SendGrid®

Buyer's Guide

Contents

Now that you're considering SendGrid's email delivery service, you need to choose the solution that will best fit your needs. We've compiled this Buyer's Guide to help you evaluate our email packages and to highlight the benefits we can provide your business.

Email Expertise

Focus on your customers and core business—we'll handle your email and help reduce the strain on your internal resources to make sure your email gets delivered.

> Email Delivery

On average, **over 22% of legitimate email never reaches the inbox**. SendGrid provides you with years of experience in email and deliverability, as well as the tools, infrastructure, and personnel that you need to get your email delivered.

> Experts Available On Demand

Most companies hire an email expert to manage the complex and ever-changing email deliverability protocols. With SendGrid, our expert team of engineers, developers, and compliance personnel stay on top of all email issues, so you don't have to.

> Online Documentation and Community Support

Leverage the expertise and experience of other SendGrid users by posing questions in our **Community Forum**, or find answers by searching our **Online Documentation** and **Knowledge Base**. We also offer online **API workshops** to help you customize the platform.

Industry-Leading Transactional Email

SendGrid is the industry leader in transactional email because we help hundreds of thousands of customers send billions of messages each month. Building and maintaining a transactional email infrastructure in-house can be costly and take away time from your core business.

Our reliable, scalable service allows you to integrate and send your customers' email in just minutes. Most often, the messages our transactional email users send include:

> Password resets

> Shipping notifications

> Billing receipts

> Membership confirmations

> In-app message notifications

We work with some of the largest companies in the world to ensure their customers receive the important messages they're sending. Learn more about **SendGrid's Transactional Email Solution**.

What is transactional email? Transactional emails are automatically sent when a customer or user takes an action with your website or with their account. SendGrid users can send these forms of messages through our API, SMTP Relay, or user interface. Learn more by visiting the **Transactional Email Solution page**.

Complete Marketing Email Solution

SendGrid Marketing Campaigns was built for developers and designed for marketers. Deliver the email that matters on the world's largest cloud-based email delivery platform and build meaningful relationships with your recipients via an affordable, full-featured marketing email service.

Marketing Campaigns makes it easy to manage contacts, build campaigns, send marketing content, and track engagement. Our affordable, full-featured marketing email service provides:

> Ability to test for free for up to 2,000 contacts and 12,000 emails/month before upgrading to another plan

> Flexible, wizard-less workflow for campaigns and list and engagement segmentation

> Easy-to-implement APIs enable contact management, list segmentation, and campaign sending outside the user interface

Rather than have separate email providers for transactional and marketing email, migrate your list to SendGrid today for an improved email experience. Learn more on the **Marketing Email Solution page**.

What is marketing email? Marketing emails are promotional and typically include newsletters, discount offers, or other content that drive users back to a website or app. SendGrid's **Marketing Campaigns feature set** allows you to create, test, send, and analyze marketing emails within a robust customer portal.

Contact SendGrid's Sales Team today to learn more about how to take advantage of our platform to send your transactional and marketing email.

Scalability

Your business will grow, and we'll grow with you.

Whether you send 200 emails per month or 10 million, SendGrid provides the flexibility you need to support your operational, sales, and marketing email. We want to support our customers through all stages of growth, so we've structured plans to provide features and tools based on your sending volume.

Deliverability

The help you need to make it to the inbox.

SendGrid provides the tools and applications you need to ensure your email reaches the inbox. Some of the deliverability features SendGrid offers include:

> Reputation monitoring

> ISP monitoring

> ISP outreach

> SPF, DKIM, & DKIM customization

> Spam filter testing

> Domain-level load balancing

> Dedicated & multiple IP addresses

> Bulk sender notification

> Delivery optimization

> Feedback loops

As always, we want to provide you with the email package that is best for your needs. To determine which plan is right for you, or to learn more about any of these email deliverability features and how they can improve your email campaigns, **contact our representatives today**.

Metrics & Analytics

Powerful data allows you to make powerful decisions.

SendGrid allows you to categorize email campaigns and track statistics in real time. Your statistics are available via our website dashboard and API so that you can link your deliverability to response rates. We provide you with:

> Bounce and repeat bounce reports

> Spam and repeat spam reports

> Invalid email

> Blocked reports

> Unsubscribe rates

> Custom list segmentation

> Open and unique open rates

> Click-through and unique click-through rates

> A/B testing stats

> Custom categories

Integration & 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.

