a particular action (add the contact to a list, send a marketing email, notifications, etc.). More than 300 clients trust Webmecanik, including Darty, Renault Sport, and T-Systems.



**2M**

Million emails sent each month

**99%**

Delivery rate

**96%**

Opening rate

## **The problem**

Webmecanik's messages are sent to customers through various channels: social media, web notifications, text messages, etc. However, the main mode of communication is email. As such, Webmecanik needed a strong partner to handle the sending of its clients' emails, ensuring high-quality routing and an excellent delivery rate. Webmecanik also wanted to find a trustworthy, responsive partner. The last criterion stemmed from the need to protect their customer's data.

## **The solution**

By choosing Mailjet, Webmecanik is working with a trusted partner, ensuring that its clients can automate the sending of emails to their contacts with total peace of mind.

To route its clients' emails via Mailjet, Webmecanik first had to integrate Mailjet into Mautic, the open-source platform that their solution is based on. The Mailjet plug-in designed by Webmecanik (using SMTP relays) was integrated into the community and is available for all users. To automate the sending of their emails, Webmecanik's clients now only need to configure their DNSes, and the company automatically takes care of creating the corresponding API keys.

Proud of its choices in critical aspects like personal data protection, Webmecanik decided to be totally transparent with its clients by posting the list of its technical partners, including Mailjet.

Webmecanik's teams receive the support of a dedicated account manager

who is very familiar with challenges that the company has encountered, as well as with the best practices to optimize the delivery rate of its emails.





*"Mailjet has been able to perfectly meet our needs for a strong technical partnership. This includes the openness of their solution (API and SMTP), personalised communications and contact people, and strong infrastructure that meets our requirements for managing and protecting data."*

Norman Pracht, Marketing & Product Director at Webmecanik

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



THE BODY SHOP.



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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](https://mailjet.com).