



# A new email builder in under 30 days, more time for Automation

Leadfox is a global marketing automation platform used by thousands of SMBs and marketing agencies across over 100 countries.

The system provides customers with robust automation as well as solid design functionality for email, landing pages, pop-ups and pre-design templates. Their mission is to help SMB's convert their website visitors into customers through easy-to-use solutions and solid training!

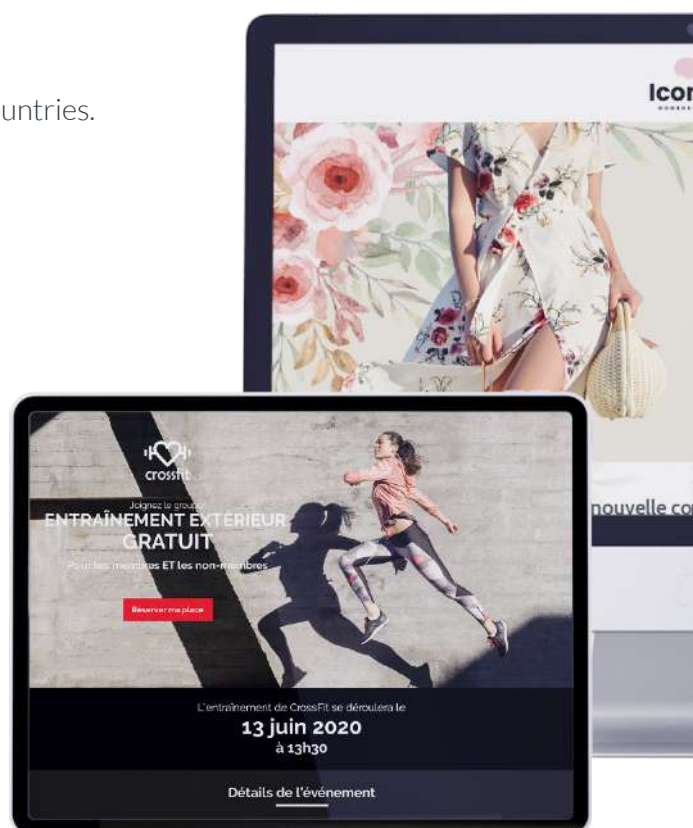
The Leadfox team is fueled by challenge, creativity and a genuine desire to always satisfy its customers and users. They make every effort to ensure their customers and partners communicate and interact as effectively as possible with several million leads around the world. Their vision is to be the most widely used and most highly appreciated digital marketing platform by SMB's and marketing agencies.



## The Challenge

Five years ago, Leadfox set out to build one tool that could perform all jobs ranging from content design for digital marketing all the way through automation for acquisition and conversion.

They understood that marketing agencies and SMBs had smaller teams and tighter budgets and that using one vendor for all of these related functions would be more efficient, manageable and affordable. At the time, Leadfox began working on developing an email editing tool that would sync with the rest of their automation portfolio. They had one developer working on building the tool, and that presented challenges in several areas, including speed to market and scale.



Gabriel Côté, Director of IT at Leadfox recalls that feature development was slow and costly, and bug fixes took time to address. However, with patience and dedication, the team was able to release v1 of the email editor. They had a successful first launch of this tool, but - over time - they learned that it was becoming more and more challenging to scale as more users came online, and that the learning curve to use the tool was high. Given that they had a small team, they could not invest a lot of time and dollars in training customers effectively. So they went back into their "think tank" and decided to pivot.

## Solution

After reconsidering the build vs. buy equation, they decided to move forward with finding an out-of-the-box, embeddable tool that also had a catalog of ready-to-use templates.

A simple Google search brought them to BEE, where they were able to trial BEE's embeddable email builder for SaaS (BEE Plugin). It was important to Leadfox to stay within the theme of minimizing the number of 3rd party vendors to work with - same philosophy they wish for their customers - "BEE Plugin not only offered us an easy to embed tool, it also had a complete catalog of beautifully designed templates that would allow our customers to use it right away" stated Gabriel Côté, Director of IT.



## Experience

"We have several different 3rd party vendors and you need to have trust across these partnerships. BEE not only provides great service - we have not experienced any big downtime or glitches that affected our deliverability.

They are great at listening to the customer and they are the most reliable, trusting partner for us." shares Gabriel Côté.

## Results

**Leadfox experienced significant benefits in 3 core areas**

### Integration

BEE Plugin integration was completed in less than 1 month, and minimal training was required to convert customers from their v1 builder to BEE

### Customer Satisfaction

Issues such as email rendering, multi-browser and multi-email service provider were all mitigated

### Product Development

With an email builder now functioning as desired, their development team was able to redirect energy to focus on their own automation IP

"BEE Plugin is great - we spend less time managing the email builder and can release features for it without doing anything"

**Gabriel Côté**, Director of IT

**BEE provides no-code design tools that empower everyone to quickly create content that resonates.**

BEE's visual builders are used to design emails, landing pages, one-page sites, and more. They deliver fantastic design flexibility and a great user experience, combining granular control on design elements with handy features like editing content directly in mobile view. BEE is building on its vision to help democratize content design, with millions of monthly users in over 20 languages and from over 150 countries. BEE's design tools are available online at [beefree.io](https://beefree.io) and embedded in 600+ SaaS applications.

