

# Brevo (formerly Sendinblue) for WooCommerce

<https://wpdemo.net/demos/plugins/woocommerce-sendinblue-newsletter-subscription>

Brevo's plugin for WooCommerce is the easiest way to integrate your store and send better communications.

Trusted by over 400,000 businesses worldwide, [Brevo](#) is an all-in-one marketing platform for engaging with your contacts and building better customer relationships through targeted and meaningful communication.

## Cover your entire marketing funnel with one single tool:

- **Contacts** — Sync your customers and new subscribers to grow your list and store with free unlimited contacts storage.
- **Email marketing** — Engage customers with beautifully designed email campaigns created in an intuitive drag-and-drop email editor or using our rich text or HTML options.
- **Segmentation** — Target your campaigns with precision thanks to our powerful contact segmentation engine based on purchase history.
- **Automation** — Use triggered emails to connect with customers who visited your website or left an item in their cart. Automatically follow up post-purchase via email and/or SMS. Design intricate marketing automation workflows in our visual editor.
- **Conversations** — Stay connected with your audience and divide communication tasks among team members using Chat, CRM and Push Notification features. You can use it as a CRM for WooCommerce, tracking orders and automatically syncing payment transactions.

## How to get started

1. Install, and activate the plugin in your WooCommerce store.
2. Create a Brevo account or log into an existing account.
3. Sync WooCommerce data to Brevo (lead and/or customer).

After you sync your historical and new WooCommerce store data with Brevo to better manage your customers and their orders, you can deploy effective email and SMS campaigns, improve transactional email deliverability, and track detailed metrics including delivery, open and click rates.

## **Email Marketing**

Promote your brand and grow your business with beautifully designed emails. Our easy to use template builder allows you to create personalized messages and build meaningful relationships with your contacts.

Email Marketing features:

- Create WooCommerce email templates that look great on every device. Using our drag-and-drop email editor, you can quickly create beautiful, responsive emails and personalize them to showcase your business and keep subscribers in the loop about new product launches, promotions, blog posts, and more. Choose one of Brevo's 40+ pre-designed [templates](#) — all you have to do is add your content and send.
- Send personalized newsletters and promotional email campaigns to your subscribers.
- Send confirmation emails with optimized deliverability.
- Use WooCommerce order variables directly within your Brevo email templates.
- Monitor the most important email metrics: delivery, open and click rates.
- Enable and manage customer subscriptions: opt-out, opt-in, or double opt-in after order creation or completion.
- Order tracking: transactional data (order ID, price, etc.) is saved in Brevo to enable powerful segmentation.
- Create and send confirmation text messages after key events like new order or order shipment.
- Send text message campaigns to all customers or subscribers.

Learn more with the free Brevo Email Marketing academy and these hands-on tutorials:

[WooCommerce Email Marketing: A Beginner's Guide](#)

[Certification for Email Marketing](#)

## **Automation**

Brevo offers a flexible and versatile marketing automation platform.

The Brevo Tracker script lets you track web behavior from your contacts to use alongside email engagement data to create complex automation workflows that save you time and help you scale and grow your business.

### [How does Marketing Automation work?](#)

Marketing Automation features:

Brevo marketing automation allows you to create a wide range of automated workflows that help you grow your store by improving engagement, increasing traffic & revenue, and building relationships. Marketing automation is free up to 2,000 contacts

- Welcome message — Send a welcome email after a subscriber joins your list.
- Marketing activity — Send follow-up emails based on whether contacts open or click on an email campaign.
- Anniversary date — Send an annual email or series of emails based on a special event or birthday.
- Website event — Send an email after a contact performs a specific action on your website.
- Transactional activity — Send an email based on whether contacts open or click on transactional emails.
- Page visit — Send an email after a contact visits a specific page on your website.
- Abandoned cart — Send an email after a contact leaves an item in their cart.
- Page visit — Send an email after a contact visits a specific page on your website.
- Product purchase — Send an email when a product is purchased on your website.

Learn with free Brevo Marketing Automation academy and these hands-on tutorials:

[WooCommerce Abandoned Cart Email Strategies to Recover More Orders](#)

[Certification for Marketing Automation](#)

## **[Conversations](#)**

Live Chat and messaging platform for sales and support

Find new customers and provide instant customer service via a chat widget on your website, or use Facebook Messenger, Instagram Direct, and WhatsApp to drive traffic to your site, increase sales and average order value through live conversations.

Brevo Conversations is free for 1 user.

Conversations features:

[WPDemo - Hosted WordPress demo sites with full admin access, private, temp, Have](#)

- Bring all your customer conversations under one roof and connect with customers where they are, across Live Chat, Facebook Messenger, and Instagram.
- Create personalized experiences for your web visitors, answer questions in real time, and convert visitors by helping them find what they're looking for.
- Amplify lead generation for your CRM
- Respond to your clients from anywhere, at any time using the Brevo Conversations mobile app, available for both iOS & Android.

## **GDPR**

GDPR compliance, in itself, is never truly finished. It's an ongoing process that requires regular monitoring and confirmation.

Brevo is proud to be continuously working to maintain GDPR compliance in order to remain a trusted third-party software provider for our users.

## **Developers**

[The Brevo API](#) allows you to programmatically execute a wide range of code operations which are also available through the user interface.

## **Follow Us**

- **Our Official Website** - <https://www.brevo.com>
- **LinkedIn** - <https://www.linkedin.com/company/sendinblue>
- **Our Facebook Page** - <https://www.facebook.com/sendinblue>
- **Our Twitter Account** - <https://twitter.com/sendinblue>

## **Credits**

This plugin was created by [Brevo](#).