



THE SENDGRID
BUYER'S GUIDE

What You Need To Know Before You Buy

Cloud-based email infrastructure platforms can help reduce the cost and complexity of maintaining your own email systems. They not only provide access to enterprise class tools, but they do so at an affordable price that provides extensive room for businesses to scale and maintain the flexibility they need to win in a changing marketplace. According to analyst firm, [Gartner](#), growth in the cloud IaaS category is expected to reach \$10.5 billion dollars in 2014 worldwide – a fact that is echoed by our explosive growth to 100,000 clients within three years.

While the decision to move to the cloud has achieved rapid adoption, we understand that you have an important choice to make when it comes to the email infrastructure for your company. Your organization has unique requirements and you need a provider that understands your business and offers the tools you need to drive growth and revenue.

Now that you are considering using SendGrid's cloud-based system, you need to be sure you are choosing the solution that will meet your immediate and long term needs. We understand this task is an important one, so we've compiled this resource to help you with your overall evaluation.

About This Guide

The SendGrid Buyer's Guide highlights the power of the SendGrid platform by illustrating the benefits SendGrid can provide for your business. Inside you will find:

THE BUYER'S GUIDE CHECKLIST

This easy to read chart outlines the key features available as part of the SendGrid platform. Use this checklist to compare our packages and evaluate against other solutions.

THE SENDGRID DIFFERENCE

Get a high level overview of each SendGrid feature and why it is important to the health of your email program.

THE BENEFITS OF PARTNERSHIP

Learn why over 100,000 companies have chosen SendGrid as their partner for email deliverability tools and services.

Use this document to weigh the pros and cons of each solution and determine which elements are the most important to your business. Share this document with key stakeholders and use this as a tool to help make a business case for your solution of choice.

GETTING ANSWERS TO YOUR QUESTIONS

ASK THE EXPERTS

We also have experienced representatives who can answer your questions and help you make the best decision for what is right for your business. Don't hesitate to contact us at any time to learn more about the platform or to [ask a question](#) about a particular offering.

ACCESS OUR RESOURCES

We provide open access to our knowledgebase and platform documentation online for those developers who want to preview how our technology can support your systems. We also have best practice guides, webcasts, videos, case studies, and more all available on demand.

JOIN OUR COMMUNITY

You are also welcome to join our vibrant community on [Twitter](#) and [Facebook](#) where you will find SendGrid customers and fellow developers sharing ideas and thoughts on how to improve the email landscape. You can also find SendGrid on [Github](#) and [on the road](#) at numerous hackathons, conferences, startup weekends, summits, and much more attended by our [Developer Relations team](#).

The SendGrid Buyer's Guide Checklist

Use this checklist to choose the package that's right for you or to comparison shop with other vendors. If you'd like to speak with a representative about which plan is right for you, feel free to [contact us](#).

FREE	LITE	BRONZE	SILVER	GOLD	PLATINUM	ENTERPRISE	COMPARE WITH A COMPETITOR'S PLAN
200 email credits/day	Pay as you go. (10/1,000 emails)	40,000 email credits/month	100,000 email credits/month	300,000 email credits/month	700,000 email credits/month	Custom	

Deliverability Features

	FREE	LITE	BRONZE	SILVER	GOLD	PLATINUM	ENTERPRISE	COMPARE WITH A COMPETITOR'S PLAN
Reputation Monitoring	✓	✓	✓	✓	✓	✓	✓	
ISP Monitoring	✓	✓	✓	✓	✓	✓	✓	
ISP Outreach	✓	✓	✓	✓	✓	✓	✓	
SPF and DKIM	✓	✓	✓	✓	✓	✓	✓	
DKIM Customization	✓	X	X	✓	✓	✓	✓	
Spam Filter Testing	✓	X	X	✓	✓	✓	✓	
Domain Level Load Balancing	✓	✓	✓	✓	✓	✓	✓	
Dedicated IP Address	X	X	X	✓	✓	✓	✓	
Multiple IP Address	✓	X	X	✓	✓	✓	✓	
Bulk Sender Notification	✓	X	X	✓	✓	✓	✓	
Return Path Certification	✓	✓	✓	✓	✓	✓	✓	
Feedback Loops	✓	X	X	✓	✓	✓	✓	



