



Sendinblue Named “Best Marketing Automation Platform for SMB” in 2021 MarTech Breakthrough Awards Program

International Annual Awards Program Recognizes Standout Marketing, Advertising and Sales Technology Around the World

SEATTLE, August 12, 2021 – [Sendinblue](#), the leading all-in-one digital marketing platform, today announced that it has been selected as the winner of the “Best Marketing Automation Platform for SMB” award in the fourth annual MarTech Breakthrough Awards program conducted by [MarTech Breakthrough](#), a leading market intelligence organization that recognizes the top companies, technologies and products in the global marketing, sales and advertising technology industry today.

Sendinblue’s marketing automation platform helps small and medium-sized businesses (SMBs) save time and money while growing their business and improving customer experiences online. As a true all-in-one solution, SMBs are equipped with all the features needed to run powerful multichannel marketing campaigns and build a loyal following.

To achieve personalization at scale, Sendinblue allows SMBs to automatically segment their contact lists based on similar interests. With over 60 plug-ins available, SMBs can easily integrate their marketing campaigns with major apps and ecommerce platforms. Using the Sendinblue Tracker, SMBs can trigger personalized email automation workflows based on customer behavior.

“Winning this award from MarTech Breakthrough during this particular time is incredibly rewarding,” said Armand Thiberge, founder and CEO of Sendinblue. “During the past year, our solution has had major impacts on SMBs. Faced with the option to go digital or shut down operations entirely, we were able to make it easy for SMBs to make the transition to digital and thrive in the midst of the crisis. Within a matter of minutes, SMBs can have workflows up and running to welcome new email subscribers, alert customers of abandoned shopping carts, wish their customers happy birthday, and more.”

The mission of the MarTech Breakthrough Awards is to honor excellence and recognize the innovation, hard work and success in a range of marketing, sales and advertising technology related categories, including marketing automation, market research and customer experience, AdTech, SalesTech, marketing analytics, content and social marketing, mobile marketing and many more. This year’s program attracted more than 2,850 nominations from over 17 different countries throughout the world.

“For SMBs that aren’t digital natives or that are resource-strapped, it is incredibly complex and time consuming to determine when the best time is to connect with customers and prospects through automated email or text. Sendinblue is delivering a breakthrough solution that addresses the complexities with features like its machine learning-powered send time optimization capability,” said James Johnson, Managing Director at MarTech Breakthrough. “With a simple click of a button, SMBs are able to increase subscriber open rates and deliver the right messages at the right time. Sendinblue has been especially critical in helping SMBs save precious time and effectively reach their audiences during the pandemic. We are thrilled to name Sendinblue ‘Best Marketing Automation Platform for SMB’ for 2021.”



Additionally, Sendinblue also offers real time analytics to empower SMBs to react quickly and make data-driven strategy decisions. With live monitoring of all key email metrics, SMBs can spot potential problems in real time, remedy issues, and analyze key trends over time to inform future decision making. Additionally, to optimize content, SMBs can also A/B test their campaigns and determine what gets the best results.

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About Sendinblue

Sendinblue is the only all-in-one digital marketing platform empowering B2B and B2C businesses, e-commerce sellers and agencies to build customer relationships through end to end digital marketing campaigns, transactional messaging, and marketing automation. Unlike other marketing solutions built for enterprise-level budgets and expertise, Sendinblue tailors its all-in-one suite to suit the marketing needs of growing SMBs in tough markets. Sendinblue was founded in 2012 by Armand Thiberge with a mission to make the most effective marketing channels accessible to all businesses. Headquartered in Paris with offices in Seattle, Berlin, Noida, and Toronto, Sendinblue supports more than 180,000 active users across 160 countries.

About MarTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for global technology innovation and leadership, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products and people. The MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics, CRM, content and social marketing, website, SEM, mobile marketing and more. For more information, visit MarTechBreakthrough.com.