



MAILJET CASE STUDY

LYYTI

Lyyti Partners With Mailjet To Reach The Inbox

Lyyti is a Finnish founded event management solution that takes care of invitations and registrations, enabling their customers to focus on their event goals, whilst they do the hard work - capturing the target audience's attention. Lyyti partnered with Mailjet, as they were looking for a true partner for email - one which could support them with deliverability and help them reach the inbox.

The Problem

Prior to Mailjet, Lyyti was using an email solution that lacked the customer success factor. Reaching the right people is essential in event business, and Lyyti needed an email partner that truly understood deliverability on a global

scale. Furthermore, with European data protection laws set to change in 2018 with the upcoming GDPR (General Data Protection Regulation) update, it was critical for Lyyti to find a partner that hosts its data within Europe.



The Solution

By partnering with Mailjet, Lyyti ticked all their requirement boxes with one provider: deliverability, great customer service and a European provider. By utilizing the Mailjet API, Lyyti ensures both their customers' marketing and transactional emails swiftly reach the inboxes of the right people.



Unlike our previous email service providers, Mailjet has helped us to solve all our email issues. They provide excellent service with delivery analytics and help us to troubleshoot any issues that we may have. We love their proactive and professional approach. Mailjet successfully handles our issues with priority, with our business in mind.

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Lyyti