The SendGrid Buyer's Guide Checklist



FREE LITE BRONZE SILVER GOLD PLATINUM ENTERPRISE COMPARE WITH A COMPETITOR'S PLAN

Email Deployment

	FREE	LITE	BRONZE	SILVER	GOLD	PLATINUM	ENTERPRISE	COMPARE WITH A COMPETITOR'S PLAN
HTML Templates	✓	X	✓	✓	✓	✓	✓	
Content Editing	✓	X	✓	✓	✓	✓	✓	
Split Testing	✓	X	✓	✓	✓	✓	✓	
List Management	✓	X	✓	✓	✓	✓	✓	
Multiple Sender Addresses	✓	X	✓	✓	✓	✓	✓	
List Publishing: Twitter & Facebook	✓	X	✓	✓	✓	✓	✓	
Delivery Scheduling	✓	X	✓	✓	✓	✓	✓	
Marketing Email Service UI	✓	X	X	✓	✓	✓	✓	

Metrics and Reporting

Real Time Analytics	✓	X	✓	✓	✓	✓	✓	
Delivered Rate	✓	X	✓	✓	✓	✓	✓	
Bounce Reports	✓	X	✓	✓	✓	✓	✓	
Spam Reports/ Invalid Email Tracking	✓	X	✓	✓	✓	✓	✓	
Block Report	✓	X	✓	✓	✓	✓	✓	
Unsubscribe Tracking	✓	X	✓	✓	✓	✓	✓	
Open Tracking	✓	X	✓	✓	✓	✓	✓	
Click Tracking	✓	X	✓	✓	✓	✓	✓	



The SendGrid Buyer's Guide Checklist



	FREE	LITE	BRONZE	SILVER	GOLD	PLATINUM	ENTERPRISE	COMPARE WITH A COMPETITOR'S PLAN	
Integration and Customization									
SMTP Relay	✓	✓	✓	✓	✓	✓	✓		
SMTP API	✓	✓	✓	✓	✓	✓	✓		
Web API	✓	X	✓	✓	✓	✓	✓		
Parse API	✓	X	X	✓	✓	✓	✓		
Event API	✓	X	X	✓	✓	✓	✓		
Subuser API	X	X	X	✓	✓	✓	✓		
Reseller API	X	X	X	✓	✓	✓	✓		
Whitelabeling									
Account Provisioning	X	X	X	✓	✓	✓	✓		
Custom Client Reporting	X	X	X	✓	✓	✓	✓		
Client Monitoring and Management	X	X	X	✓	✓	✓	✓		
Support									
Dedicated Account Manager	X	X	X	X	X	X	✓		
Premium Phone Support	✓	✓	✓	✓	✓	✓	✓		
Live Chat	✓	✓	✓	✓	✓	✓	✓		
Email	✓	✓	✓	✓	✓	✓	✓		
Online Support Portal	✓	✓	✓	✓	✓	✓	✓		
Forums	✓	✓	✓	✓	✓	✓	✓		
Documentation	✓	✓	✓	✓	✓	✓	✓		
Knowledge Base	✓	✓	✓	✓	✓	✓	✓		

The SendGrid Difference



World Class Email Deliverability Expertise

GET STARTED WITH SENDGRID IN MINUTES



Email Delivery

On average, over 20% of legitimate email never reaches the inbox which results in lower satisfaction, loss of customers, and less revenue. We have years of experience in email and email deliverability and provide you with the tools, infrastructure, and personnel that increase email delivery and response so you can reach your business goals. Because our company was built by developers for developers, we understand your unique challenges and can help reduce the strain on your internal resources when it comes to email operations and infrastructure to make sure your emails get delivered.

Experts Available On Demand

From blacklists to authentication, email deliverability requires a series of complex and ever changing protocols that prompt most companies to hire a dedicated email deliverability expert in order to manage their email reputation. But, with SendGrid, there's no need to. Our team of engineers, developers, and support personnel are some of the best minds in the industry when it comes to email and email deliverability. They stay on top of email issues so you don't have to, and with 24/7 support, the SendGrid team is available around the clock via email, live chat, Twitter, and phone to help you.

Online Documentation and Community Support

Leverage the expertise and experience of other users by posing questions in our [community forum](#) or simply find the answers yourself by searching our [online documentation](#) or [knowledge base](#). We also offer online [API workshops](#) to help you get ideas on how to customize the platform.

Scalability

YOUR BUSINESS WILL GROW, SO WE'LL GROW WITH YOU

Our scalable infrastructure supports senders throughout their growth stages. Therefore, we've structured our plans to provide the features and tools you need based on sending volume. There is no need to purchase on-premise servers, software, or licenses that may never be used. And you never have to worry about maintenance, security, or updates. Our platform is built to support any size business. Whether you send 200 emails per month or 10 million, the SendGrid platform provides the flexibility you need to support your operational, sales, and marketing plans for the long haul.