To integrate with SendGrid, you can use either our Web API or SMTP. Integration with our system usually only takes a few minutes, and once your account has been **provisioned**, you'll be able to send email to your lists.

Learn more about integrating with SendGrid via our Web API or SMTP on our documentation page **Integrate With SendGrid**.

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 employ best practices and ensure your email gets delivered.

> HTML templates

> Content editing

> List management

> Message personalization

> Split testing

> Multiple sender addresses

> Delivery scheduling

Amazing APIs

Make the most of your email.

SendGrid was built by developers, for developers. In order to empower our customers and make the most robust, useful email platform available, we've created custom APIs to help you take your email to the next level.

You can learn more about the Event, Parse, and Web APIs by downloading the **SendGrid API Guide**.

Contact a SendGrid Email Expert to find out about how our APIs can help you.

Resource Library

Learn about email deliverability from the best.

We want to help all of customers send great email, that gets delivered to the right inboxes, at the right times. To help you do that, we provide numerous resources that can help you become an excellent sender. Take advantage of our expertise by visiting:

> **The SendGrid Blog**

> **Customer Success Stories**

> **SendGrid Webcasts**

> **SendGrid Support**

> **Best Practice Guides**

> **Documentation**

Additional Questions?

Ask the Experts

We have experienced representatives who can answer all your questions about our email platform and offerings. **Contact us** to learn how SendGrid can help your business.

Access our Resources

Visit our **Knowledge Base** and **Documentation** to preview how our technology can integrate with your system.

Join our Community

We have a vibrant community on **Twitter** and **Facebook** where customers and developers share ideas on how to improve the email landscape.

Buyer's Checklist

We've compiled the following checklist to help you determine which email plan is right for your organization.

	FREE	LITE	ESSENTIALS		PRO			PREMIER
Emails per month	Free up to 12,000	Pay-as-you-go	40,000	100,000	100,000	300,000	700,000	700,000+
Plan price	Free	Pay-as-you-go	$9.95	$19.95	$79.95	$199.95	$399.95	Contact Sales
Price per email beyond plan limit	N/A	Pay-as-you-go	$0.0010	$0.00075	$0.00085	$0.00050	$0.00045	Contact Sales
Price for additional dedicated IP	N/A	N/A	N/A	N/A	$20.00	$20.00	$20.00	$20.00
Marketing Campaigns recipient storage	Up to 2,000 free contacts	N/A	$10/10,000 contacts	$10/10,000 contacts	$10/10,000 contacts	$10/10,000 contacts	$10/10,000 contacts	Contact Sales

Message Management & Deployment

	FREE	LITE	ESSENTIALS		PRO			PREMIER
Suppression management	✓	✓	✓	✓	✓	✓	✓	✓
Delayed sending capability	✓	✓	✓	✓	✓	✓	✓	✓
Domain / link whitelabeling	✓	✓	✓	✓	✓	✓	✓	✓
Multiple sender addresses	✓	✗	✓	✓	✓	✓	✓	✓
IP whitelabeling	✓	✗	✗	✗	✓	✓	✓	✓
Subuser management	✗	✗	✗	✗	✓	✓	✓	✓
Email template editor & API	✓	✓	✓	✓	✓	✓	✓	✓

Analytics / Reporting

	FREE	LITE	ESSENTIALS		PRO			PREMIER
Real-time analytics	✓	✗	✓	✓	✓	✓	✓	✓
Delivered / click / open / unsubscribe tracking	✓	✗	✓	✓	✓	✓	✓	✓
Bounce rate / spam / blocked reporting	✓	✓	✓	✓	✓	✓	✓	✓
Configurable email alerts	✓	✓	✓	✓	✓	✓	✓	✓
Searchable email activity feed	✓	✓	✓	✓	✓	✓	✓	✓

