Brevo

X

FIGARO Classifieds

How Figaro Classifieds maintains 99.38% deliverability for high-volume communications?
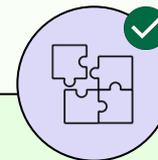
About Figaro Classifieds

French leader
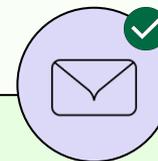in classified ads (Real Estate + Employment)

350
collaborators

Subsidiary of the Figaro Group
a media and classifieds marketplace player, created in 2000

9 million
unique visitors per month across all its sites

€60M in revenue
and 2 main entities: Figaro Immobilier and Figaro Emploi (including Cadremploi, CV Aden)

150–200 million emails
per month: real estate listing alerts, job applications, follow-ups, account creation, etc

2023 → 2025: Initiation to scale-up

In multi-account governance

Before Brevo, Figaro Classifieds relied on a fragmented email infrastructure based primarily on Sendgrid, and they urgently needed to consolidate and professionalize large-scale transactional communications.

2023	2024	2025

Starts with Brevo
100M emails/month

- Set up email API, dedicated IPs, monitoring
- Scope: Establish initial communication flows Figaro Immobilier
- Objective: consolidate transactional emails, achieve >99% deliverability

Consolidates & expands
100-150M emails/month

- Implementation of multi-account governance
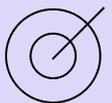- Enhanced reporting and alerts.

Scales and completes migration
200M emails/month

- Complete migration from Sendgrid → Brevo
- Emploi sub-account created + 4 new flows opened
- Daily volumes: Cadremploi (3.5M/day, Figaro Emploi 1M/day, CV Aden 35K/day)

Figaro Classifieds' key expectations

Maximum deliverability

99% on French inbox providers (Orange, SFR, Gmail)

Responsiveness & support

- Quick support
- Proactive assistance

Real-time insights

- Real-time reporting
- Automatic alerts

Scalable infrastructure

- **200 million** emails/month
- Dedicated IPs

Governance & Data security

- Real Estate /Employment Separation
- Strict GDPR compliance

Brevo's solution for Figaro Classifieds

Multi-account architecture for better governance

To meet Figaro Classifieds' organizational needs, Brevo implemented a sub-account architecture:

2 dedicated sub-accounts

01

One for **real estate activity**
(Figaro Immobilier, Figaro Immoneuf, Propriétés Le Figaro)

02

One for **employment activity**
(Cadremploi, CV Aden, Figaro Emploi)

Figaro Classifieds' account structure

```
FIGARO CLASSIFIED (Group)
├── 🏠 Figaro Immobilier (BU 1)
│   └── Flow : Property alerts, follow-ups, accounts...
│
└── 💼 Figaro Emploi (BU 2)
    ├── Cadremploi (executive employment brand)
    │   └── Flow : Executive job alerts, applications...
    │
    ├── Figaro Emploi (general employment brand)
    │   └── Flow : Job alerts, accounts...
    │
    └── CV Aden (CV management service)
        └── Flow : CV follow-ups, profile optimization...
```

Multi-account architecture for better governance

This sub-account structure enables:

- **Isolation of email traffic** for better governance and organization

- **Granular reputation monitoring** by sub-account (or "BU")

