



SendinBlue Secures \$36 Million in Funding to Meet Growing Demand for Digital Marketing Software for Small Businesses

Led by Partech, new funds will drive aggressive product development and further global team expansion

SEATTLE -- Sept. 12, 2017 -- [SendinBlue](#), the leading international digital marketing suite for small businesses, announced today \$36 million in funding. [Partech](#) led the Series A round which will expand product offerings and support an initial 100 hires across offices in Seattle, Paris, and Noida, India, more than doubling the SendinBlue global footprint. Since its founding in 2012, SendinBlue has rapidly scaled its solution globally -- with more than 50,000 users on its platform -- to meet the demand for an all-in-one solution for SMBs to better engage customers through multi-channel relationship-based marketing interactions.

“This funding is a testament to SendinBlue’s unique position in the digital marketing landscape and will be used to further our momentum as we enter our next phase of growth,” said Armand Thiberge, CEO of SendinBlue. “We understand that today’s small business marketer needs an easy-to-use solution to power their digital campaigns. Incorporating new, innovative marketing channels into SendinBlue’s user-friendly interface will empower SMBs to efficiently implement advanced marketing campaigns previously reserved for enterprise teams. With the support of Partech, we’ll execute our aggressive product roadmap to solidify our position within every best-of-breed marketing and advertising technology stack.”

Every month, campaigns sent through the SendinBlue platform reach 300 million customers in 140 countries and more than 10 languages. In the U.S. alone, SendinBlue has experienced a 125 percent year-over-year increase in new customers and projects users in the U.S. to increase tenfold in the next four years. Globally, SendinBlue expects to grow revenue more than nine times by 2021.

“With just \$1 million in outside investment to date, the company has grown its customer base more than 100 percent every year and achieved profitability. That kind of success only comes from an extraordinary team with a visionary product,” said Mark Menell, general partner at Partech. “Small businesses need increasingly sophisticated solutions without the price tag or the learning curve of enterprise tools, and SendinBlue’s digital marketing suite fills that void in the marketplace. The company’s ability to democratize advanced digital marketing for SMBs through an easy-to-use SaaS platform is a strategic addition to the Partech portfolio.”

Through SendinBlue’s customizable suite of digital marketing services, its users can design, send and track integrated campaigns via email, SMS, and soon, other advertising channels. With additional capital, SendinBlue will also expand its [integrations ecosystem](#) -- which already includes widely used platforms like WordPress -- to help SMBs build a personalized stack of tools to suit their workflow, goals and desired customer experiences.

“SendinBlue provides an end-to-end solution that allows me to configure highly personalized campaigns to better engage with customers,” said Ionut Neagu, founder of CodeinWP and long-time SendinBlue user. “As a serial entrepreneur, I’ve leveraged SendinBlue’s powerful solution stack at three separate ventures, gaining 10,000 new customers. After switching from a standard email marketing tool, SendinBlue’s advanced functionality accelerated our growth by 10 percent and continues to help me build and maintain relationships with my customers.”

To learn more about the SendinBlue platform and create a free account, please visit

www.sendinblue.com/users/signup/.

About SendinBlue

SendinBlue is an intuitive SaaS solution empowering B2B and B2C businesses, e-commerce sellers and agencies to build customer relationships through digital marketing campaigns, transactional messaging (e.g. password request emails), and marketing automation. Compared to 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. SendinBlue was founded in 2012 by Armand Thiberge and Kapil Sharma, and later joined by Amalia Bercot as CMO in 2013 and Mickael Arias as CTO in 2016, with a mission to make the most effective marketing channels accessible to all businesses. Headquartered in Paris with expanding offices in Seattle and Noida, India, SendinBlue supports more than 50,000 active users across 140 countries.

About Partech

Founded in 1982 in Silicon Valley, Partech is a global investment firm with a team spread across offices in Paris, Berlin and San Francisco. Most Partners have been entrepreneurs themselves or have held management positions within tech companies. The partnership acts and invests as a single team, helping entrepreneurs build fast-growing tech and digital companies addressing large markets across multiple continents. Partech partners with entrepreneurs at the seed (Partech Entrepreneur), venture (Partech International) and/or growth (Partech Growth) stages. Companies backed by Partech have completed 21 initial public offerings and more than 50 major M&A transactions with leading international companies. Since 2012, the team has built a pioneering business development platform fostering synergies and business relationships between entrepreneurs and strategic partners.