mailjet by sinch + J!NX

Success story J!NX

Introduction

J!NX is an ecommerce fashion brand heavily influenced by the gaming industry, appealing to gamers, geeks, nerds and the like with its quirky clothing. As with any Ecommerce business, acquiring new customers and retaining existing ones is at the core of J!NX's business, and powerful responsive emails are key to that. Whether it be beautifully crafted marketing emails, or informative yet dynamic transactional messages, email is vital for any Ecommerce business.

The problem

Prior to Mailjet, J!NX was not able to extend its brand voice to its email templates and its previous email solution prevented J!NX from sending responsive emails with ease. The J!NX team was forced to code its own emails to ensure the design was responsive across devices and screens. In today's competitive market, where consumers browse their emails on a number of different screens, responsive emails that consumers can navigate with ease are a must.

The solution

With Mailjet, J!NX found the email solution it needed to ensure that the J!NX newsletter is an extension of its beautiful website. Mailjet's drag-and-drop editor, removes the pain of coding responsive emails. J!NX's designers can now use the time they once spent coding emails to build great, on-brand, gif-filled email templates with ease that truly reflect the J!NX brand.

Mailjet's intuitive email editor, allows J!NX to make quick edits, keeping their emails current and fun without dev work. MJML, Mailjet's open-source responsive email framework, allows J!NX to advance their emails even further. J!NX can be confident their emails will look gorgeous across inboxes and devices. Mailjet enables J!NX to spend less time crafting emails and more time making strategic decisions about its newsletter content.

In Mailjet, J!NX has not only found a true email partner but also a solution that helps the fun, quirky brand break the boundaries of creativity and customer service across its Ecommerce store. J!NX has utilized the Mailjet Send API to add an extra layer of customer service to its online store. If many customers are receiving an error message, a notification will be sent to the J!NX developer team so it can act fast, demonstrating how marketing and developer teams can easily collaborate on email.

The vision

Email plays a big part in the acquisition and retention of the J!NX customer base. With the successful onboarding of Mailjet, J!NX wants to continue to send advanced emails to grow and nurture its community and establish a strong sender reputation.
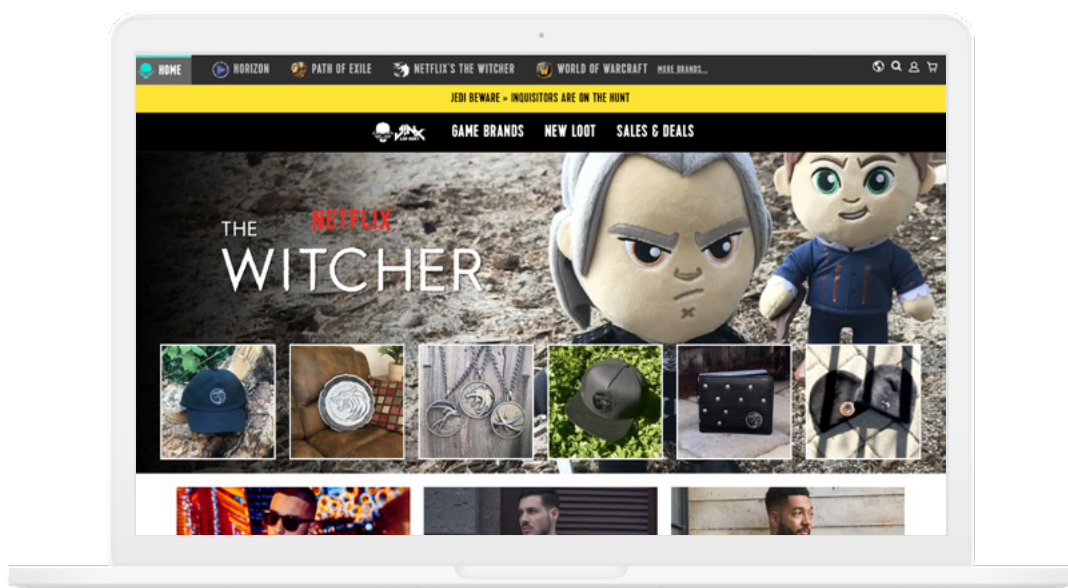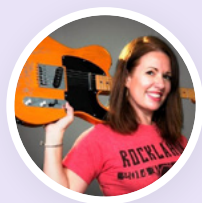
> "Mailjet's drag-and-drop email editor has revolutionized our email experience. Prior to partnering with Mailjet, we wasted time and resources making relatively small changes to our email templates, and coding them to be responsive across devices was a nightmare. Today we move in a much more agile way, with both our marketing and development teams collaborating on email harmoniously. Mailjet is not only a powerful email tool, but working with the Customer Success team means we have a true partner, to hold our hands from day one."

Candace Brenner, VP Marketing at J!NX

Over 40,000 companies are building great apps and email programs with Mailjet.

Microsoft   THE BODY SHOP   toast   DHL   WIKIPEDIA   Nestlé

mailjet
by sinch

More than 40,000 companies around the world use Mailjet by **Sinch** to strengthen connections with customers and subscribers while building their businesses through email marketing. Brands like Microsoft, Kia Motors, and Toast trust Mailjet to send billions of emails every year. Mailjet combines an intuitive, drag-and-drop email campaign builder with easy-to-use deliverability features to help businesses create and send beautiful emails without touching a single line of code.

For more information, please visit **mailjet.com**.