



## **Newsletter2Go and SendinBlue Join Forces to Become the European Market Leader in Email Marketing**

**Berlin, 31 Jan. 2019** – Newsletter2Go, the German market leader in email marketing software for small to mid-sized enterprises, has merged with the French market leader, SendinBlue. Effective immediately, SendinBlue has acquired 100% of the Berlin software company. As one, the two technology providers will continue to expand their majority market share in Europe.

The Berlin company Newsletter2Go GmbH was founded by Christoph Beuck and Steffen Schebesta in 2011. The company's leadership trio, which consists of its co-founders and its CMO Maximilian Modl, will remain at the helm. With around 185,000 registered users, the software company has evolved from a startup to the German market leader in email marketing in just 8 years.

“Newsletter2Go fits perfectly into our growth strategy,” says Armand Thiberge, CEO of SendinBlue. “The company gives us entry to the German-speaking market. Combining forces makes us the first major player of the sector's European market.”

Christoph Beuck, CEO of Newsletter2Go, comments, “Working alongside SendinBlue, we will focus on expanding our collective market share in Europe. Newsletter2Go will benefit from SendinBlue's experience, their market position and from the synergies brought about by collaborating across all business areas.”

Both companies will continue to operate independently while working together towards their shared goal of increasing their market coverage in Europe.

Nothing will change for existing Newsletter2Go customers.

## **About Newsletter2Go**

Newsletter2Go was founded in 2011 by Christoph Beuck and Steffen Schebesta. Maximilian Modl has supported the co-founders as CMO since 2013. Newsletter2Go's goal is to aid small and mid-sized enterprises in effectively boosting revenue through efficient email marketing. The Berlin-based company currently employs 60 people and is used by over 185,000 corporate customers.

## **About SendinBlue**

Founded in 2012 by Armand Thiberge, SendinBlue provides small and mid-sized enterprises with effective online marketing tools at an affordable price. The company currently employs 165 people across three international locations: New Delhi, Seattle and its headquarters in Paris.



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