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Miva, Inc. and TargetBay Announce Partnership and App to Help Online Merchants Increase Sales Through Email and SMS Marketing

New collaboration helps ecommerce merchants maximize sales through efficient customer engagement.

San Diego, CA — Sept 28, 2022 — Miva, Inc., a leading ecommerce software and service provider for mid-size and enterprise merchants, and TargetBay, an Atlanta-based unified marketing automation and customer experience management platform used by thousands of online stores across the globe, announced today that they have partnered to offer a new email and SMS marketing app to merchants using the Miva platform.

The new app, BayEngage, merges TargetBay's digital marketing software with Miva's flexible ecommerce platform to allow merchants to automate their email and SMS communications throughout the customer journey. With this app, Miva merchants will gain access to over 300 ready-to-use email templates, a built-in stock image library, advanced segmentation capabilities, and many additional tools designed to increase sales and boost customer engagement.

"Miva takes pride in forming partnerships with other best-in-class ecommerce solutions providers, particularly when those partnerships can result in powerful new tools for our merchants," says Brennan Heyde, VP of Product at Miva. "TargetBay's marketing automation app will enable Miva sellers to decrease customer acquisition costs, save valuable time, and drive conversions."

"We have the best integration with Miva," says Pon Pandian, CEO and Co-Founder at TargetBay. "Our plug-and-play solution offers Miva merchants to send email & SMS campaigns in 1-click and merchants can get instant access to all email marketing and SMS marketing features. They can increase their sales and customer engagement in no time with context-driven SMS campaigns too!"

For more information about Miva, visit: miva.com

For more information about TargetBay, visit: targetbay.com

About Miva, Inc.

Miva offers a flexible and adaptable ecommerce platform that evolves with businesses and allows them to drive sales, maximize average order value, cut overhead costs, and increase revenue. Miva has been helping businesses realize their ecommerce potential for over 20 years and empowering retail, wholesale, and direct-to-consumer sellers across all industries to transform their business through ecommerce. Learn more at www.miva.com.

About TargetBay

TargetBay offers BayReviews for Reviews & Ratings, BayEngage for Email & SMS Marketing, and BayAds for Retargeting Ads. These products are seamlessly integrated to drive more conversions and lower customer acquisition costs and are used by 4,840 businesses across the globe. Learn more at www.targetbay.com.