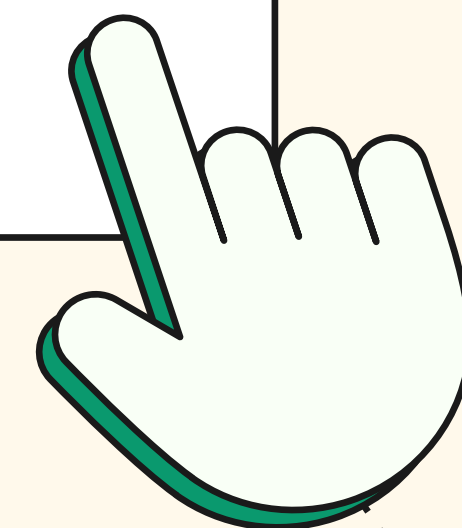Brevo x Doctolib

How does Doctolib use Brevo to optimise its transactional emails?

About Doctolib

- 2,900 employees in France, Germany, Italy and the Netherlands
- > 1 million professional users
- 30 million teleconsultations carried out
- 90 million patients
- 7 billion documents shared in total security

Since 2013, Doctolib has been pursuing one single objective: to build a healthcare system we all dream of, alongside healthcare staff and patients. Using innovative technologies, Doctolib is improving the day-to-day lives of healthcare professionals and enabling them to provide the best possible care. It is also making it easier for patients to access care in a secure way so they can enjoy better health.
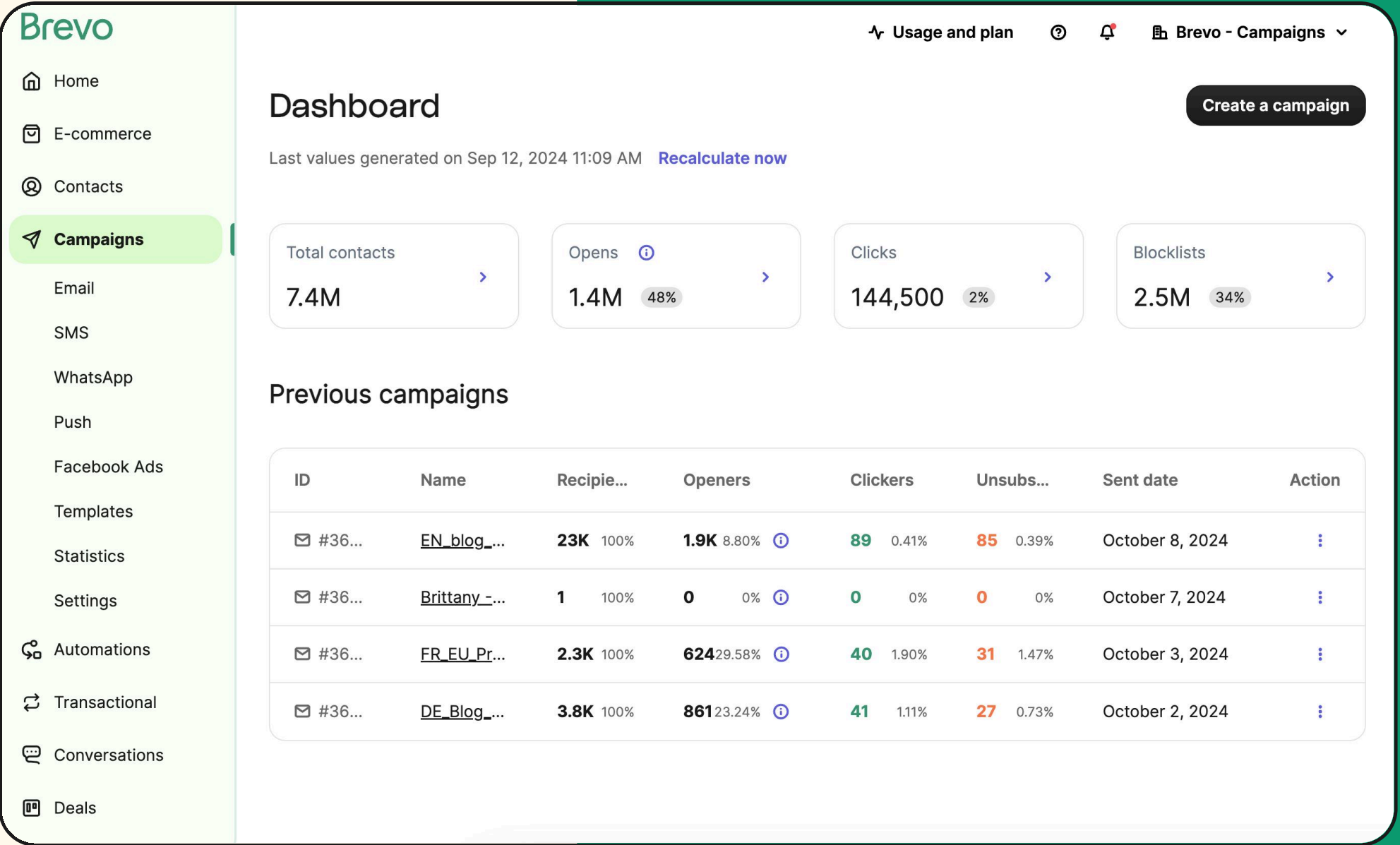
Doctolib is building the future of healthcare by creating high-impact solutions for both professionals and patients.

