

Sendinblue Launches Fully Integrated Meetings Solution to Address Evolving Needs of SMBs

The new feature helps SMBs transform their meeting experience and convert time into revenues

SEATTLE, Nov. 7, 2022 – [Sendinblue](#), the leading all-in-one digital marketing platform for small to medium-sized businesses, continues to elevate the value proposition for SMBs. The new [Sendinblue Meetings](#) solution is the only native and fully integrated marketing and customer management solution on the market that combines scheduling, video conferencing, and payments to seamlessly automate, streamline and monetize the entire business-to-client meeting experience.

Building upon the acquisition of [MeetFox](#) earlier this year, now Sendinblue customers can use Sendinblue Meetings to automate in-person and virtual appointments without the hassles of managing standalone, single-purpose tools. With this offering, SMBs can host video meetings on their own website and share branded video links with clients. Additionally, SMBs have access to an enhanced payment processing feature that automates invoices, connects to Stripe accounts and customizes cancellation policies. The frictionless client interactions with Sendinblue Meetings allows businesses to save administrative time and money by avoiding back and forth conversations, which in turn lowers costs, and converts more leads into paying customers.

Throughout the pandemic, SMBs experienced heightened customer demand for digital marketing resources that encompasses scheduling, video conferencing, and payments. With the global appointment scheduling market expected to reach [\\$546M](#) by 2026 and the global video conferencing market to reach [\\$14.58Bn](#) by 2029, Sendinblue sought to expand its offerings to directly support evolving customer needs.

“At Sendinblue, we are very dialed into the needs of today's SMBs and we are laser focused on removing friction and making interactions easier,” said Susanne Klepsch, General Manager of Meetings at Sendinblue. “With the launch of the new Meetings feature, businesses can easily connect, meet, and collaborate with customers to keep relationships strong. The tedious payment process is automated to remove hassles and headaches.”

Sendinblue continues to set the pace for innovation for SMBs seeking a superior end-to-end digital marketing and sales solution with a full marketing and customer management stack that drives business growth, customer engagement, and operational efficiency.

In accordance with its mission to champion the acceleration of digital marketing and elevate the customer experience for SMBs during challenging times, Sendinblue is proud to offer this new feature at no additional fee for a limited time.

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, CRM, chat, 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, Bangalore, Sofia, Noida, and Toronto, Sendinblue supports more than 400,000 active users across 180 countries. Sendinblue has more than 600 employees globally.

Media Contact

Lauren Burge

Head of Media Strategy & Senior Account Manager, Karbo Communications

sendinblue@karbocom.com