Email Deployment

SENDING EMAIL IS SIMPLE, EASY, AND FAST WITH SENDGRID

Virtually every web application sends transactional and marketing email messages to acquire new customers and improve customer retention. SendGrid makes it easy to follow the best practices that will ensure your emails get delivered to your customers.

HTML TEMPLATES

Basic and professionally designed HTML email templates are available which can be customized to your brand so customers recognize the emails coming from your company.

CONTENT EDITING

Our WYSIWIG editor allows you to create original content without the need for complex HTML coding skills.

LIST MANAGEMENT

Create and manage recipient lists so you can update contacts, track individual response metrics, and monitor invalid emails, bounces, spam complaints, and unsubscribes.

MESSAGE PERSONALIZATION

Personalize your email messages to better target your communications and engage your customers.

SPLIT TESTING

Perform A/B tests so you can test multiple versions of your newsletter and send the best performing version to your recipients.

MULTIPLE SENDER ADDRESSES

Tailor your email program by customizing the "from" and "reply" addresses based on your communication streams.

LIST PUBLISHING: TWITTER AND FACEBOOK

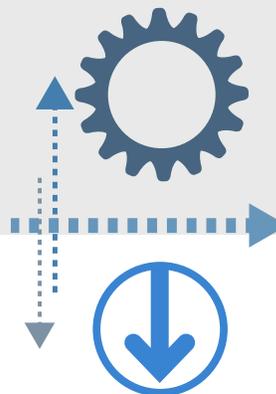
Upload your newsletter to Facebook and Twitter and extend your reach to potential customers and loyal fans.

DELIVERY SCHEDULING

Control the timing of your deployments. Use your response metrics to determine the best day and time to deploy your messages to secure higher engagement from your customers.

MARKETING EMAIL SERVICE UI

Our new and improved user interface allows you to quickly set up your marketing email and import your recipient lists effortlessly.



Metrics and Reporting

POWERFUL DATA ALLOWS YOU TO MAKE POWERFUL DECISIONS

Our robust analytics suite provides detailed data on your email program so you can easily categorize separate email campaigns and track statistics down to the email address – all in real time. Statistics are available via our website dashboard or via our API and give you the unique ability to link your email deliverability to your response rates.

BOUNCE AND REPEAT BOUNCE REPORTS

Use this metric to determine if a sent message was rejected by the receiving mail server. The most common causes for bounced email messages include a misspelled email address, a nonexistent email address, or a full recipient inbox. A repeat bounce is when an address has bounced a second time and has been logged to the Bounce List.

SPAM AND REPEAT SPAM REPORTS

Use this metric to determine if recipients are complaining about your email. If a recipient of your email feels that they received it in error, or simply did not wish to get the email from you, they may click the “report spam” or “junk” button. Spam reports can negatively affect your reputation and deliverability, so it is very important to make sure you send to people who really want your messages.

INVALID EMAIL

An invalid email result occurs when you attempt to send to an email address that is formatted in a manner that does not meet internet email format standards. Examples include addresses without the “@” sign, addresses that include certain special characters, or spaces in an address.

BLOCKED REPORTS

Block notifications signal that your IP address has been placed on a blacklist, which prevents email delivery. Knowing right away whether your IP has been placed on a blacklist is important to the health of your email program so you can take steps for its removal.

UNSUBSCRIBE RATES

Your unsubscribe rate tells you the frequency of subscribers removing themselves from your list. Use this metric as a gauge for email effectiveness and engagement. If you have a high unsubscribe rate, you should test

different content or reevaluate your opt-in process to ensure you are sending email that your customers want.

OPEN AND UNIQUE OPEN RATES

The “Opens” statistic represents the total number of times your subscribers have opened your email. “Unique opens” represents the number of unique individuals who have opened your email. To track an Open, SendGrid inserts a small, transparent image into all messages. When the client application loads images, it pulls the image data from SendGrid servers and registers an Open event.

CLICK-THROUGH AND UNIQUE CLICK THROUGH RATES

The “Clicks” statistic represents the total number of times your subscribers have clicked on the various links within your emails. “Unique clicks” represents the number of unique individuals who have clicked the links in your emails.



Integration and Customization

GET STARTED WITH SENDGRID IN MINUTES

We built a system that uses popular protocols and support systems to allow for quick and easy integration. No complex code is required to integrate with SendGrid, but you have the option to customize the platform to seamlessly integrate with your existing systems using our suite of flexible APIs and a few bits of code. These APIs allow you to configure your system to deliver specific reports and push data in real time – giving you the information you need to improve and expand your business operations.

