

# How Hive.co Closed 40% More Leads With Unlayer

Patrick Hannigan (CTO / Co Founder, Hive.co) shares how Unlayer enabled them to offer a high-grade email builder without spending countless hours and dollars creating one. Hence, increasing their clientele and revenue simultaneously.

**Try For Free**



Think peace of mind, think Hive.co. Its powerful email and SMS marketing CRM allows brands to create personalized and automated messages. With such solutions at their disposal, brands benefit from higher sales and happier customers. It's no surprise that Hive.co sends 50 million+ emails monthly for the world's top companies.

 **Founded**  
2014

 **Industry**  
Software

 **Website**  
[www.hive.co](http://www.hive.co)

 **Clientelle**  
1,000+ brands

 **Headquarters**  
Kitchener, Canada

 **Product Used**  
Unlayer Embed

## The Roadblocks

Hive.co prides itself on making email marketing easy. But what are emails without a great design? Hive.co knew that to become a complete email marketing platform, they needed a state-of-the-art email builder. However, that required countless hours and dollars spent on development. That's where the challenge arose.

Patrick says, "We didn't have months of bandwidth available (nor did we want to wait that long) to build/-ship such a polished product in-house."

Apart from the developmental concerns, Patrick and co. didn't want to constantly update their product to keep up with the ever-changing requirements of different email clients. They knew they had to look for an external solution.

## The Way Out

Hive.co was on the hunt for a high-quality email builder that offered advanced solutions, adapted to changing industry trends, and was customizable. However, the path to finding one wasn't easy. Patrick says, "We looked at a few open source tools that were way too complicated or output bad HTML."

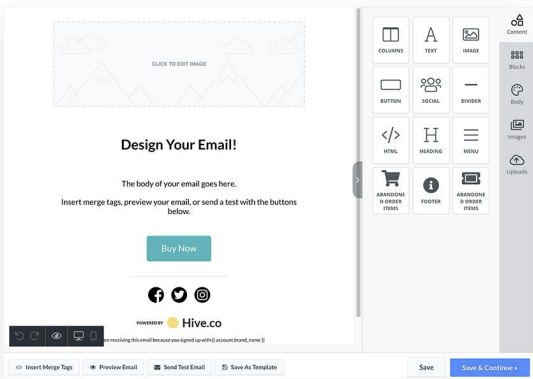
**"Initially, it took us an afternoon to plug the editor into our product. Since then, we've spent many hours building out deep functionality with custom tools."**



Patrick Hannigan | CTO / Co Founder, Hive.co

They got to know about Unlayer through Github, and then there was no looking back. Unlayer appeared so promising that Hive.co skipped the trial and embedded the email builder straight away.

For 4 years now, Hive.co has trusted Unlayer to provide unmatched email design solutions for their growing clientele.



Unlayer embedded in Hive.co

## The Payoff

Hive.co has witnessed consistent positive results ever since joining hands with Unlayer. They are fans of Unlayer's drag and drop editor, custom tool feature, saved blocks tool, and customer support. The email builder is so easy to use that any customized tools needed by Hive.co's engineering team are developed within hours. With Unlayer, the task of constantly tweaking HTML formatting has been eliminated.

**\$50,000**

development and  
maintenance costs  
saved yearly

**40%**

additional leads  
closed

**100+**

hours saved since  
using Unlayer

**"New leads love 'our product's' drag and drop email editor. Many of our current clients are experts on the intricacies of building emails with it."**



Patrick Hannigan | CTO / Co Founder, Hive.co

When it comes to the satisfaction of Hive.co's clientele, Patrick says, "They are using it all the time!" He further says that their customers have become such experts using Unlayer that they're happy to pass on the knowledge.

Hive.co has trusted Unlayer to provide email builder expertise since 2017. When will you?

## Start Growing with Unlayer Today

A fully white-labeled email and page builder that takes less than 5 minutes to embed in your application. Pre-built templates, drag and drop editor, and a supportive team - it's no wonder why hundreds of SaaS applications choose Unlayer.

**Try For Free**

