mailjet

Success Story Webmecanik

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

webmecanik
marketing automation software

• **Industry:**
Marketing Automation
Software SaaS

• **Description :**
Webmecanik is an open source
marketing automation software
editor. Two packages tailored to
your needs, agency or business.

• **Email Volume:**
2 million emails sent each month

• **Countries:**
Europe & Canada

• **Website:**
www.webmecanik.com

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

UP TO
80%
OPENING RATE

THE PROBLEM

Webmecanik's messages are sent to customers through different channels: social media, Web notifications, text messages, etc. However, the main mode of communication is still 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 they used in their search stemmed from the need to protect their customer's data: Webmecanik was particularly interested in finding a European company that strictly adheres to applicable and upcoming European regulations, such as the GDPR.

THE SOLUTION

Webmecanik first met with Mailjet representatives to discuss the details of their needs and their project. 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

takes care of creating the corresponding API keys, doing so automatically.

Proud of its choices in regards to critical aspects such as personal data protection, Webmecanik decided to be totally transparent with its clients by posting the list of its technical partners, which includes Mailjet. Indeed, Mailjet hosts all customer data in Europe, complying with applicable European regulations. Also, Mailjet is ready to comply with the GDPR when it comes into effect.

As such, Mailjet has turned out to be a strong partner. 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 use in order to optimise the delivery rate of their emails.

THE VISION

To date, Webmecanik has deployed 400 API keys and the company is very satisfied with the delivery rate of emails sent via Mailjet. The business is now preparing for the GDPR, a new strict European regulation that will come into effect in May 2018. Webmecanik wants to make sure that all of its partners will be compliant, and it will strive to inform its clients of the new practices to be established regarding the collection of personal data. In this, Webmecanik will, of course, be able to rely on the expertise of Mailjet.