

Strengthening the Security of SaaS Marketing Platform with Confidence

Overview

Sendinblue is a cloud-based digital marketing platform that enables businesses to communicate with their customers through various channels such as email, SMS, and chat. It serves over **180,000 companies** in more than **160 countries** and **sends over 100 million emails and SMS messages every day**. The platform offers tools for marketing automation, customer relationship management, and email marketing campaigns.

The IT Team of **Sendinblue** was constantly receiving **security findings** from freelance security researchers and cyber security experts, which highlighted the need for a more organized and official approach to handle such activities. To this end, they decided to initiate a bug bounty program through a reputable bug bounty platform. Despite this step, the organization still had concerns about the security of their SaaS product and the sensitive data it contained. In an effort to allay their fears, the organization began to search for a reliable and experienced cyber security partner that could help them ensure the security of their SaaS product and protect their users' data.

Company

Sendinblue SAS

Industry

Digital Marketing Automation

Location

France

Case Study

Security Assessment of a SaaS Marketing Platform

Technology

SaaS Platform

Challenges



Sendinblue remained uncertain and concerned about potential security threats, despite numerous measures were taken to ensure the security of their SaaS platform



They were in need of the assistance of a professional, reliable & expert cyber security service provider who can ensure security of their product .

It was a great decision to engage eSecurify for our application security. eSecurify experts seems to have unique security testing methodologies. Their hybrid approach (manual + automated) was really helpful in uncovering all the levels of vulnerabilities. And it was spellbound to witness the results which proves that their manual security testing skills are excellent.”

Mickael Arias
Partner & CRO, Sendinblue

Solution

eSecurify conducted a comprehensive security assessment of Sendinblue's platform by utilizing a combination of manual and automated testing techniques. They meticulously scrutinized every functionality, thousands of form values, and APIs, uncovering multiple vulnerabilities and potential exploits in various scenarios. After delivering a detailed security assessment report, including recommended fixes for the identified vulnerabilities, eSecurify worked with Sendinblue to implement and verify the fixes. As a result of this partnership, Sendinblue now feels confident about the security of their product.

Benefits of eSecurify



eSecurify pays close attention to every detail, ensuring that no security issue goes unnoticed.



eSecurify is committed to providing exceptional service to its clients, putting their needs first and ensuring their satisfaction.



eSecurify provides comprehensive reporting on its security assessments, allowing clients to fully understand the results and take appropriate action.

About eSecurify

eSecurify is an **award winning cyber security company** based in India that offers services such as vulnerability assessment, penetration testing, and security consulting. **Founded by Smit Shah in 2016**, the company has established itself as a reputable player in the cybersecurity industry. eSecurify **has served more than 110 clients across various sectors, including banking, finance, and healthcare**. The company has also expanded its **services globally and has served clients in over 10 countries**. With its expertise and innovative solutions, eSecurify is committed to providing comprehensive security solutions to protect organizations from cyber threats. We recently launched Pentest Ground, a product that provides full-stack security assessments.