Buyer's Checklist Continued

	FREE	LITE	ESSENTIALS 40,000	ESSENTIALS 100,000	PRO 100,000	PRO 300,000	PRO 700,000	PREMIER 700,000+
Advanced Statistics								
Device	✓	✓	✓	✓	✓	✓	✓	✓
Browser	✓	✓	✓	✓	✓	✓	✓	✓
ISP	✓	✓	✓	✓	✓	✓	✓	✓
Geolocation	✓	✓	✓	✓	✓	✓	✓	✓
Email category comparison	✓	✓	✓	✓	✓	✓	✓	✓
Subuser	✗	✗	✗	✗	✓	✓	✓	✓
Subuser comparison	✗	✗	✗	✗	✓	✓	✓	✓
Integration and Customization								
SMTP relay	✓	✓	✓	✓	✓	✓	✓	✓
SMTP API	✓	✓	✓	✓	✓	✓	✓	✓
Web API	✓	✓	✓	✓	✓	✓	✓	✓
Parse webhook	✓	✓	✓	✓	✓	✓	✓	✓
Event webhook	✓	✗	✓	✓	✓	✓	✓	✓
Reseller API	✗	✗	✗	✗	✓	✓	✓	✓
Subuser API	✗	✗	✗	✗	✓	✓	✓	✓
Marketing Campaign APIs	✓	✗	✓	✓	✓	✓	✓	✓
Security								
Opportunistic TLS	✓	✓	✓	✓	✓	✓	✓	✓
Enforced TLS (optional)	✓	✓	✓	✓	✓	✓	✓	✓
Two factor authentication	✓	✓	✓	✓	✓	✓	✓	✓
Custom DKIM key	✓	✗	✓	✓	✓	✓	✓	✓
Custom SPF	✓	✗	✓	✓	✓	✓	✓	✓
API Keys and API Key Permissions	✓	✓	✓	✓	✓	✓	✓	✓

Buyer's Checklist Continued

	FREE	LITE	ESSENTIALS		PRO			PREMIER
			40,000	100,000	100,000	300,000	700,000	700,000+
Reputation Management								
Reputation monitoring	✓	✓	✓	✓	✓	✓	✓	✓
ISP Feedback loop data	✓	✓	✓	✓	✓	✓	✓	✓
Marketing Campaigns Feature Set								
Flexible, wizardless workflow	✓	X	✓	✓	✓	✓	✓	✓
List and engagement segmentation	✓	X	✓	✓	✓	✓	✓	✓
Drag & drop campaign editor	✓	X	✓	✓	✓	✓	✓	✓
A/B testing (subject line and content)	✓	X	✓	✓	✓	✓	✓	✓
Flexible template editors (HTML & WYSIWYG)	✓	X	✓	✓	✓	✓	✓	✓
Send scheduling	✓	X	✓	✓	✓	✓	✓	✓
Unsubscribe groups	✓	X	✓	✓	✓	✓	✓	✓
Campaign statistics	✓	X	✓	✓	✓	✓	✓	✓
Responsive templates	✓	X	✓	✓	✓	✓	✓	✓
Infrastructure								
Globally distributed, cloud-based architecture	✓	✓	✓	✓	✓	✓	✓	✓
Redundant, self-managed datacenter architecture	✓	✓	✓	✓	✓	✓	✓	✓
Purpose built, cloud-based Mail Transfer Agent (MTA)	✓	✓	✓	✓	✓	✓	✓	✓
Dedicated IP included in plan	X	X	X	X	✓	✓	✓	✓
Automated dedicated IP warmup	X	X	X	X	✓	✓	✓	✓
Dedicated IP pooling	X	X	X	X	✓	✓	✓	✓

Buyer's Checklist Continued

	FREE	LITE	ESSENTIALS		PRO			PREMIER
			40,000	100,000	100,000	300,000	700,000	700,000+
Service / Support								
Global 24x7 customer support team	✓	✓	✓	✓	✓	✓	✓	✓
Compliance team with dedicated deliverability engineers	✓	✓	✓	✓	✓	✓	✓	✓
Technical Account Manager (TAM)	X	X	X	X	X	X	X	✓
Other								
iPhone mobile app	✓	✓	✓	✓	✓	✓	✓	✓

Customer Success

SendGrid delivers email for hundreds of thousands of customers including:

Get Started with SendGrid

Learn More
Read Our Customer Success Stories
Sign Up

About SendGrid

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 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, handle ISP monitoring, DKIM, domain keys, SPF, feedback loops, whitelabeling, link customization, and more. To learn more, visit www.sendgrid.com.