About Brevo

- ✅ Founded in 2012 by Armand Thiberge
- ✅ Present in 180 countries
- ✅ 500,000 customers worldwide
- ✅ 7bn emails and 25bn push notifications sent per month

Brevo is a French company offering the most intuitive CRM suite on the market, providing a unified view of the customer journey. Through an easy-to-use platform, companies can grow their business with powerful marketing and sales tools such as automation, email and mobile marketing campaigns, and customer loyalty tools.

Brevo has achieved the coveted Centaur status, reaching $100 million in sales by January 2023, and has over 900 employees worldwide.

Brevo

- Home
- E-commerce
- Contacts
- **Campaigns**
  - Email
  - SMS
  - WhatsApp
  - Push
  - Facebook Ads
  - Templates
  - Statistics
  - Settings
- Automations
- Transactional
- Conversations
- Deals

⟁ Usage and plan   ? 🔔   📊 Brevo - Campaigns ⌄

Dashboard

Last values generated on Sep 12, 2024 11:09 AM Recalculate now

[Create a campaign]

Total contacts	Opens ⓘ	Clicks	Blocklists
7.4M ›	1.4M 48% ›	144,500 2% ›	2.5M 34% ›

Previous campaigns

| ID	Name	Recipie...	Openers	Clickers	Unsubs...	Sent date	Action
✉ #36...	EN_blog_...	23K 100%	1.9K 8.80% ⓘ	89 0.41%	85 0.39%	October 8, 2024	⋮
✉ #36...	Brittany -...	1 100%	0 0% ⓘ	0 0%	0 0%	October 7, 2024	⋮
✉ #36...	FR_EU_Pr...	2.3K 100%	624 29.58% ⓘ	40 1.90%	31 1.47%	October 3, 2024	⋮
✉ #36...	DE_Blog_...	3.8K 100%	861 23.24% ⓘ	41 1.11%	27 0.73%	October 2, 2024	⋮

# How Brevo solutions optimize Doctolib's performance

Privileged relationship
Monthly review of objectives with escalation processes and instant alerts in case of a critical problem, ensuring close, proactive collaboration.
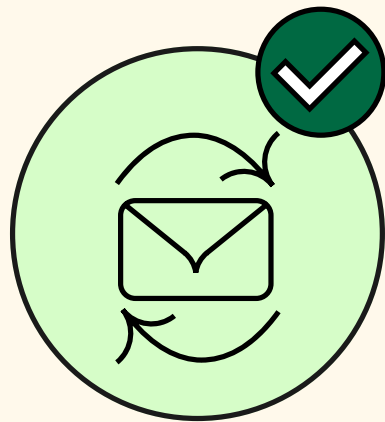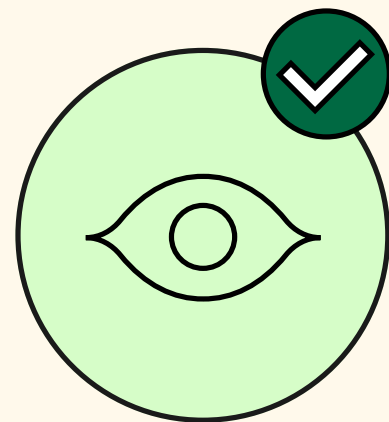
Real-time webhooks
Instant critical information exchanges between Doctolib and Brevo, enabling transparent and immediate monitoring of emails sent and received.
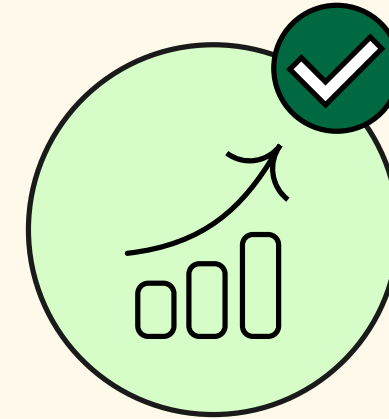
High volume management
Ability process up to 130 million emails per month and millions of API calls simultaneously, guaranteeing stable performance even during peak activity.

Dedicated monitoring
Continuous real-time monitoring to identify incidents, with optimized resolution times.

Advanced operational tracking
Full traceability for each email, enabling blocked address management and reactivity during incidents.

