



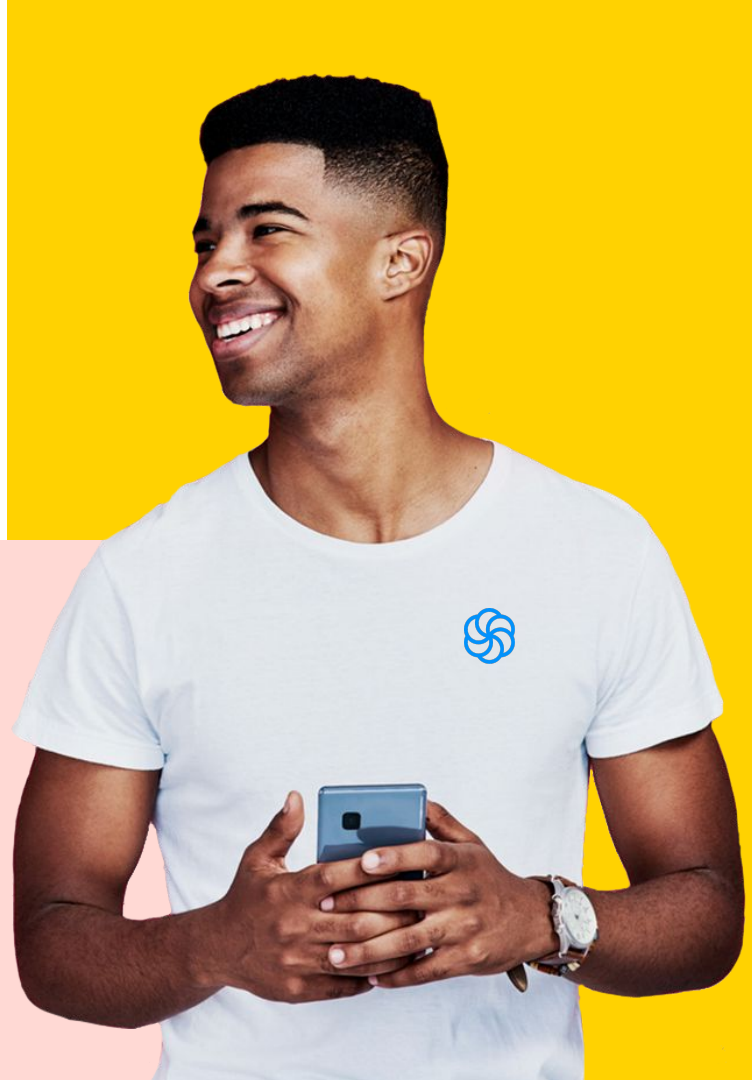
2023 Media Kit





We help businesses meet their customers.

This mission is in our DNA and is the driving force behind everything we do.





Becoming the reference brand for SMBs customer relationships

Our humble beginnings as a **digital agency** opened our eyes to a problem faced by many growing businesses: most marketing tools are **designed for large corporations** and come with an **enterprise-sized price tag**.

Serving small medium-sized businesses has been in our DNA from the start. Everything from our features, support, and pricing is designed with this in mind.

Our all-in-one digital marketing platform is made to **help SMBs manage customer relationships across all digital channels**, all while staying on-budget and receiving support in *their* language. That's why we created Sendinblue.





What we offer

Value proposition

The most reliable and accessible digital marketing platform for growing businesses. Including everything from email to more advanced, multi-channel marketing functionality; our platform grows alongside our users' businesses.

Positioning

Our modularity enables every company to build the marketing engine with all the tools they need, at a cost that makes sense.

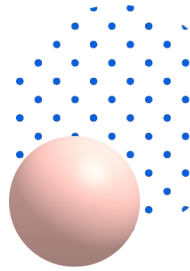




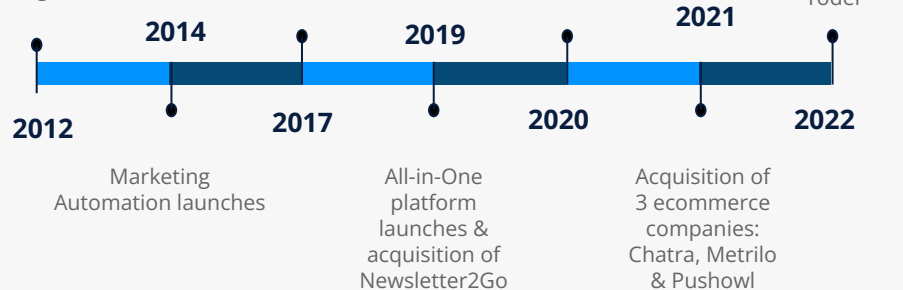
We're well on our way to become a global digital marketing leader

"Research shows that buyers are increasingly digital-first, however complex purchases and final approvals often benefit from interpersonal conversations."

