"Fantastic technical skills and amazing support."

The Client _

moosend

Moosend is a powerful email marketing platform with world-class features, state-of-the-art automation, and an award-winning user interface. Its intelligent marketing automation and website tracking enable its clients to send email newsletters, manage email lists, and delete unsubscribe requests automatically. Moosend's landing pages and subscription forms are used by its clients to increase lead generation.
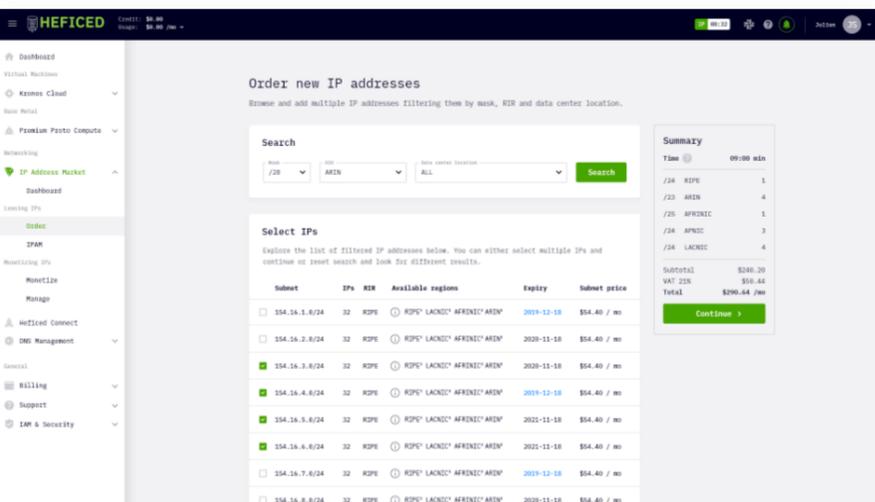
The business is a member of M3AAWG and is working with others in the technology industry to combat bots, malware, spam, viruses, DOS attacks, and other online exploitation.

Moosend is a fast-growing business, operating in many locations throughout Europe, including London, Athens, Romania, and Poland.

The Challenge _

Moosend has a growing client base and needed to be able to reach its clients via more localized POPs. It also wanted to introduce a new IP range so that it could send traffic through relays.

The business was keen to build its platforms and grow its services and needed a partner who could help it to make a fresh start and which would support it to build new infrastructure. In addition, Moosend also required a high level of round the clock technical support.

Our Solution _

Heficed offers a wide range of solutions, and we were able to supply Moosend with IP addresses, which enabled it to provide better hosting solutions to its clients. Because Heficed's IP market place provides flexible leasing options that don't require long-term commitments or contracts, Moosend was able to access the IP addresses as and when it needed them, and only paid when it was using them.

You can find out more about our IP leasing service here.

Implementation _

Sarah Papadopoulou, Deliverability Support Manager at Moosend, reported that Heficed "has been very helpful since day one" and that although it's early days, Moosend is experiencing great success with its new infrastructure.

Result _

Although Moosend has only been working with Heficed for a short time, Sarah Papadopoulou confirmed that Moosend had experienced a lot of benefits since first partnering with us. She anticipates seeing an an uplift in sales and an increase in customer numbers as a direct result of working with Heficed.

With Heficed's support, Moosend was able to reach and retain its clients more effectively, and it was delighted with the technical support it received, stating that we were doing "an amazing job".

The Future _

We're looking forward to continuing to support Moosend in the future and are excited to see the impact that Heficed products will have on its growth.

Moosend purchased IP addresses to enable better hosting solutions. You can find out more about our IP products and services here.

IP Address Market _

Explore Heficed plans and pricing for Kronos Cloud, IP addresses and Proto Compute dedicated servers.

Explore pricing

You can learn about our other products here.