# Brevo x Doctolib: an ambitious partnership since 2021

Doctolib was looking for a reliable technology partner capable of managing the growing volumes of transactional emails while meeting the security requirements of the medical sector. Brevo was the obvious choice, thanks to its solid performance in deliverability and compliance.
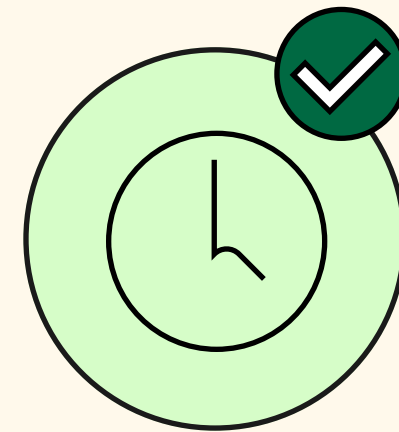
Reduce the time taken to process transactional emails, such as verification codes and sensitive notifications.
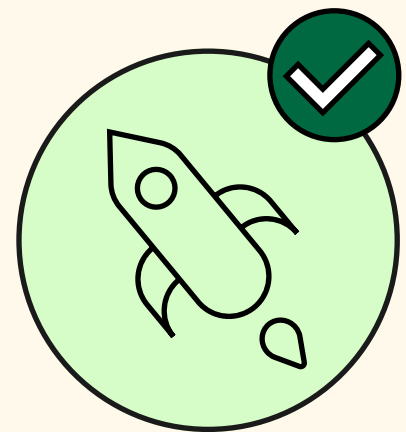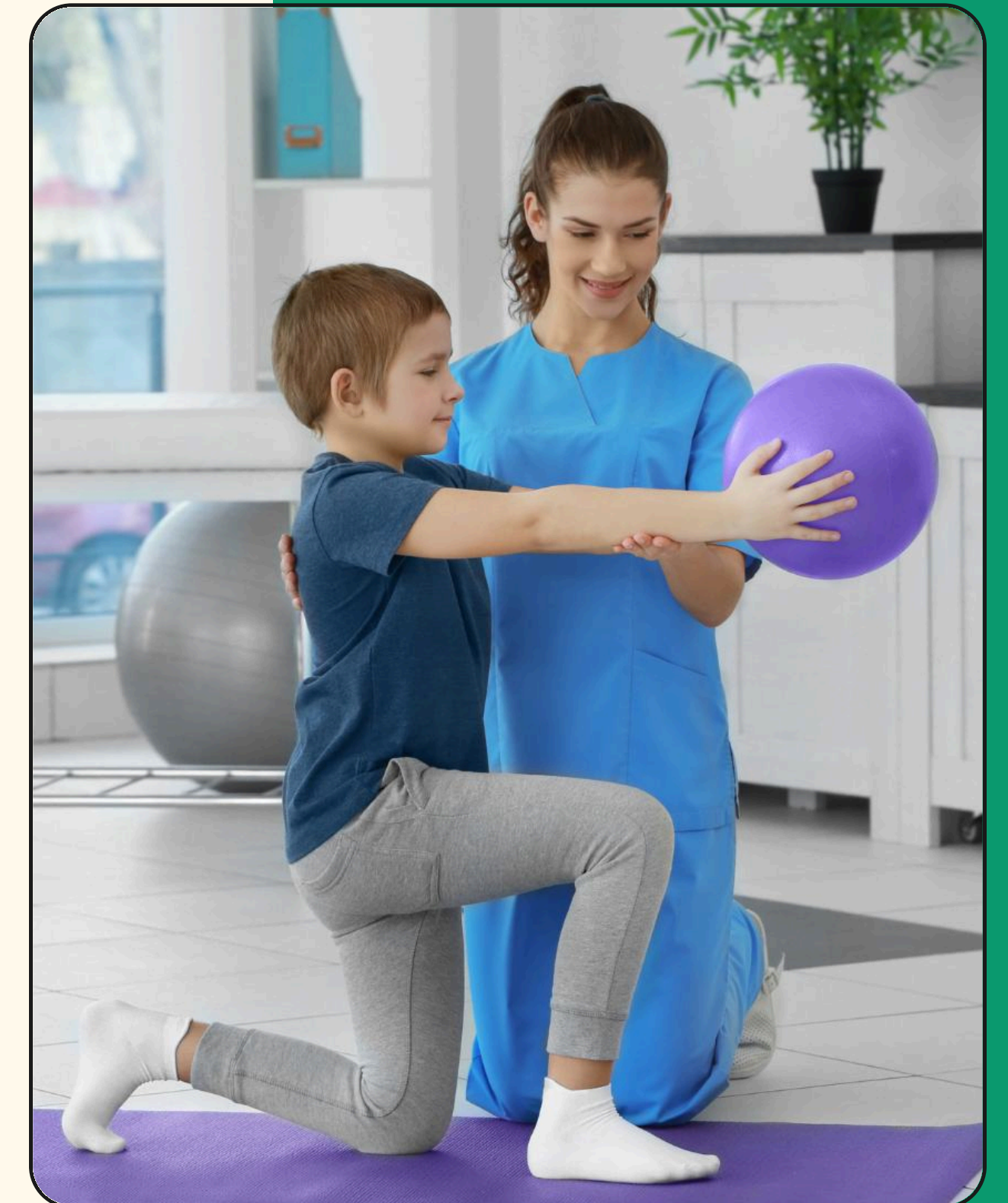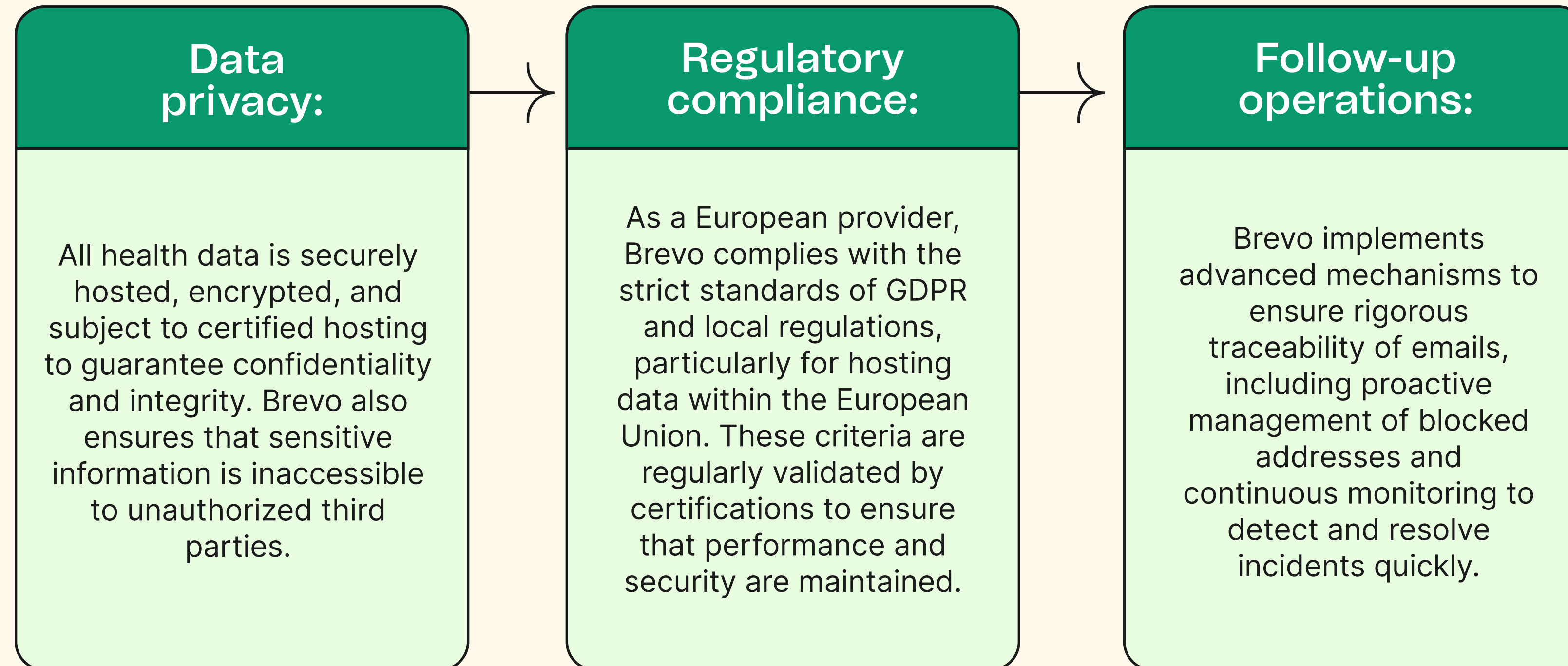
Optimise deliverability by reaching a rate of 99%.
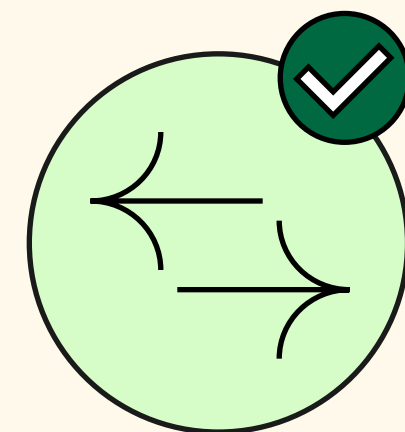
Effectively manage the company's transactional email campaigns.

