



HOW SINCH MAILGUN REVIVED ITS DEVELOPER-FIRST CONTENT STRATEGY AND ACHIEVED 20-45% CTR WITH DRAFT.DEV

*20-45% CTR rates
for quality
developer content*

*Weeks of
internal developer
time saved*

*Expanded
content initiatives
including webinar series*

“Anyone tasked with marketing to developers knows that they are a community that can smell B.S. from a mile away. Having a dedicated technical resource available is a great support for creating content that both matters to our users and is also useful and accurate.”



Em Blitstein,

Senior Content Marketing Manager, Sinch Mailgun



Sinch Mailgun's content strategy serves diverse audiences from developers to marketers to SMBs and Enterprise clients. With different pain points and purposes across this wide range of content, a successful program requires expertly speaking to all these varied audiences while building brand recognition and community.

To learn more about Sinch Mailgun, please visit:
<https://www.mailgun.com/>

Highlights

Challenges

- Internal developer resources without bandwidth
- Time and resource-intensive content needs
- Technical product is difficult for non-developer writers
- Need for high volume and quality

Solution

- Subject matter expert writers
- Professional and seamless processes
- Strategic suggestions and feedback
- Testing and tutorial content creation

Results

- 20-45% CTR for developer content
- Expanded internal programming
- Time to create thought leadership content
- Content used by support teams

"This has been our first experience with a developer content solution," Em explains. "We have worked with agencies in the past but have traditionally kept our developer content creation in-house since we have a technical product that is difficult for non-developer writers to produce articles for."



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Senior Content Marketing Manager, Sinch Mailgun

Challenges

INSUFFICIENT BANDWIDTH FOR HIGH-VOLUME DEVELOPER CONTENT

Sinch Mailgun faced a critical challenge: "Our internal developer resources did not have enough bandwidth to help us build out a high volume of quality developer content within the time frames we were aiming for."

Ambitious Content Goals

The team had clear objectives:

- Building developer-first content to support developer users and build community
- Create content that showcases Mailgun as a thought leader for developers

Volume Requirements

As Em noted, "It was a volume decision. I think we were faced with the fact that we have a lot of smart developers who are super busy and don't want to write content for us."

"Mailgun, when it started, was a very developer-focused product from a marketing perspective because it was built by developers."



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Solution

DRAFT.DEV'S SEAMLESS PROCESSES

Draft.dev provided the technical expertise and scale Sinch Mailgun needed to revive their developer-first content approach.

Professional Collaboration

"The Draft.dev team is incredibly professional and easy to work with. Processes are seamless, and there's an added layer of security knowing that Draft.dev SMEs will not hesitate to provide suggestions, feedback, or share ideas to make our content more relevant to our products and users."

Heavy-Lift Content Creation

"Draft.dev takes the heavy lift of testing and creating tutorial content off our plate. This content is beneficial for our users and is also used by our support teams to provide resources."

Strategic Value

The single most valuable thing Draft.dev brings: The ability to handle the testing and tutorial content creation, freeing up internal resources for other initiatives.

"I was thoroughly impressed by the smooth onboarding and ability to adapt to our product suite. Draft.dev's attention to detail and dedication to aligning content with our brand have significantly impacted our developer-focused content strategy."



Em Blitstein,

Senior Content Marketing Manager, Sinch Mailgun

Results

DEVELOPER-FIRST APPROACH WITH MEASURABLE IMPACT

The partnership has delivered significant results across multiple dimensions of Mailgun's content strategy.

Impressive Engagement Metrics

Em states: "the bigger metrics, like CTR rates, are always between 20 and 45% for developer content. And then if the content is higher-performing, it's higher than that."

Time and Resource Savings

"We save weeks worth of work and internal resources. Developer content is time and resource-intensive, and our internal developers do not always have the bandwidth to contribute to our blog."

Expanded Content Initiatives

"Partnering with Draft.dev has allowed us to expand other content initiatives like extending our webinar series and creating our thought leadership content around user pain points."

"When we first partnered with Draft.dev, it was because of conversations around wanting to revive our developer-first content focus. Since partnering, we have expanded some internal programming and use metrics to validate the benefit of high-quality developer content."



Em Blitstein,

Senior Content Marketing Manager, Sinch Mailgun

Results

DEVELOPER-FIRST APPROACH WITH MEASURABLE IMPACT

High-Performing Content Examples

- [Sending email using C# and the Mailgun API](#)
- [Send email using Python3 and the Mailgun API](#)
- [How to authenticate your email for better delivery rates](#)

AI-Resistant Performance

"When I look at how traffic is changing for content with AI for Mailgun, we are definitely not immune to the 'high impressions, lower-click' trends. The content that continues to perform for traditional SEO as well as impacts what we see from AI referrals is the high-quality developer or thought leadership content that is too complex to summarize in an AI overview."

Additional Benefits

Em mentioned: "our mailgun developer assistant will pull from the tutorial blog content to guide people through like a setup process. So there's some like circular benefits there as well."

"All of the content that is highly technical and developer-focused is jumping up in click rates for us, which is interesting. So that's helping us validate the services internally."



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Looking Forward

When asked what advice she'd give to another marketing leader being pressured to use AI but knowing their developer audience requires authentic content, Em's response was clear: “Focus on quality content that's too complex for AI to summarize effectively.”

The partnership with Draft.dev has enabled Mailgun to successfully revive their developer-first content focus while achieving measurable results that validate the approach internally.

Sinch Mailgun

<https://www.mailgun.com/>

Sinch Mailgun Blog

<https://www.mailgun.com/blog/>

Sinch Mailgun Case Studies

<https://www.mailgun.com/resources/case-studies/>

“The high-quality technical blog posts have been well-received internally, and we're excited to see the full impact on our content program.”



Em Blitstein,

Senior Content Marketing Manager, Sinch Mailgun



Draft.dev

More case studies

- How Earthly Increased Its Monthly Blog Visitors by 346% with Draft.dev
- How Status Hero grew blog traffic by 211% with Draft.dev
- How Loft Labs scaled its Kubernetes blog by 4x with Draft.dev

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