- **A consolidated view** for global management

- **Dynamic redistribution of email volumes** between BUs if necessary
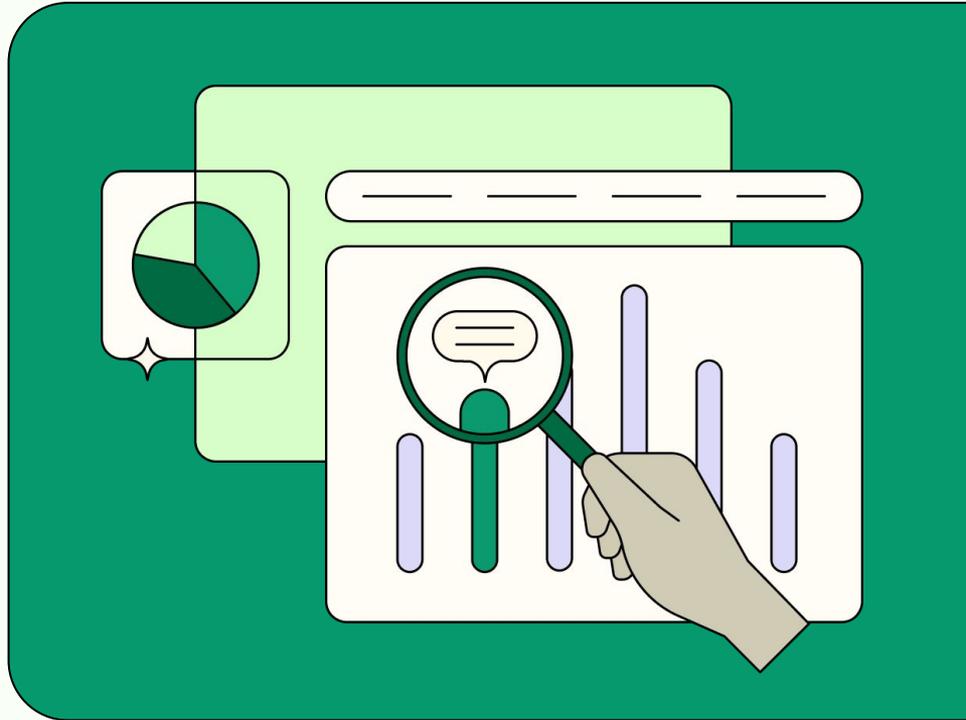
Email API: power and flexibility

Figaro Classifieds leverages Brevo's Email API to send large message volumes, using custom rate limits to absorb traffic spikes.

Results:

01

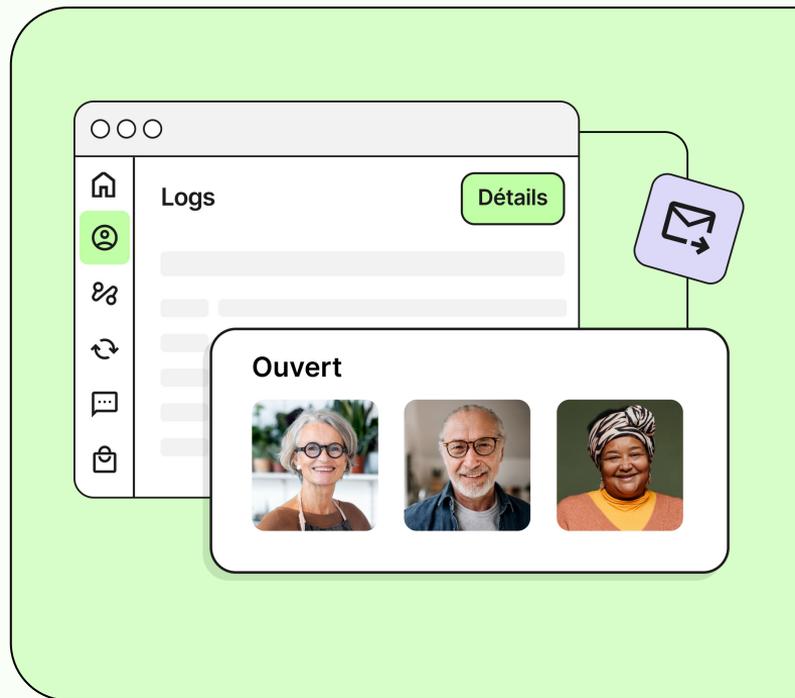**Pristine sender reputation**

Ensured by dedicated IPs

02

Massive scalability

Scaled to **200M emails/month across 6 new streams** (Cadremploi, CV Aden, Figaro Emploi...)