Reliability and safety at the highest level

In the healthcare sector, data protection is paramount, and Doctolib needed to ensure that its technology partner could meet rigorous security standards. Brevo was able to meet these expectations with a complete solution for:

Data privacy:

All health data is securely hosted, encrypted, and subject to certified hosting to guarantee confidentiality and integrity. Brevo also ensures that sensitive information is inaccessible to unauthorized third parties.

Regulatory compliance:

As a European provider, Brevo complies with the strict standards of GDPR and local regulations, particularly for hosting data within the European Union. These criteria are regularly validated by certifications to ensure that performance and security are maintained.

Follow-up operations:

Brevo implements advanced mechanisms to ensure rigorous traceability of emails, including proactive management of blocked addresses and continuous monitoring to detect and resolve incidents quickly.

Why did Doctolib choose Brevo?

- ✓ A European provider capable of sending a large number of emails per day

- ✓ A solution that complies with GDPR regulations and healthcare data security standards

- ✓ Responsive, attentive support available 24/7

- ✓ Efficient management of user blockages

- ✓ A reliable, high-performance platform offering excellent deliverability
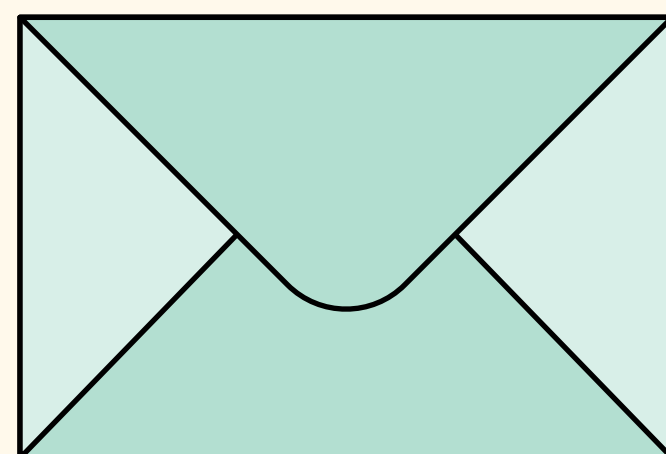
★★★★★

"Brevo is a supportive partner, committed to accompanying Doctolib in its development while pursuing its own improvement. This mutually beneficial collaboration allows both parties to grow together."

Thomas Grobost
Product Manager
at Doctolib

Key numbers

Brevo x Doctolib
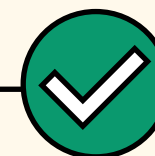
75 M
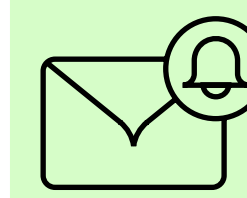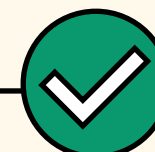Emails sent per month
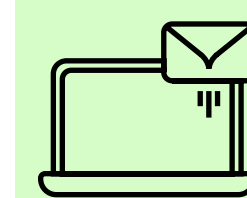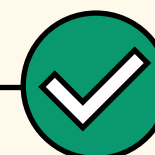
99%
Deliverability rate
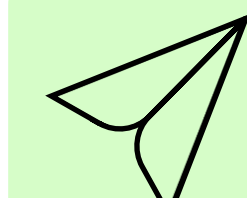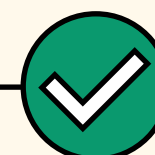
0,5%
Soft bounce
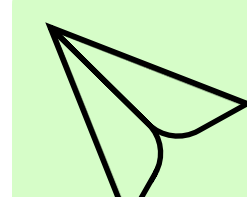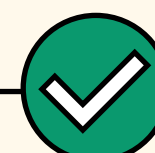
0,2%
Hard bounce

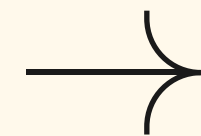**600 ms**
Deliverability for high-priority emails

How Doctolib improves communications with Brevo's API

Doctolib uses Brevo's public API to send a high volume of transactional emails, mainly appointment reminders, teleconsultation notifications, and pending payments.
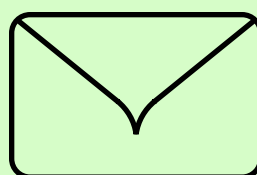
Process:

Doctolib sends parameters and email content via the API.

→

Brevo manages email creation, management, and dispatch, guaranteeing fast, secure delivery.

Result:

✉ 95% of emails are **delivered** in under 5 seconds.

Doctolib uses Brevo API setting parameters to send emails to customers.

Brevo API is secured for Doctolib usage, respecting GDPR.

