BPA Platform

Mailjet Integration

Integrating Mailjet with business software

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Mailjet Integration

By integrating Mailjet with your business software you will remove the need to update marketing lists, process unsubscribes in your CRM solution and manually create and send campaign reports. We can also automate campaign creation and distribution to business rules.
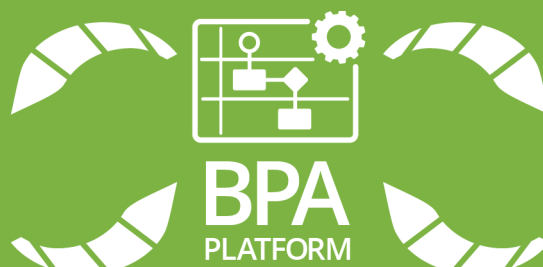
The Problem

Mailjet is a powerful email marketing solution that is used worldwide but it still needs people to create or update marketing lists, process unsubscribes in a CRM system and manually create and send campaign reports for analysis. This takes time, is error prone and is an unnecessary cost.

The Solution & Commercial Benefits

Codeless Platforms' BPA Platform automates the flow of data between Mailjet and your business software. In short, it removes the costly administration from email marketing.

- Eradication of repetitive data entry and associated human errors
- Increased visibility of campaign results and related information
- Improved marketing data for a higher CTR
- Increased sales opportunities to improve ROI

Synchronising lists and unsubscribes

There is no denying the ROI Mailjet provides your company and it is one of your main lead generation tools. In fact, it is so fundamental to your business that you reluctantly conduct the costly and employee intensive process of list management and CRM unsubscribe updates.

Codeless Platforms' BPA Platform will automatically synchronise your Mailjet marketing lists by a scheduled or database event. It will also write back all your campaign unsubscribes to your CRM system.

Automating campaign report distribution

Your campaign has been sent and you now need to manually create your open and click through reports. Furthermore, you also have to manually send the report (s) to your sales team for them to update the CRM system and set up follow-up activities. More administration for you and your company to absorb.

The BPA Platform will automatically create and distribute open and click through reports and dynamically update your CRM system. Removing this administration allows your sales team to focus on the primary objective of sales.

Full email marketing automation

From time to time you need to run 'unplanned' email campaigns. Factors such as slow moving stock or pressures to cross sell/up sell all mean more email campaigns need to be processed by the marketing team. Yet, finding the time to run these unplanned campaigns can be difficult.

The BPA Platform will automatically create and send Mailjet email campaigns based on data events you define e.g. slow moving stock. It will also update your CRM application with the results.

BPA Platform Capabilities

Discover how our **Business Process Automation Platform** can help your business

BPA Platform capability used	BPA Platform Capability used	BPA Platform Capability used	BPA Platform capability used
Notifications & Alerts	Reports & Document Automation	Data Integration & Synchronisation	Workflow & Human Interaction

Click the button to learn more about the BPA Platform

View BPA Platform

Want to learn more?

Discover how Codeless Platforms can help your business by improving performance, boosting efficiency and cutting costs

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