



CASE STUDY

Lyyti success story

Lyyti partners with Mailjet to reach the inbox



Lyyti is a Finland-based event management solution that takes care of invitations and registrations. It enables customers to focus on their event goals while they do the hard work capturing the target audience's attention. Lyyti partnered with Mailjet because it was looking for a true partner for email, one that could support it with deliverability and help it 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 the event business, and Lyyti needed an email partner that truly understood deliverability on a global scale. Additionally, it was critical for Lyyti to find a partner that hosts its data within Europe.





“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.”

Juho Harmaa, CCO at Lyyti

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 that its customers' marketing and transactional emails swiftly reach the inboxes of the right people.

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



THE BODY SHOP.



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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.