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Miva, Inc. Partners with Sendlane to Help Online Sellers Drive Revenue with Email Marketing Automation

Partnership between ecommerce platform and email marketing automation provider to help merchants improve the effectiveness of their email campaigns.

San Diego, CA – February 5, 2020 – Miva, Inc., ecommerce software and service provider for mid-size and enterprise merchants for 21 years, and Sendlane, behavior-based email marketing automation for ecommerce stores, today announced that they have partnered to integrate Sendlane’s email marketing automation into the Miva ecommerce platform.

While email marketing is a significant revenue driver for some online sellers, many merchants struggle to execute compelling and profitable email campaigns. This partnership brings Sendlane’s powerful email marketing automation and Miva’s flexible ecommerce platform together, giving online sellers the tools they need to engage customers and increase sales with personalized, data-driven email campaigns.

Sendlane’s powerful site-to-site tracking capabilities enable Miva users to follow their customer’s journey throughout their store, collecting deep data insights from a customer’s behavior to their purchase history and allowing them to leverage that data for their email marketing strategy with abandoned cart messages, custom product recommendations, and more.

“Email should be driving 30-40% of monthly revenue for ecommerce stores,” says Jimmy Kim, CEO at Sendlane, “and by combining a powerful email marketing tool

like Sendlane with an ecommerce platform like Miva, we're giving online retailers the opportunity to leverage store data to truly maximize their ROI and customer LTV."

"Email marketing is one of the most effective ways for online sellers to engage their customers and increase revenue," says Brennan Heyde, VP of Product at Miva.

"Integrating with Sendlane's email automation tools enables merchants to improve the efficacy of their messaging and maximize the impact of their email campaigns."

The integration is now available for Sendlane customers in the [Miva App Store](#).

About Miva, Inc

Since 1997, Miva has delivered expertly-designed ecommerce solutions to help high-growth businesses serve their customers in the most innovative, forward-thinking ways possible. Miva stores deliver superior online shopping experiences and support sophisticated back-end ecommerce workflows. Miva is the only cloud-based platform that provides a reliable and expandable enterprise ecommerce solution from a single source. Miva owns and maintains the Miva Merchant software and cloud-based hosting environment. Visit miva.com for more information.

About Sendlane

Sendlane is a behavior-based email marketing automation tool built to help eCommerce stores turn their online shoppers into loyal, lifetime customers. The platform has grown to over 50,000 users and is used by the top digital marketers and eCommerce store owners across the web, successfully delivering billions of emails. Sendlane is dedicated to consistently growing, evolving and providing industry leading, 24/7 live chat — 3 minute response time support as well as an expert team of dedicated account managers, offering a white glove service style approach.