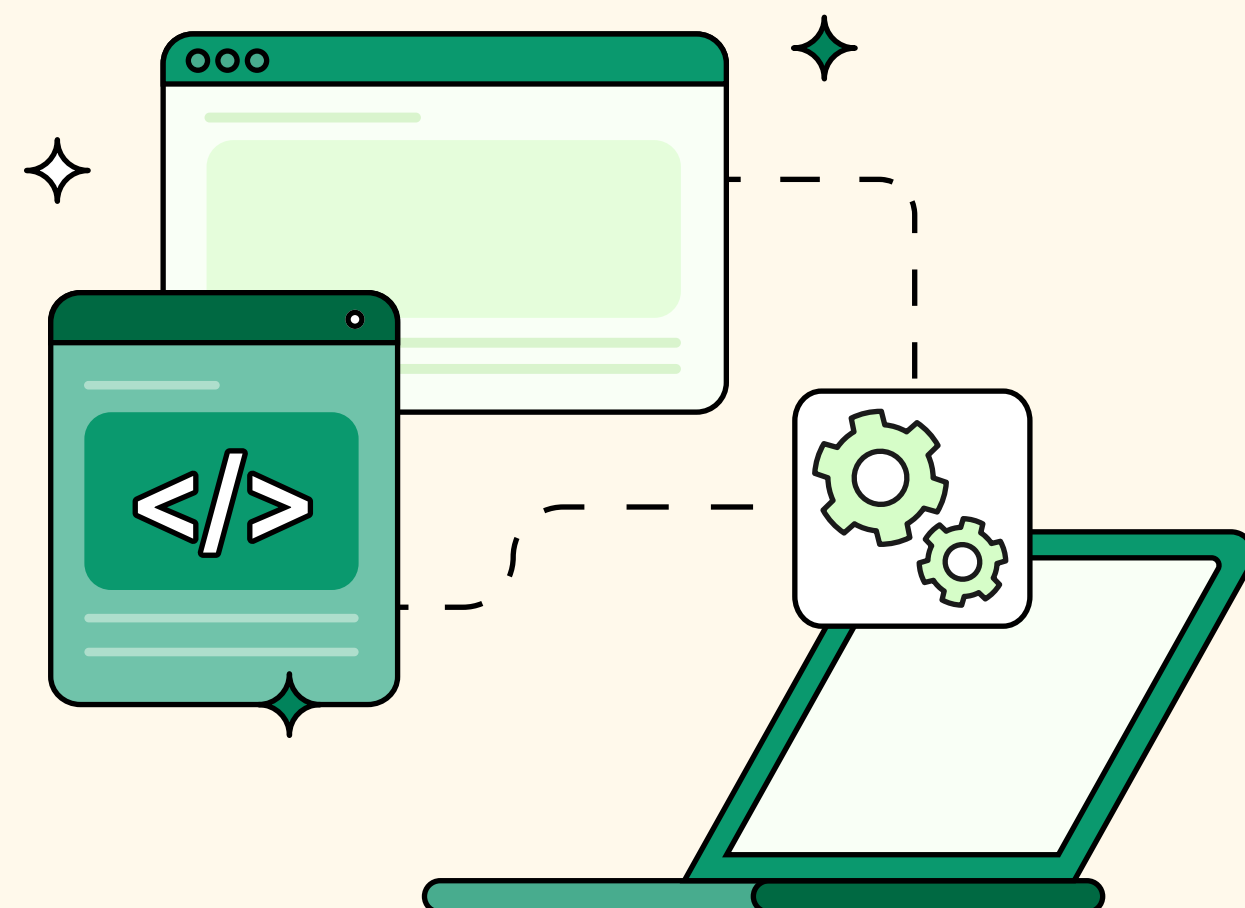Mail Transport Agent (MTA) Processing generates emails and forwards them to MTA GW.

