

WeTransfer launches first third party integration with Slack

WeTransfer Slack app makes it easy to share files in and out Slack, demonstrating the companies' shared values.



The simplest way to share files in and out of Slack.
Learn more at wetransfer.slack.com

May 9, 2018 -- WeTransfer today announced its first third party integration with Slack, the popular workplace communications tool. WeTransfer's Slack app will allow users to share large files in and out of the app, without interrupting workflow.

WeTransfer's founding principle is to make the sharing and transfer of ideas easier and simpler. This partnership is an extension of that, and will integrate the company's simplicity and file sharing capabilities into the work habits of millions of Slack users around the world. This Slack integration is a logical first for WeTransfer, as both companies work tirelessly to make work easier, simpler, and more efficient by allowing workers to share information and communicate with their colleagues. With WeTransfer's Slack app, it will be easier than ever to share meaningful ideas within and outside of workplaces.

Following this integration, WeTransfer will open their API to developers starting today, enabling them to easily integrate the file-sharing function within their platforms.

Travis Brown, WeTransfer VP of Business Development, commented: *“We’re thrilled to debut our first integration with Slack - a company we respect and whose products we use every day. Slack’s platform is a heartbeat of communication between our offices in Amsterdam and LA, so launching this as our first integration was a no-brainer. With it, we can share the simplicity of WeTransfer on another platform that makes people’s lives easier, and it’s an exciting first step for us as we open our API.”*

The WeTransfer Slack app will be available starting today in the Slack Directory.

ABOUT WETRANSFER

WeTransfer is the simplest way to send your files around the world. The service was founded in 2009 in Amsterdam by Bas Beerens and Nalden, who wanted to create an easy platform for people to send big files without any sign-up. Today, over 40 million active users transfer one billion files every month all over the world. It is WeTransfer’s mission to enable the effortless transfer of ideas between creative minds. We want to help our users get in, and stay in, their creative flow – that strange and beautiful state where everything comes together and great things happen.

WeTransfer has a dual revenue model, split between advertising and premium subscriptions. With WeTransfer Plus, customers benefit from bigger transfer sizes, storage and personalization options. WeTransfer also works with the world’s biggest brands, including Google, Samsung, Netflix and Squarespace, to develop and deliver beautiful, full-screen advertisements on our background wallpapers.

Since day one, WeTransfer has proudly supported the creative communities by giving away up to 30% of the advertising space to showcase projects we love. Creative partnerships have been launched with some of the world’s most interesting individuals and organizations, including Björk, Trevor Noah, Ryan McGinley, Moby, FKA twigs, alt-J, McSweeney’s, World Press Photo, The Royal Academy of Arts, WWF and the Ace Hotel Group. On our content platform WePresent, we tell unexpected stories about creative minds from around the world. WeTransfer also supports tomorrow’s creative leaders by offering free premium accounts to all arts students in the United States.

Following a \$25 million investment from Highland Capital in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters.



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