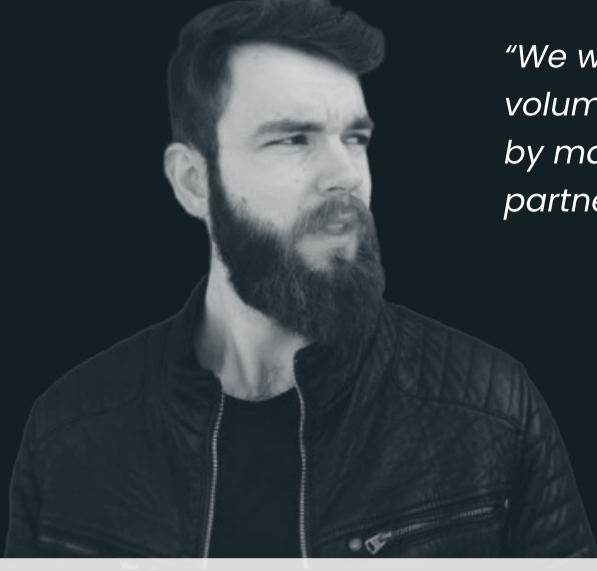


## CASE STUDY



Kiwi chose Bloomreach + Omnivery to drive exceptional results over rivals Mailgun and Sendgrid.



*"We were concerned about deliverability. At higher volumes, our campaigns were sent to spam or capped by many providers. Omnivery proved to be a valuable partner in increasing our deliverability."*

Jakub Semotam  
CRM Team Leader  
Kiwi.com."

## ABOUT KIWI

While struggling to book cheap flights for a holiday, Oliver Dlouhý had an idea that could change the world. He finds Jozef Képesi to help **develop their own flight search engine**.

By 2017, Kiwi.com is named the fastest-growing technology company in Central Europe by Deloitte's Technology Fast 50 Central Europe in the Rising Star category **focused on delivering low cost travel**.

## BY THE NUMBERS

KIWI.COM



2,500 +

Crew Members



€1.3 Bn

Turnover in 2019



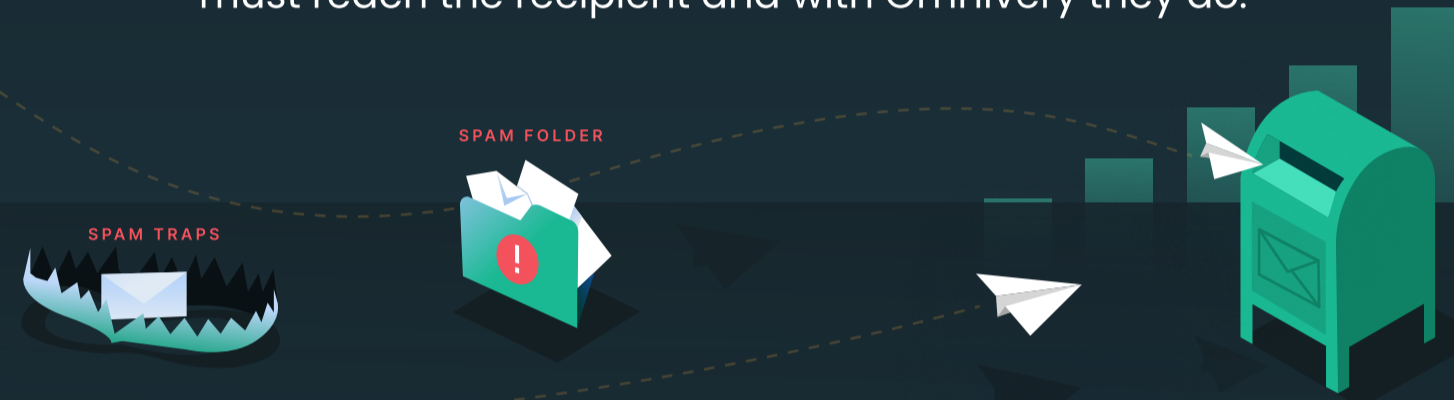
40,000

Avg. Seats Sold Daily

## OBJECTIVE

Improve customer satisfaction by ensuring our transactional and marketing emails reach the recipients inbox and not the spam folder while at the same time allowing us to scale our business through increased email sent.

*"Emails we send are critical for communicating purchased flights. They must reach the recipient and with Omnivery they do."*



## OUTCOME

Kiwi.com initially switched to Omnivery from Mailgun for marketing emails. The performance gains in marketing lead Kiwi to deploy Omnivery to their transactional messaging. Here Omnivery was used in a split environment against Sendgrid. Over the last 12 months **Omnivery delivered an impressive 17% improvement in unique click rate over Sendgrid**. As a result of Omnivery's premium service, Kiwi has fewer customer complaints in not receiving critical flight booking information and improved deliverability. Best of all, with Omnivery's compatible API's and web hooks adding Omnivery was fast and easy making Bloomreach with Omnivery the clear winner for Kiwi!



*"A 17% increase is massive and ultimately provides the best experience for Kiwi customers. **Omnivery and their team is superior.**"*

*They proactively helped us get a place in the BIMi pilot testing, set up DMARC processing, and our other teams found support from them in setting up domains and subdomains."*

Jakub Semotam - CRM Team Leader  
Kiwi.com

## KIWI SWITCHED IN MINUTES. SO CAN YOU!

Kiwi.com set up their domain in a matter of minutes thanks to Omnivery's compatible API's and web hooks.

Omnivery's One Click Data Migration made implementing our infrastructure **fast and easy**.

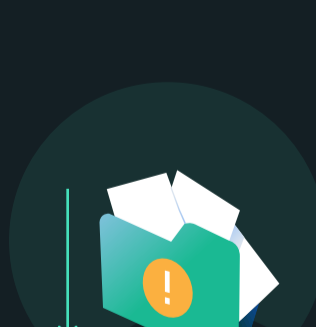


Best of all, it does not affect your current workflow so there's no need to learn new tools or interfaces.

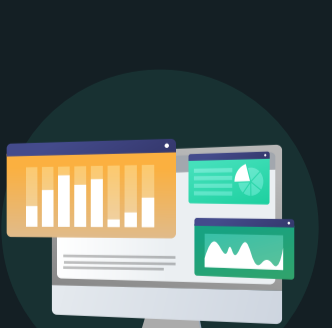
## IMPACT



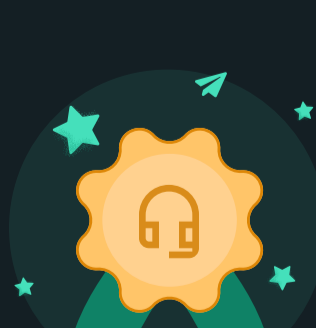
17% Increase in Unique Clicks



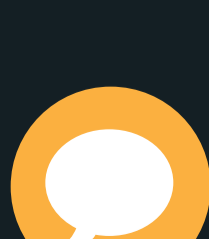
Fewer Customer Complaints



Scaling with Best in Class Deliverability



Best in Class Customer Support



Get started today.

[contact@omnivery.com](mailto:contact@omnivery.com)

[omnivery.com](https://omnivery.com)