IDC - Sept 27, 2022



Sendinblue is founded, starting with Email campaign management



- 140M€ series B funding announced in October 2020 – one of the highest in its category across Europe and North America – to accelerate our international growth.
- In September 2021, we acquired Chatra, Metrilo & Pushowl to offer additional marketing and sales solutions for SMBs.
- In March 2022, we acquired Meetfox, a meeting scheduling tool to double down on our long term goal to become a one-stop-shop for customer relationships.



A unique all-in-one platform for all types of businesses

- **Simple**

User-friendly interface, detailed reports and drag & drop editors that everyone can use, even beginners!

- **Scalable**

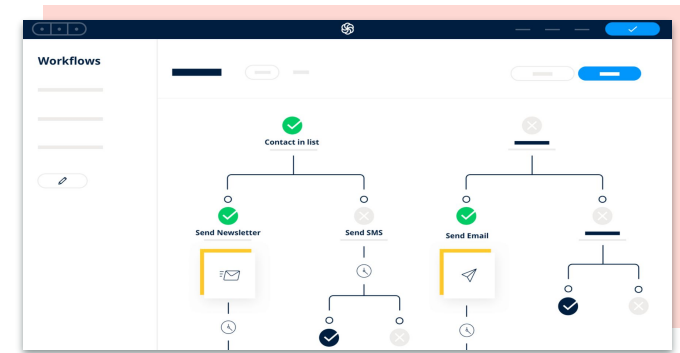
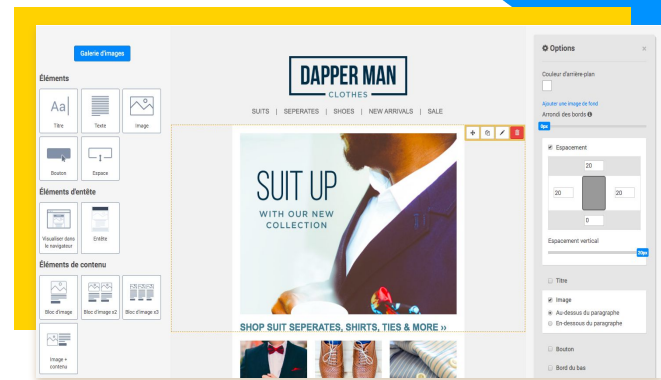
Our modularity enables every company to build the marketing engine with all the tools they need.

- **Reliable**

Peace of mind with 99.9% uptime, 99% deliverability and 24/7 customer care in 6 languages

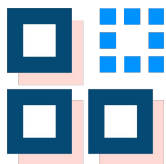
- **Affordable**

Our flexible pricing model is designed to allow any type of business to access digital tools





4 ways to grow your business



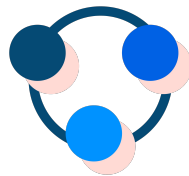
Marketing Platform

- Email Campaigns
- SMS Campaigns
- WhatsApp Campaigns
- Marketing Automation
- Signup Forms
- Landing Pages
- Facebook Ads



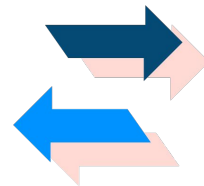
Conversations

- Live Chat
- Chatbot



Sales CRM

- Shared Inbox
- Meetings
- Deal Pipeline
- Management



Transactional Email

- Email API



Our Partnership Network

We work with various partners and industry experts to offer the best possible digital marketing & CRM solutions for businesses of all sizes. These partnerships are shaped along four different programs, offering each partner the best conditions possible.

- **Affiliate Partnership**
- **Integration**
- **Expert Programs**
- **Awareness Partnerships**

75+ Integrations:





Data security at the heart of our platform

Regulatory compliance is one of our guiding principles



● Trust

- We collect data necessary to execute our contracts or to pursue legitimate interests
- [Privacy Policy Personal Data Protection](#)

● Adaptation of key features

- Review of email subscription forms
- Collection & recording of proof of consent
- Resources to help customers remain compliant

● Advanced security review

- Installation of data archiving & traceability systems
- Network penetration tests

● Management of our partners

- Controlled compliance with processors
- Ceased collaboration with unsatisfactory processors
- Contextualised requirements with DPAs



Sendinblue in Numbers

500k+

Users

180

Countries served

200m+

Emails/SMS per day

\$200m

Fundraised

7

Offices worldwide

6

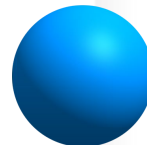
Languages

60+

Nationalities

700+

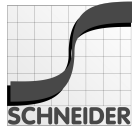
Employees





Our clients

LOUIS VUITTON



The Kooples



H&M Group





Internal Values



Empower the customer

We succeed when our customers succeed. This idea goes into everything we do: from developing the product to communicating with prospective and existing users.



