

Moovly integrates with Mailchimp

written by Raj Shah | April 14, 2021

April 14, 2021 ([Source](#)) – **Moovly Media Inc. (TSX VENTURE: MVY) (OTC PINK: MVVYF) (FRANKFURT: 0PV2)** (“Moovly” or the “Company”) is pleased to announce its integration with Mailchimp’s Mandrill email platform. Moovly users can now send personalized videos via the Moovly Automator technology to their email lists and track the results, all within the Mailchimp platform.

Founded in 2001, Mailchimp is a privately-held all-in-one marketing platform used primarily by SMEs. According to their 2020 Annual report, 333.6 billion emails were sent in 2020 by Mailchimp with 14.6 thousand new users signing up every day. Datanyze estimates that Mailchimp’s market share is 62% whereas their closest competitor has a market share in single digits. With over 14 million active users and revenue in excess of \$700m, Mailchimp is the clear leader in the email automation sector.

The Moovly Video Automator, available to Moovly clients on the Moovly Dashboard, allows users to simply select a template, attach a column of email addresses and click send. Moovly then works with Mailchimp to send a personalized video to each email address.

This integration with Mailchimp allows Moovly customers to very simply send videos to their clients in much the same way that Mailchimp originated mass text-based email “blasts” for clients years ago.

Moovly CEO Brendon Grunewald said “Outbound sales using video is

clearly a fast-growing trend – increasingly, clients want to consume their content visually. This integration makes the sending of mass, personalized videos to leads, clients, newsletter subscribers, and event invitations easy and affordable. We are confident that this integration will allow Moovly clients to see how easy it is to include video in their mass mailings. Mailchimp is the perfect tool to make video messages accessible to all.”

Looking for more info, watch the explainer video and try it yourself.

- [Explainer Video](#)
- [Try it](#)

About Moovly:

Moovly is the leading provider of creative cloud-based tools to tell marketing, communications and training stories using videos and video presentations. Moovly’s advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to make engaging video content to promote, communicate or explain your product, service or message. Moovly’s API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

“Your story begins with Moovly”

Files are available for download in our press room

at <https://www.moovly.com/pressroom>

For additional information about Moovly, please refer to <https://www.moovly.com>

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By its nature, such forward-looking information is subject to various risks and uncertainties, which could cause the actual results and expectations to differ materially from the anticipated results or expectations expressed. These risks and uncertainties, include, but are not limited to, Moovly's inability to continue to commercialize its products or demand for its products decreases or disappears. Other risk factors are set forth in detail in the Company's Management Discussion and Analysis dated June 30, 2020 which is available for review under the Company's corporate profile at www.sedar.com. Some other risks and factors that could cause the results to differ materially from those expressed in the forward-looking information also include, but are not limited to: general economic conditions in Canada, the United States and globally; industry conditions, unanticipated operating events; failure to obtain any necessary third party consents and approvals, if and when required; the availability of capital on acceptable terms; the need to obtain required approvals from regulatory authorities; stock market volatility; competition for, among other things, capital and skilled personnel; changes in tax laws; and the other factors. Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. Readers are cautioned not to place undue reliance on this forward-looking information, which is given as of the date hereof, and to not use such forward-looking information for anything other than its intended purpose. The Company undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable law.

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