There are two ways to send email using SendGrid, through our SMTP relay or web API.

SMTP Integration

SMTP is usually the fastest way to get started since only three changes are needed:

- Change your user name and password.
- Change your server name to smtp.sendgrid.net.
- Change your ports. We support 25 for TLS/plain connections, 465 for SSL connections, and 587 for TLS/plain connections.

By changing these three SMTP settings, you can start using the SendGrid platform in minutes and start sending email faster than ever.

Customization

There are seven flexible APIs to help you customize and maximize the use of the SendGrid platform. By working with developers, we continue to augment our API collection to create more robust options that support your web applications.

SMTP API

The SMTP API is a header included in messages sent to SendGrid that allows you to use template messages and also includes increased tracking and analytics information.

WEB API

The Web API allows you to pull information you'd normally get on sendgrid.com without logging into the website. For example you can pull your settings, statistics, and email reports list. The Web API can also be used to send email to SendGrid.

EVENT API

The Event API requires you to set up a URL where we HTTP POST your account activity as it takes place. This gives you full sending logs from the moment of implementation and allows you

to create activity and statistics reports far beyond what is provided on sendgrid.com. Automated systems can also be built to take action when specific events, such as an unsubscribe, occur.

PARSE API

The Parse API requires you to redirect the incoming mail server of a domain or subdomain to our parsing system. The parsing system breaks your email apart into different aspects and then HTTP POSTs the different contents to a provided URL. This redirects all incoming mail to our parser.

SUBUSER API

The Subuser API allows you to set up child accounts and manage their privileges. Subusers share the same overall credit pool but have their own unique SMTP credentials, settings, statistics,

and site login. You can customize an interface and manage incoming data and provide access to your customers or whitelabel the SendGrid service.

NEWSLETTER API

The Newsletter API allows you to interact with our newsletter app without having to log into sendgrid.com. You can upload and manage recipient lists, newsletter content, and sender identities.

RESELLER API

The Reseller API is designed to facilitate strong partnerships and provide you with the data you need to continuously add value to your accounts. Like the Subuser API, you can customize and manage the influx of data to your customers and whitelabel the SendGrid service as your own.

SendGrid provides extensive online documentation, an API Guide, and sample code to help you uncover all the unique possibilities there are in customizing the SendGrid platform to power your business decisions.



Whitelabel

SHARE THE POWER OF SENDGRID'S PLATFORM WITH YOUR CUSTOMERS

If you send email on behalf of your own customers, the SendGrid platform allows you to customize the domain that appears to the recipients using our whitelabeling services. Our Whitelabel Wizard will generate the DNS records you need to add to your DNS entries. From there, it will walk you through the necessary steps and verify your settings along the way. Combined with our Subuser API you can perform the following:

ACCOUNT PROVISIONING

Create sub-accounts, manage login credentials, and provide customers with access to their own dashboard to manage their campaigns.

CUSTOM CLIENT REPORTING

Set up customer reports for each client that include all of the key delivery and response metrics they need to deploy successful email campaigns that reach customer inboxes.

CLIENT MONITORING AND MANAGEMENT

Set account limits to control the amount of email they deploy, monitor their sending behavior to ensure they are sending legitimate emails, and manage their API settings.

You can also resell SendGrid services and gain the same level of control you enjoy with your own account.

Affordability

DON'T OVERSPEND ON EMAIL WHEN THE BEST TOOLS COME AT AFFORDABLE PRICES

SendGrid is both manageable and affordable for businesses that are just starting out. For organizations in an early growth stage, dedicating valuable resources to email delivery management costs time and money. Our service enables development teams to focus on innovation, rather than infrastructure issues and makes the build vs. buy issue a no-brainer.



The Benefits of Partnership

You can focus on your business, not your email.

SendGrid helps you focus on your business without the cost and complexity of owning and maintaining an email infrastructure. We manage all of the technical details from scaling the infrastructure, to ISP outreach and reputation monitoring, to whitelist services and real-time analytics. We offer world-class deliverability expertise to make sure your emails get delivered, and handle ISP monitoring, DKIM, domain keys, SPF, feedback loops, whitelabeling, link customization, and more.

We're leading the industry in email delivery services.

SendGrid delivers more than seven billion emails per month equating to 1% of non-spam email across the globe. Our cloud-based email infrastructure relieves businesses of the costs and complexity of maintaining custom email systems. As a SendGrid customer, you will enjoy reliable delivery, scalability, and real-time analytics along with flexible APIs that make custom integration a breeze. As a developer focused company, our emphasis has always been on achieving the highest levels of customer satisfaction.

