

Sendinblue Announces Conversations Launch to Drive Impactful Customer Engagements in Real Time

New feature allows businesses to manage customer conversations in one place, drive sales, and boost customer relationships across all messaging channels

SEATTLE, March 29, 2023 – [Sendinblue](#), the leading all-in-one digital marketing platform, today announced a new feature with [Conversations](#) to turn interactions into sales opportunities. As part of the offering, Sendinblue customers will have access to powerful tools like Live Chat, Chatbot, and Multichannel inbox. The mission of Sendinblue is to provide valuable and easy-to-use end-to-end marketing and sales solutions so that businesses of all sizes have access to the same suite of marketing technologies used by larger enterprises, at an affordable price point.

Today, consumers expect instant support, product discovery, and brand engagement. To meet these evolving needs, brands need to leverage the power of conversational marketing to engage customers in two-way dialogue, and build relationships beyond a click or an impression. It is a valuable channel for introducing new products and services, gaining feedback from customers, or responding to questions or complaints. When used effectively, it adds a human layer to a brand's digital marketing to build strong customer relationships.

To address these evolving needs of digital marketers, Sendinblue understands that it requires an all-in-one solution that is simple and easy to use. The installation and setup for Chat widget takes less than 10 minutes and includes integration options with major e-commerce platforms, including Shopify, WordPress, Google Tag Manager, and WooCommerce. Additionally, users can customize their chat widget to match their branding.

The Conversations offering provides a mobile app for both iOS + Android, so users can respond to customer inquiries on the go. With the Chat Widget, users are able to program different scenarios to automate answers to frequently asked questions and live chat with web visitors directly from their website. The multichannel inbox allows users to receive and reply to all Email, Live Chat, Instagram, Facebook, and WhatsApp campaign conversations in a single spot. All users have to do is connect their corresponding social accounts.

“The digital marketplace demands a solution that removes customer friction points. According to Forrester Research, [53% of customers](#) abandon their shopping carts if they can't find the quick answers while browsing a brand's website,” says Steffen Schebesta, CEO of North America and VP of Corporate Development, at Sendinblue. “Conversational marketing is an incredibly valuable tool to deepen relationships with existing customers and immediately respond to new prospects so that intent turns to conversion. This ties back to our growth strategy of being the go-to all-in-one marketing and customer relationship tool.”

Sendinblue is offering a free chat version for users to try unlimited simultaneous conversations, complete conversation history, email chat transcripts, read receipts, and typing indicators. For the Pro version at \$15 per month, users have the free functions plus group chats, typing insights, visitor banning, and chat ratings. Additional features include automated chatbot scenarios, targeted messages and triggers, intelligence about visitors, reporting, and agent productivity. Notably, all users will get a free 30-day trial of the Pro options to try out the new offering.

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, Toronto, and Vienna, Sendinblue supports more than 500,000 active users across 180 countries. Sendinblue has more than 700 employees globally.

Media Contact

Lauren Burge

Head of Media Strategy & Senior Account Manager, Karbo Communications

sendinblue@karbocom.com