

2020, a record year for Sarbacane, Mailify's parent company

31% growth in 2020. Twenty years after its creation, Sarbacane is at its best. The group has entered a new era and is about to live another historic year in 2021.

Driven by a market experiencing long-term growth and the acceleration of the SMEs digitalization, the Sarbacane Group generated €14.4 million in revenues in 2020, a growth of 31% over one year. Being the publisher of a solution allowing companies to optimize and automate their digital communication, 1.7 billion emails and 70 million SMS were sent last year using its services. Datananas, a Parisian start-up that joined the group at the beginning of 2020, also registered a strong growth of 29%.

A pivotal year

With a significant growth of the turnover in both email (+15%, to 9.5 million euros) and SMS (+55%, to 3.5 million euros), 2020 confirms the success of the Sarbacane model. A trend that was appreciated and noticed in 2020 by IDI, a French investment company that acquired a stake in the Sarbacane Group, which was created on this occasion. As a result, Sarbacane secured a historic fund raising of 23 million euros to continue its growth in 2021 and in the long term.



“2020 was without a doubt the wealthiest year in the history of Sarbacane in many respects. The exceptional growth we experienced and our €23 million fund raising will give our 20-year-old company an unprecedented impulse in 2021.”

Mathieu Tarnus
Mathieu Tarnus Founder & CEO of Sarbacane

Facing the exponential request for its services, Sarbacane ended a year that was full of recruitments. 20 years after its creation, the family business has now 113 employees including 34 who joined its head office in Lille and its office in Barcelona in 2020. These new recruits are essential to advise and guide the many new prospects and provide daily support to its about 10,000 customers in France and abroad.

R&D and external growth in the sights of the company

Thanks to the €23 million raised in September 2020, the Group intends to continue its R&D efforts, which have already led to the development of cutting-edge features such as Smart Templates, predictive sending and automatic campaigns. Through the acquisition of the Parisian start-up Datananas in April 2020, the group has also extended its range of services by offering a turnkey solution enabling professionals to find new prospects and automate the sending of email sequences. This is a new step in the diversification of Sarbacane around its core business after the release of Sarbacane Chat and Touchdown at the end of 2019.

After Datananas, Sarbacane intends to continue this external growth strategy to offer solutions that are complementary to its services, which have become essential to the activity of many companies. The company aims to continue to meet the needs of professionals in France and abroad through technology and customer support.

Sarbacane Group

The **Sarbacane group**, publisher of applications dedicated to corporate communication and Mailify's parent company, is known for its eponymous software, a reference player in the emailing industry in Europe since 2001. The group has developed a range of products around its expertise in email marketing, sms campaigns and marketing automation: Sarbacane/Mailify, Primotexto, Jackmail, Tipimail, Touchdown, Layout, Sarbacane Chat. The Datananas startup, which joined the group in April 2020, is starting a new phase of external growth. Sarbacane, which has around 100 employees in its offices in Lille and Barcelona, intends to double its size by 2025.

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