



MAILJET CASE STUDY



Partner With Mailjet To Save Resource

PetrolPrices.com is a service that enables their members to save money on their fuel. Members can subscribe to their site to receive alerts of where the cheapest petrol is in their area. Alerts can be set daily or members can be alerted as prices fluctuate. PetrolPrices.com partnered with Mailjet, as it offered them the flexibility they needed. The Mailjet transactional solution suited their specific needs and gave them the keys to take control of their email sending.

THE PROBLEM

Prior to Mailjet, PetrolPrices.com were using an expensive, inflexible solution. The slowness of the previous solution prevented PetrolPrices.com from having full control of their own campaigns and stopped them moving at the speed that is essential for their business to operate at.

As a UK based organisation, all their members are based within the United Kingdom. Ensuring their data remains within Europe ahead of the GDPR update is imperative to PetrolPrices.com and the service they offer to their subscribers.



THE SOLUTION

By partnering with Mailjet, PetrolPrices.com are able to move more efficiently, saving time and cost resource as they go. Mailjet's API guides eased the implementation process and gave PetrolPrices.com the tools they needed to take full control of their campaigns. As well as a flexible solution, Mailjet has the support needed to help clients like PetrolPrices.com scale as they need to; instrumental to that is the Key Account Management and Compliance Teams.

As a European based organisation, Mailjet offers PetrolPrices.com the security of knowing their data is hosted within the European Union. PetrolPrices.com can also rest easy, knowing all their hard work is not going to waste, as Mailjet's integral relationships with ISPs mean their emails reach their subscribers in-boxes.



Mailjet was the obvious choice for PetrolPrices.com when benchmarked against other solutions; as it was quick to implement, priced competitively and easy to operate. MJML (Mailjet's Markup Language) gives us the ability to create our own templates, so we save time previously spent waiting for a 3rd party. Mailjet is the ideal solution for small fast moving companies with large email requirements who want direct control, but also good account support when necessary.

Jason Lloyd
Managing Director
PetrolPrices.com

THE VISION

Following the successful implementation of price alerts, PetrolPrices.com are looking to implement their email marketing strategy, where Mailjet will be a true partner.