Doctolib Calls

Brevo API

MTA Processing

MTA GW sends emails to Doctolib end-customers using Brevo public IPs.
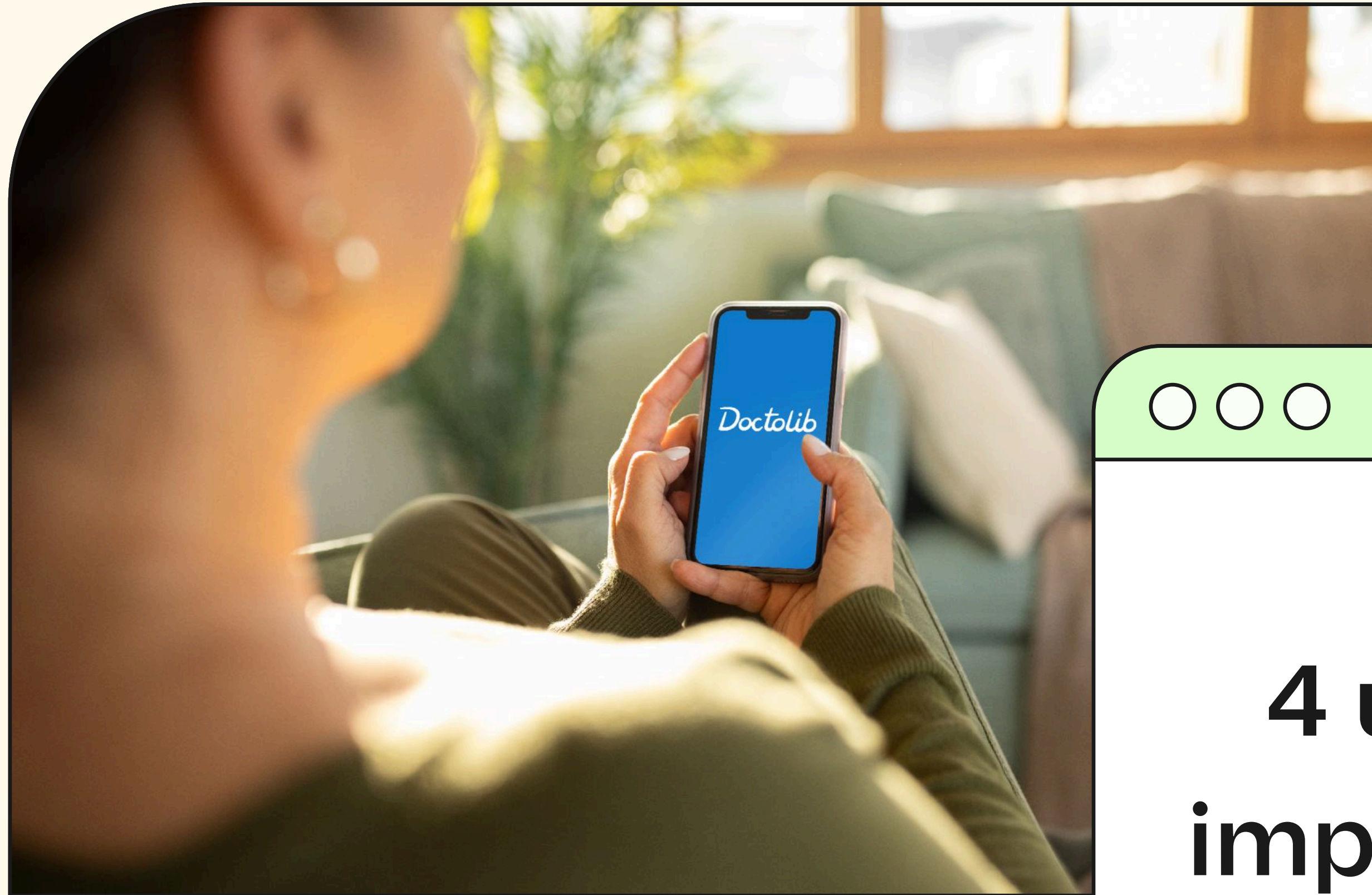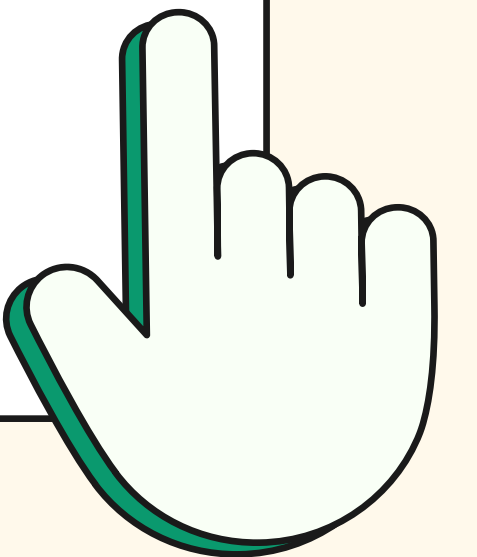
MTA Gateway

4 use cases that have improved Doctolib's user experience

Appointment reminder

Automated sending of reminder messages before consultations, significantly reducing "no-shows," improving the efficiency of healthcare professionals, and freeing up valuable medical time.

Doctolib

You have an appointment in 7 days

Saturday, July 13

DELIVER DETAILS

A problem?

If you can't make it, move or cancel your appointment as soon as possible.

↺ Move   🗓 Cancel

Means of payment and refund

✓ Cheques   ✓ Cash   ✗ Credit cards not accepted

Télécharger dans l'App Store   DISPONIBLE SUR Google Play

Account verification

Automated notifications for account creation, validation and secure log-in, ensuring fast, seamless access to services for practitioners and patients.

Doctolib

Verification code

You are trying to log in from an unknown device.
To protect your account, enter this code on Doctolib to verify this device.

2 9 4 9 1 8 1 7

This one-time code is valid for 10 minutes only.

