



PRESS RELEASE

Brevo Named CRM Product of the Year in the 2023 Sales and Marketing Technology Awards

The Business Intelligence Group recognized Brevo for its innovative and easy-to-use CRM suite

SEATTLE—July 19, 2023—Today, the Business Intelligence Group named Brevo’s CRM as Product of the Year in the 2023 [Sales and Marketing Technology Awards](#) program, also known as The Sammys. The Sammys honor organizations and products helping to solve the challenges organizations have connecting and collaborating with prospects and customers.

Brevo won the best in product award for customer relationship management based on its stellar efforts in overcoming the challenges that businesses of all sizes face when building meaningful and personalized customer relationships at scale. With Brevo, growing customer relationships is approachable, easy, and offers immediate business value with reliable technology and full customer support for digital marketers from novices to experts.

“Brevo is honored to be recognized by the esteemed judges at Business Intelligence as a global innovator in enhancing customer relationships for brands,” shares Isabelle Guis, CEO North America and Global CMO at Brevo. “Our team of Brevonauts is on a mission to become the most trusted, reliable CRM platform for businesses to build sustainable customer relationships at scale. We are passionate about helping every size business grow with a simple and approachable CRM with marketing and sales platforms that work across multiple channels to deliver a great customer experience. It is tremendously rewarding to earn the trust of our customers and accolades of our offerings from industry experts.”

“We are proud to reward and recognize Brevo for their innovation and dedication to helping both the organization using their technology and the ultimate consumer,” said Maria Jimenez, Chief Nominations Officer, Business Intelligence Group. “It was clear to our judges that their efforts will improve how we all connect with the brands we love for years to come.”

Brevo

About Brevo

Brevo, formerly known as Sendinblue, is the leading Customer Relationship Management (CRM) suite designed to efficiently build meaningful customer relationships at scale in a fast changing digital world. With Brevo, businesses have a unified view of the customer journey in one easy-to-use platform to grow their business with intuitive marketing and sales tools such as Marketing Automation, Marketing Campaigns over Email, SMS, WhatsApp, Chat, and much more. Today, more than 500,000 businesses across 180 countries, including Sodexo, Louis Vuitton, Carrefour, eBay, and Michelin, trust Brevo's reliable technology and 75+ integrations to deliver unparalleled customer experiences, reduce costs, and drive sales in one CRM suite. Brevo reached the coveted Centaur status with \$100M ARR in January 2023, and has more than 700 employees globally. Its global operations are headquartered in Paris. For more information visit www.brevo.com

About Business Intelligence Group

The [Business Intelligence Group](#) was founded with the mission of recognizing true talent and superior performance in the business world. Unlike other [industry award programs](#), business executives—those with experience and knowledge—judge the programs. The organization's proprietary and unique scoring system selectively measures performance across multiple business domains and then rewards those companies whose achievements stand above those of their peers.

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