03

Guaranteed performance

Optimized via intelligent inbox service routing
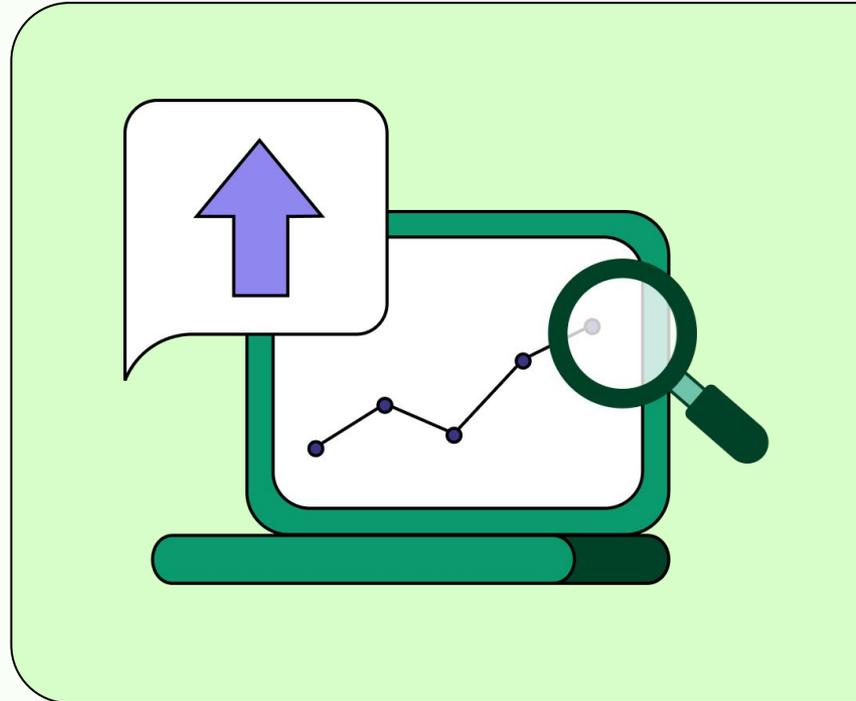
A proven methodology: IP warm-up

Migrating high-volume traffic requires precision. We deployed customized warm-up plans for each new flow to prevent "spammer" flagging and build trust with Inbox Providers.

Timeline: 2 to 3 weeks per flow

Guidance at every step:

- **Provider-specific monitoring:** Open rates & click rates by ISP.
- **Bounce-tracking:** real-time analysis of hard and soft bounces
- **Reputation monitoring:** Sender score and spam signal tracking
- **Go/no-go criteria:** Before expanding segments

This gradual approach ensures scaling without risk to the domain reputation.

A proven methodology: IP warm-up

In just one month (January 2025), Brevo processed:

105M
emails/month

Cadremploi:
3.5M/day

30M
emails/month

Figaro Emploi:
1M/day

1M
emails/month

CV Aden:
35k/day

136M
emails

additional emails sent in January (total of the 3 email flows)

Mission accomplished!

- **Diverse volume flows successfully managed:** (35k vs 3.5M/day)
- **Customized warm-up** plans adapted to each specific flow.
- **Consistent deliverability** and high rates maintained despite complexity.
- **Massive daily spikes** (Cadremploi) fully supported.

The numbers speak for themselves

99.38%
Deliverability on 945M emails in 6 months

Open rate >20% (higher than the market average)

200M
Emails processed per month
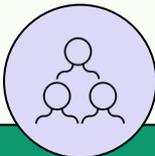
Zero major incidents after stabilization

4
New feeds integrated in one quarter

Stability during peak loads
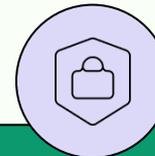
Tailored support and assistance

Dedicated team

- Dedicated CSM
- Priority support
- Proactive deliverability team

Reporting & Alerts

- Real-time dashboards
- Automatic alerts
- Custom exports
- Regular reviews

Data security

- Sub-account access
- Complete traceability
- Detailed logs

"Brevo has enabled us to migrate 200 million emails per month with complete peace of mind, with guaranteed deliverability and responsive support that understands our business challenges."

Germain Sigety
ENGINEERING DIRECTOR Figaro Classifieds

LE FIGARO

Brevo

Managing massive volumes of transactional emails?

Discover how Brevo can support you through:

- Scalable infrastructure
- Optimal deliverability
- High-level support
- Multi-account governance

Contact us