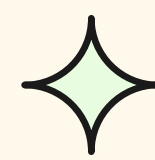*If you are not the originator of this request, please see our dedicated* *help article.*
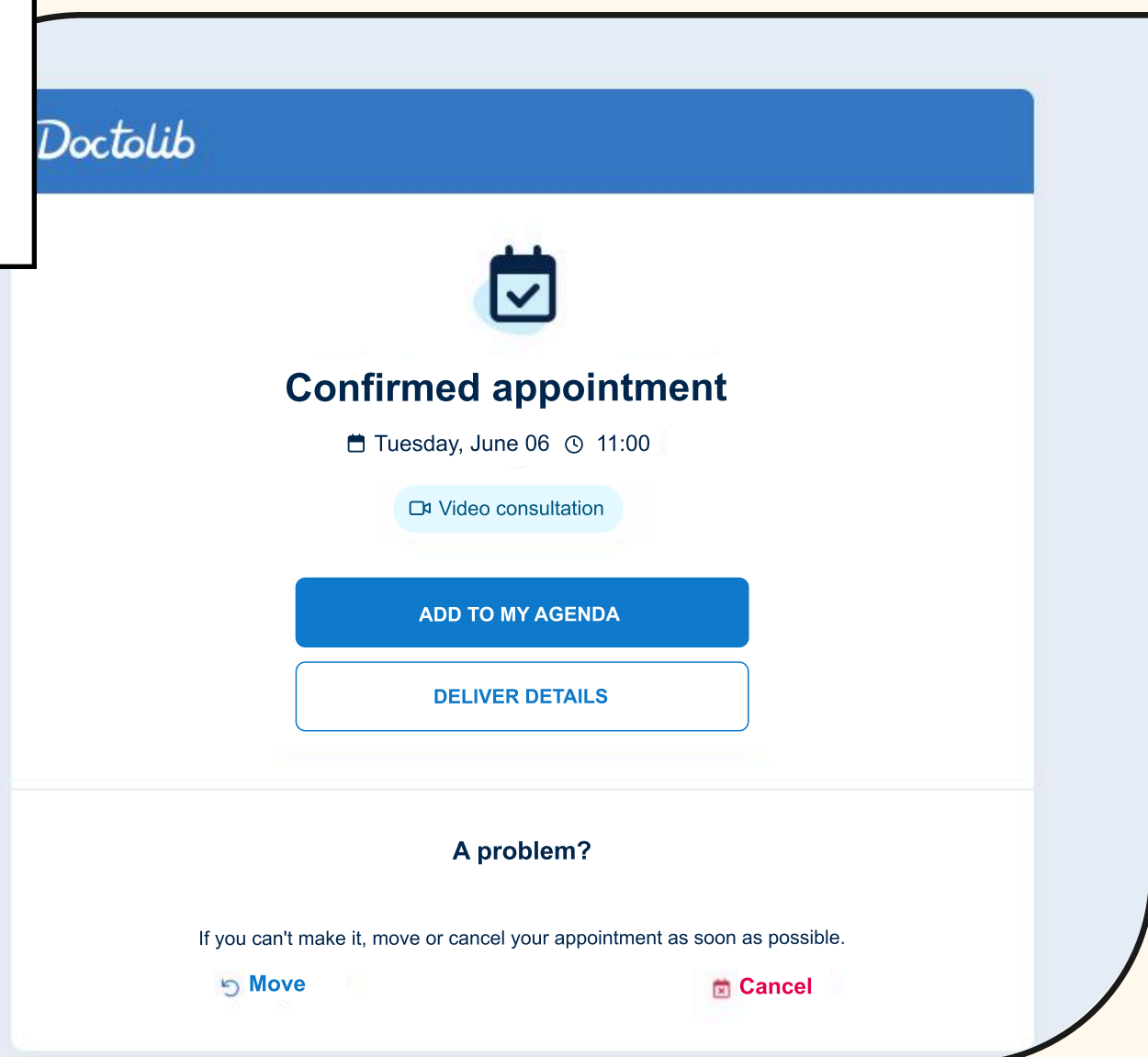
Contact | About | Help

Doctolib

Teleconsultations

Sending alerts to check technical equipment (webcam, microphone) before the consultation, reducing interruptions and ensuring smooth, stress-free teleconsultations.
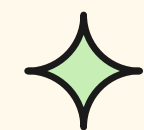
How do I carry out my video consultation?

① If you need to share documents with your caregiver, you can do so on Doctolib.

Share a document

② Make sure that your camera and microphone are working properly before the consultation.

Test my equipment

③ Find a quiet place and join the video consultation 10 minutes before it starts.

Join the video consultation

If you have trouble connecting, contact your caregiver by phone.

Doctolib

📅✓

Confirmed appointment

📅 Tuesday, June 06 🕐 11:00

📹 Video consultation

ADD TO MY AGENDA

DELIVER DETAILS

A problem?

If you can't make it, move or cancel your appointment as soon as possible.

↩ Move   🗓 Cancel

Account management

Precise transactional emails for managing patient and practitioner accounts, guaranteeing a consistent and secure user experience.

Doctolib

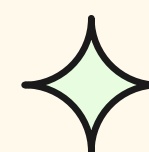**Your email address has been updated**

The email address of your Doctolib account has been modified. If you are not the source of this change, please contact Doctolib customer service.

Sincerely,
The Doctolib team

Need help?

Brevo x Doctolib action plan
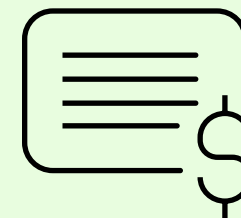
1

Relationship strengthening

- Review of key figures and Brevo news through monthly meetings.
- Daily resolution of operational issues and contingencies.
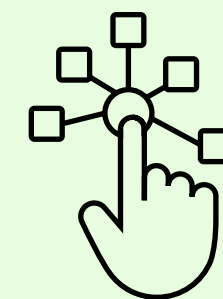
2

Volume anticipation

- Regular follow-up of shared objectives.
- Annual contract adapted to delivery seasonality.

3

Service quality focused on performance

- Creation of a monthly monitoring dashboard.
- Alert system via an API in case of incidents.

Brevo

Join over **2,500 satisfied** Enterprise **customers**

Carrefour · AMNESTY INTERNATIONAL · H&M FOUNDATION · Europcar · Atos · HAVAS · LOUIS VUITTON · ebay

Discover how to target and optimize your marketing efforts with Brevo.

Book your free demo