



sendinblue

Sendinblue Expands to Toronto, Seeks to Help Local Businesses During COVID-19
France-Headquartered Digital Marketing Startup Chooses Toronto to Build Presence in North America

Toronto, December 8, 2020: Sendinblue, a digital marketing startup headquartered in Paris, is pleased to announce its expansion to the Toronto Region to enhance its presence in North America and assist local businesses during the COVID-19 pandemic. Sendinblue is the only all-in-one digital marketing platform that empowers businesses to build customer relationships through end-to-end digital marketing campaigns, transactional messaging, and marketing automation.

Sendinblue was founded in 2012 with a mission to make the smartest and most initiative marketing platform accessible to all businesses. Headquartered in Paris with offices in Seattle, Berlin, Noida, and Toronto, Sendinblue supports more than 180,000 active users across 160 countries. With 100 percent year-over-year growth in the North American market, the Toronto office investment will allow the company to accelerate product innovation, recruit additional talent and successfully thrive in North America. Sendinblue worked closely with Toronto Global, a team of experienced business advisors assisting global businesses to expand into the Toronto Region, as well as with the office of the Ontario Senior Economic Officer based in Munich.

"Toronto offers a unique combination of quality of life, access to talent, diversity and affordability, that no other city on the east coast can compete with," said Steffen Schebesta, CEO, Sendinblue Inc. "We're grateful to work with Toronto Global to become more involved in the Toronto Region business community and provide support throughout and post-pandemic."

Sendinblue's mission has always been to empower small businesses to compete in the modern landscape with simple and effective digital marketing tools. In tackling the COVID-19 pandemic, this mission is more important than ever, as businesses must adapt to the current context by moving online. Sendinblue is giving local Toronto Region businesses in need free access to its [Premium plan for six months](#). The company has also published a quick start guide, '[How to Digitize Your Local Business](#),' providing steps and tips for businesses thinking about going digital.

"We are delighted to welcome Sendinblue to Ontario's vibrant business community. Working with local partners like Toronto Global, and our international trade and investment office network, we are pleased to connect global businesses with the competitive advantages our province has to offer," said Vic Fedeli, Ontario Minister of Economic Development, Job Creation and Trade. "Forward-looking companies from around the world are recognizing Ontario's quality of life, talented workforce, culture of innovation, global reach and population diversity as key ingredients that will bolster their growth plans."

"I am very pleased that Sendinblue has chosen to locate its new office in our city," said Toronto Mayor John Tory. "Toronto is a magnet for companies around the world due to our highly-skilled, diverse and innovative workforce. Right now, our region is fighting the global pandemic and Sendinblue's arrival will help our city and local business community as we work to restart and rebuild the economy."

Sendinblue chose Toronto over a number of U.S. cities for its marketing and sales office, due to



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the region's growth rate and the opportunity to leverage its presence here to build its North American market and become an industry leader. The Sendinblue team is currently looking to grow, with future roles in sales and marketing, such as sales development representatives, account executives, partnerships managers and marketing and sales interns.

About Sendinblue

Sendinblue is your marketing partner. Serving small and medium-sized businesses is in our DNA and everything about our features, support, and pricing is designed with you in mind. Whether you need to manage email campaigns, send text messages, or save time with automation, we can help you do it efficiently, on-budget, and in your language. Sendinblue offers cloud-based digital marketing tools to over 175,000 growing companies around the world.

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