Build up together

We're always stronger together. We all bring value to Sendinblue, constantly collaborating to achieve our shared goals and help each other develop our own skills.



Humbly open

We are an open company with an emphasis on humility. Everyone is accessible and open to listening to, challenging, and being challenged by others in their work.



People company

People are our biggest strength. With more than 50 different nationalities, our diversity gives us a wide variety of perspectives to help us grow, learn, and improve together.



Impact first

We always look for improvement. We think big and stay agile to find the most impact, continuously improving and building on what we've done.



Our Leadership Team



Armand Thiberge
Founder & CEO



Oliver Legrand
COO



Mickael Arias
Partner & CRO



Laure Rudelle-Arnaud
Chief People & Impact Officer



Jérémy Cahen
CPO



Edouard Celier
CFO



Yvan Saule
CTO



Julien Champseix
CISO



Steffen Schebesta
CEO North America



Maximilian Modl
CEO Germany & N2G



Armand Thiberge

CEO & Founder of Sendinblue

Having graduated from École Polytechnique, a top French engineering school, Armand Thiberge wanted to discover the world and began his career in web project management in India. In January 2007, with his last €1500 remaining from military pay, he founded a company, on the outskirts of New Delhi that would later become Sendinblue.

Officially launched in 2012, as a champion of entrepreneurs, Sendinblue is the only all-in-one digital marketing platform empowering SMEs to build customer relationships through end to end digital marketing campaigns, transactional messaging, and marketing automation.





Olivier Legrand

COO of Sendinblue

Olivier Legrand joined in April 2022 as the Chief Operating Officer of Sendinblue. In his role, he is responsible for overseeing strategy, operations, go-to-market, talent, and international growth.

Before joining Sendinblue, Olivier was the VP and Managing Director of Asia Pacific and China at LinkedIn, and under his watch, LinkedIn's Asia Pacific doubled its membership and tripled in revenue. Prior to that, Olivier served as Director of Marketing in Asia for The Wall Street Journal's Asia franchise, driving marketing and advertising initiatives across both print and online platforms. Olivier holds a Bachelor's degree in Business Administration from Paris School of Business.





Steffen Schebesta

CEO North America & VP of Corporate Development

Steffen Schebesta is the CEO of North America and VP of Corporate Development at Sendinblue. He has over 15 years of experience as a business and digital marketing leader.

Prior to joining Sendinblue, Steffen was the founder and co-CEO of Newsletter2Go, the leading email marketing provider in the German market. Under Steffen's leadership, Newsletter2Go became one of the fastest-growing tech companies in Europe. In 2019, Newsletter2Go was acquired by Sendinblue and Steffen earned the title of co-CEO in Germany. Steffen holds a master's degree in business and electrical engineering from The Technical University of Berlin.





Organizations



Seattle, United States

Located in the heart of Seattle's historic Pioneer Square neighborhood, our friendly team supports clients in English, Spanish, and French. Our US-based marketing team is always growing too!



Noida, India

Located in bustling Noida, our engineering and design team continually enhance and expand Sendinblue's core services. Our growing customer care team also offers support to English-speaking clients.



Paris, France

Sendinblue's headquarters are in the center of Paris, providing a vibrant home for our diverse team. We also work hard to support clients in French, Spanish, Italian, German, Portuguese, and English.



Berlin, Germany

Located in the dynamic and trendy district of Kreuzberg, our friendly team supports our German-speaking clients. Our engineering and design teams work to enhance our drag and drop editor as well.



Bangalore, India

Our expert team in web push marketing, is headquartered in Bangalore. The small team of 17 helps ecommerce brands across the globe sell better, providing support around the clock and helping them drive more revenue through web push.



Sofia, Bulgaria

In up-and-coming Sofia with a stunning mountain view, our ecommerce team works on Sendinblue's solutions for online sellers



Toronto, Canada

Located in the heart of Toronto, our marketing, CSM, CC, HR and sales team is accelerating our traction in the North American market (US and Canada)!



For Press & Media Inquiries:

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For All Other Inquiries:

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Thanks