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CASE STUDY

Happn partners with Mailjet for seamless collaboration between developer and marketing teams



Launched in January 2014, Happn is the first 100% mobile, geo-localized and real-time dating app that allows users to find people that they have crossed paths with and would like to meet. The app is the only one of its kind and draws on the assumption that each day we cross paths with tens of people in real life - particularly in big cities - without having the opportunity to meet and interact with them. Happn provides users a second chance to make a match.

Since its creation, Happn has prioritized its client relationships and implemented its CRM strategy via two channels: mobile (push and in-app notifications) and email, supported by a social media strategy. Although social is the main method of engagement, email is no less important due to its ability to reach a significant portion of the membership base. It also helps build genuine emotional attachment to the brand by capitalizing on engagement and interaction with users.





"We operate in around 30 countries today and for this reason we communicate in more than 15 languages, all while maintaining a coherent design and conforming to our graphics chart in each of our emails, as this is an essential point in our marketing strategy and in conquering new markets."

Sandra Laroche, CRM Manager at Happn

The solution : technical

Happn sends mainly transactional emails connected to account creation, with the primary objective of welcoming and supporting users during their first steps in the app. The importance of these emails, as well as the rapid growth of Happn (which has 26 million users worldwide today), accounts for the need to set up a mailing structure that is both flexible and strong in order to ensure proper delivery as well as customization.

"We chose Mailjet fairly naturally because we wanted a service that was responsive to our priority of deliverability, that above all also conforms to the current European legislation relating to the protection of personal data and is respectful of recipients. Mailjet answered all our requirements in these areas. And, on a practical level, our Paris offices are not too far away from each other, which facilitates our regular exchanges and encourages face-to-face contact, "and a real emulation!" said Sandra Laroche, CRM Manager at Happn.

The primary objective of Happn's transactional emails is to welcome and support users during their first steps in the Happn app.



Due to the passion urban singles have for the application and the support of their investors, Happn has been able to conquer new markets every year since its launch in France in 2014. The app is now chosen and widely used from New York to Sydney, as well as in Mumbai, São Paulo, Istanbul, and London. To respond as quickly as possible to an ever-growing and ever-changing audience, all while maintaining the same quality of service, the CRM team has developed targeted marketing emails that are adapted to their different markets and are respectful of local characteristics. The aim is to create a link with each community by communicating the launch of features or local events, or by sharing tips for enhanced use of the app. In view of their priorities of demand and the agility of their structure - within which CRM constitutes a small team - it is just as much the simplicity as the efficacy of the Mailjet tool that has appealed to Happn.

"Sending newsletters is the simplest and most direct method for staying in contact with our users. We put these newsletters together using the design tools available in the Mailjet application, which are very easy to use. The design and organization of messages can be done in a few clicks. It is particularly important for us because we operate in around 30 countries today and we communicate in more than 15 languages. We accomplish all this while maintaining a coherent design and conforming to our graphics chart in each of our emails, as this is an essential point in our marketing strategy and in conquering new markets." said Sandra Laroche.

The solution : support

Beyond the efficacy and practicality of using the tool, Happn made personalized support one of their criteria for selecting their email partner. Happn benefited from the support of their two Customer Success Managers. Both teams have been able to work on large projects during the year, which are the implementation of transactional emails for welcoming new registrations, sending on-off newsletters, and sending partner emails.

"Since our launch, we have always been able to count on efficient and clear answers from support as soon as we had a question or encountered the smallest problem. With the development of Happn and the increase in our mailing volumes, we are benefiting from personalized support from this point on. The Mailjet teams bring us expertise in terms of advice and are responsive in the support given to each of the changes that we wish to implement. This is crucial for us, particularly as we try to conquer emerging markets such as Latin America, where email best practice is less well followed than in Europe and where our messages are more likely to fall into spam." said Sandra Laroche.

Thanks to Mailjet, Happn has been able to expand their activity well beyond the borders of France, allowing users worldwide to benefit from their services. The company does not intend to stop there; they expect to launch automated campaigns in 2017 and also to integrate dynamic variables into their messages in order to be more relevant by personalizing even further.



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"We are delighted with this collaboration and are confident in the support that Mailjet will give us during the future development of Happn and the next challenges that we set ourselves in terms of creating customer engagement and loyalty.

Aline Sadier, CRM Manager at Happn

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