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CASE STUDY

LaLiga success story



LaLiga partnered with Mailjet to scale its app's user base.

LaLiga is the top professional soccer division in Spain. When LaLiga came to Mailjet, it was looking for an email solution that could be easily integrated with their new app, LaLigaFantasy. With the start of the new season fast approaching, LaLiga needed a solution fast. With Mailjet, LaLiga found the perfect combination of tools and services to not only set up an email service with its app, but also the support needed to get it done quickly and effectively. In fact, the app's user base grew from hundreds to hundreds of thousands in a matter of hours. So an email solution that can send transactional emails quickly and help onboard new customers was crucial to the app's success. Mailjet's rich set of APIs allowed LaLiga to send and collect data on its users' behavior. Combined with a dedicated technical account manager that works with LaLiga to improve its email results and strategy, LaLiga's app was ready to go in time for the new season.

700k

Monthly users

99%

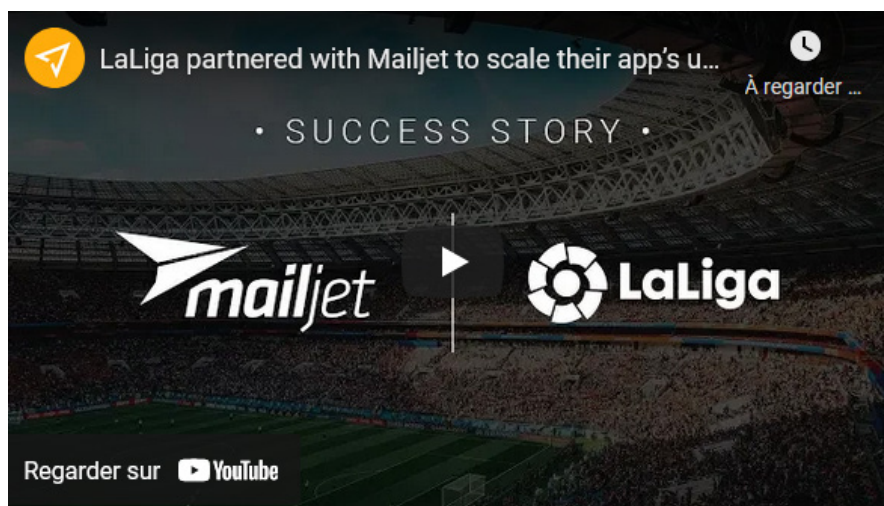
Deliverability rate





"Mailjet offers a real managed service, meaning that we don't have to worry about the sanity of the IPs or of the reputation that we have on the email servers. We just let the Mailjet team care about that."

Boris Armenta, Technology Adoption Lead at LaLiga



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



THE BODY SHOP.



WIKIPEDIA

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.