



Brevo Recognized for Customer Experience Innovation in 2023 MarTech Breakthrough Awards Program

*Prestigious International Annual Awards Program Honors Standout Marketing, Advertising
and Sales Technology Around the World*

SEATTLE - August 17, 2023 – [Brevo](#), (formerly known as Sendinblue), the leading Customer Relationship Management (CRM) suite, today announced that it has been selected as “Best Customer Experience Management Platform” in the sixth annual MarTech Breakthrough Awards. Conducted by leading market intelligence organization [MarTech Breakthrough](#), the awards recognize the top companies, technologies and products in the global marketing, sales and advertising technology industry today.

Brevo is the leading CRM suite designed to efficiently build meaningful customer relationships at scale. With Brevo, businesses have a unified view into the customer journey and access to intuitive marketing solutions in one easy-to-use platform. Brevo helps businesses build relationships across email, SMS, WhatsApp, chat, and more, and offers sophisticated measurement tools, including open and click-through reports, an email heat map, advanced A/B testing, real-time statistics on performance, and send time optimization. These capabilities enable businesses of all sizes to automate campaigns, achieve personalization at scale, and drive maximum revenue impact.

Brevo continues to prioritize innovation and expand its product offerings with new capabilities launching later this Summer. Current products and features include Email Marketing, Conversations, a Sales Relationship Management platform and Transactional Messaging, as well as integrations with more than 75 other business tools and shop systems.

“We’re on a mission to become the most trusted all-in-one solution for businesses to engage with their customers at scale to empower growth and manifest tomorrow’s success. We’re absolutely thrilled to be awarded ‘Best Customer Experience Management Platform from MarTech Breakthrough,” said Isabelle Guis, CEO of North America and Global CMO at Brevo. “This award win attests not only our unwavering dedication to our customers but also our commitment to innovation and helping companies thrive. We will continue to keep pace with evolving customer preferences in the digital world, empowering growing companies to deliver unparalleled customer experiences, reduce costs, and drive sales.”

The mission of the MarTech Breakthrough Awards is to honor excellence and recognize the innovation, hard work and success in a range of marketing, sales and advertising technology related categories, including marketing automation, customer experience, performance marketing AdTech, SalesTech, marketing analytics, content and social marketing, mobile marketing and many more. This year's program attracted more than 3,500 nominations from over 19 different countries throughout the world.

"Brevo is empowering businesses to expand in a fast-changing digital world. A leader in digital marketing, we're pleased to recognize their efforts at offering affordable best-in-class deliverability, the highest touch customer support, and powerful integration into relationship management systems," said James Johnson, Managing Director at MarTech Breakthrough. "Brevo continues to set the pace for innovation for enterprises seeking a superior end-to-end digital marketing and sales solution with a full stack that drives business growth, customer engagement, and operational efficiency."

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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 800 employees globally. Its global operations are headquartered in Paris. For more information visit www.brevo.com.

About MarTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for global technology innovation and leadership, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products and people. The MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics, performance marketing, CRM, content and social marketing, website, SEM, mobile marketing and more. For more information, visit MarTechBreakthrough.com.