We're committed to learning, sharing, and improving every day.

The key to our success is our ongoing involvement in the developer community. From code camps to hackathons, SendGrid employees welcome these opportunities to connect with developers and designers to unearth their challenges, learn from their successes, and build an ongoing network that will help us build the best product to suit your needs. We also provide opportunities to share our learnings through road shows, webcasts, and social media in an effort to continue the conversation with developers around the world.

We have over 100,000 companies delivering billions of emails.

SendGrid has become the solution of choice for companies worldwide because of the value we provide. CEOs, IT leaders, developers, engineers, product managers, and marketing departments rely on our technology to consistently and successfully deploy and deliver their email communications. Here's what a few of our customers in these roles have to say.

The Benefits of Partnership



IT / DEVELOPMENT	PRODUCT / MARKETING	PRODUCT / MARKETING
 <p>“Their account management team is responsive and proactive, providing us with the space we need to focus on strategic plans, rather than day to day email management.”</p> <p>RYAN PARK <i>Operations Engineer</i></p>	 <p>“SendGrid is a great partner with a dedicated team that helps us achieve quantifiable results for the best price every day.”</p> <p>ANJANETTE HILL-MENDOZA <i>Senior Director of Customer Success</i></p>	 <p>“[SendGrid is] easy to implement, and dramatically increased the deliverability of mail sent off of our Amazon EC2 cluster. We would highly recommend.”</p> <p>RYAN HOLMES <i>CEO</i></p>
 <p>“We’re now enjoying email delivery rates of 96% and have saved thousands of dollars in engineering resources.”</p> <p>JON HOFFMAN <i>Head of Infrastructure</i></p>	 <p>“SendGrid’s flexible APIs provided the tools to integrate our two platforms in a way that protected our customers’ private information and ensured maximum email handling.”</p> <p>DAVID STYS <i>Senior VP, Product Development</i></p>	 <p>“Handling email in-house is *really* complicated, you don’t want to do it yourself if you don’t have to. After switching to SendGrid, our email open rates are way up, and our operations team has more time to focus on other issues.”</p> <p>JONATHAN BOUTELLE <i>CTO</i></p>
 <p>“With many things to worry about when running a production web app, SendGrid makes the job easier by providing a complete end-to-end email solution.”</p> <p>ROBERT SHEDD <i>VP of Technology and Product</i></p>	 <p>“SendGrid is the most cost effective way to send transactional email even when compared with using in-house servers and engineering resources.”</p> <p>JOSH MALIN <i>Marketing Director</i></p>	 <p>“We’ve been thrilled with our choice of SendGrid, not just because of the improved deliverability and real-time stats, but because they continue to make it better and better.”</p> <p>THOR MULLER <i>Co-founder and CTO</i></p>
 <p>“DealBase was looking to improve email performance, and in tests we conducted, we found SendGrid to be 3x faster than other solutions. This, combined with some great additional features they provide, has made SendGrid our preferred SMTP solution.”</p> <p>CHRISTOPHER BAILEY <i>VP of Engineering</i></p>	 <p>“SendGrid has not only delivered a great product, but has also has given us consistently great service. Kudos on building great technical, sales and support teams!”</p> <p>ALEX HAAR <i>Music Product Manager</i></p>	 <p>“Communication with our end-users is extremely important. With SendGrid our delivery rates have gone up dramatically, leading to higher customer satisfaction. The reporting and analytics also give us real-time feedback on how our emails are performing.”</p> <p>AKASH <i>CTO</i></p>



Get started with SendGrid

Relieve yourself of the cost and complexity of maintaining your own system.

[Learn More](#) ▶

[Read Our Customer Success Stories](#) ▶

[Sign Up/Contact Sales](#) ▶

About SendGrid

SENDGRID IS EMAIL DELIVERY. SIMPLIFIED.

SendGrid's cloud-based email infrastructure relieves businesses of the cost and complexity of maintaining custom email systems. SendGrid replaces your email infrastructure so you don't have to build, scale, and maintain these systems in-house. We provide reliable delivery, scalability and real-time analytics along with flexible APIs that make custom integration a breeze.

Our infrastructure is ready to scale and meet the demand at any moment, thereby eliminating your email headaches so that you can focus on your core product and meet the email demands of your business. We currently send over 7 billion emails per month for over 100,000 web application companies and developers including Foursquare, Pinterest, Airbnb, Twilio, Spotify and Pandora. So, whether you're sending a hundred emails or billions, save time, resources, and money by focusing your engineering resources on your business and leave the technical work to SendGrid.

For more information about SendGrid, visit www.sendgrid.com.