

“It used to drive me mad to make some changes in our email templates. Now I can change images **really easy** and everything works **automatically!**”

GSM paradise has over 5000 different trendy and cheap smartphone covers. Besides, they also have an online repair service to quickly fix your broken smartphone throughout the whole country. You can check the most beautiful covers in their online webshop or in one of the 3 stores. In January 2015 GSM paradise was chosen as “**Webshop of the month**” at SEOshop.

Before SEOshop and INinbox

“We used to use Biedmeer as e-commerce software. However, the website **did not meet our requirements**, it was quite limited and website visitors quickly left our website.

We used a built-in email tool, but it used to drive me mad to make some changes in our email template. **Statistics were limited** to see the results of our emails.”

“We love to use INinbox to send unlimited emails for a low monthly fee.”

- **Marleen Zeeman**,
GSM-paradise.nl

After SEOshop and INinbox

“Since July 2014 we use SEOshop. It’s super user friendly, also for my co-workers. In the SEOshop app store we found INinbox and started to use them since they had the best pricing.

The SEOshop and INinbox connection now works **fully automatic**, so that’s very easy. Every time we send an email newsletter we see an increase in website traffic (see figure). With a conversion of 2.8% we make some extra sales every time.

Also, we see that our customers view more pages and stay longer at our website when they read our newsletter. That’s when I know our newsletters work!”

