Why Hybrid Email Solutions ------- are Better ------- than SaaS and On-Premise

EasyMail7

With an increasing portion of marketing email, it's no surprise that email marketers are always looking for tools and solutions that will best support their email marketing activity.

Choosing the right email marketing system for your business must be a well deliberate decision because it will affect your reputation, costs, deliverability, performance, and revenue.

Let's consider the main options you have now:

Email Service Providers

An email service provider (ESP) is a company that allows you to send email marketing messages by offering an email marketing platform or email tool.

Basic functionalities of an ESP include email message design, contact list management and segmentation, message sending, and tracking, bounce and unsubscribe email handling.

Examples of ESPs are Mailchimp, Constant Contact, Campaign Monitor, Aweber, iContact, GetResponse.

ESP are usually cloud-base services, also referred to as SaaS solutions (Software as a Service). SaaS is software that is licensed and hosted by a vendor and is made available to customers on a subscription basis.

Unlike programs that the user needs to install on a local computer, SaaS solutions are stored in the cloud and accessed by the user through the Internet.

SMTP Relays

SMTP relay is a host that accepts incoming messages and forwards them on somewhere that will get them delivered to the right place.

It's a service of sending email messages with no front-end features for campaign and list management.

SMTP Relays are also SaaS cloud-based solutions. Examples of SMTP Relays are SMTP.com, SendGrid, Amazon SES, Mandrill.

On-Premise MTAs

On-Premise MTA is an On-Premise software which is installed at the client's local computer or server and which provides email message sending service.

Just like SMTP Relays, On-Premise MTAs don't have a front-end to allow the user to manage email marketing campaigns and lists. Examples of On-Premise MTAs are PowerMTA, Message Systems, and Green Arrow.

Companies and individual senders choose the email marketing tool based on their email marketing needs and requirements.

Many large senders prefer to stay with On-Premise MTAs and benefit from their features and advantages.

Email service providers are not suitable for everyone, but they do offer concrete benefits for many marketers. For example, for beginners with small lists, email service providers could work well due to their ease of operation and high deliverability.

For advanced users with big lists and frequent sending, email service providers may cost a budget.

So advanced email marketers are forced to look for less expensive solutions while not losing in features and performance.

Hybrid Email Solutions: New Trend in Email Marketing

Hybrid systems are becoming an increasingly popular competitor for SaaS and On-Premise solutions.

The hybrid technology utilizes both installed and cloud components and optimizes the benefits of both SaaS and On-Premise models. Being a combination of both, a hybrid email solution provides the pros and eliminates the cons of each service.

Email marketers are beginning to realize the benefits of hybrid solutions: ease-of-use, enhanced potential and reliability combined with the security and direct data access of installed software.

Let's have an in-depth look at the benefits provided by a hybrid email system compared to SaaS and On-Premise solutions:

1. Easy Data Management.

Where a hybrid solution truly sets itself apart is data management.

With any ESP the user is required to pick the data fields they want to import which then limits the available data throughout the entire relationship.

If the user's subscriber base is constantly growing, it is a real headache to have to update it in the ESP database before each email campaign. It takes time for changes in one database to be reflected in a duplicate one.

By plugging directly into an internal database, a hybrid solution eliminates complex integration and time-consuming data synchronization processes.

Instead of requiring users to upload customer data to the cloud, hybrid systems allow users to import the data into the locally installed software or create a direct link to the contact database and utilize any data fields they are collecting.

2. Guaranteed Data Security

As we said, onboarding with any SaaS ESP requires the user data upload to their database on the cloud. Thus, you are forced to share your subscriber's list with a 3rd party and you can't be 100% sure it will be kept secure though they all have the privacy policy.

Hybrid email solutions eliminate all doubts because they allow you to load the contact list into their internal database on your local computer or connect directly to your subscriber database stored remotely, which can be accessed only by you.

Thus, using a hybrid email platform you do not share your email list with any 3rd party and you have confidence that it is kept safe and secure.

3. Full Email List Control

SaaS ESP have a strict anti-spam policy and allow you to send emails to only subscribed users. Thus, many ESP require the confirmation that your list is opt-in and won't allow you to even upload your list if you have no subscription confirmation.

In addition, some ESP scan your list for possible email address mining. If they don't like something about your email addresses, you are not allowed to use the service.

Hybrid email systems give you a full control over your email list and mailings. You are free to upload any list and send messages to any users. Your delivery and sender reputation are in your hands.

You just want to remember that a confirmed opt-in list is a primary prerequisite for a good sender reputation, consistent Inbox deliverability, and high conversion rate.

4. Flexible Email Delivery

When you are with a SaaS ESP, you are very dependent on their operability. If an outage occurs when you have a deadline, it will cost you.

With an ESP, you never know whether you will be able to send email campaigns tomorrow or not. They can suspend, ban or delete your account at their whim if they don't like something about your mailing activity.

Setting up things with a different ESP takes time. You can lose subscribers if you do not deliver them the requested content on time. You can lose sales if your clients do not get a time sensitive offer before it expires. Thus, your company reputation suffers.

With hybrid email solutions, you can ensure yourself from such nasty surprises. Hybrid email solutions allow you to create multiple email accounts using different SMTP relays or delivery services.

So, if your primary delivery service has a temporary delivery issue, you can immediately fill the gap, switch to a different service or SMTP relay on your list and make sure all of your leads receive your correspondence in time.

5. Cost Efficiency

A successful email marketing is not just about running great campaigns. It is also about operational and cost efficiencies.

ESP have monthly plans based on the list size or a number of emails you send per month. They are quite affordable if the list is small (some ESP even allow sending a certain number of emails per month at no cost).

But as far as your business is expanding, your subscriber base is growing so the cost per email campaign is becoming expensive.

With a hybrid email system, you can choose yourself what SMTP relay and/or delivery service you want to use for email sending. You can sign up with a cheap, yet highly scalable, email service Amazon SES and use their SMTP settings in the hybrid email software.

At the same time, you can setup a dedicated SMTP relay and keep it as a backup delivery method. You can segment your contact base by a certain criteria (subscribers, buyers, trial users etc.) and handle mailings to each segment using different delivery services or SMTP relays.

Plus, you can send less important campaigns through your secondary SMTP relay, and send most important and time-sensitive emails through your primary service that has the highest deliverability.

With a hybrid email solution, you can load balance your costs by using different delivery services or SMTP relays and you can manage more campaigns and send to more clients with fewer resources.
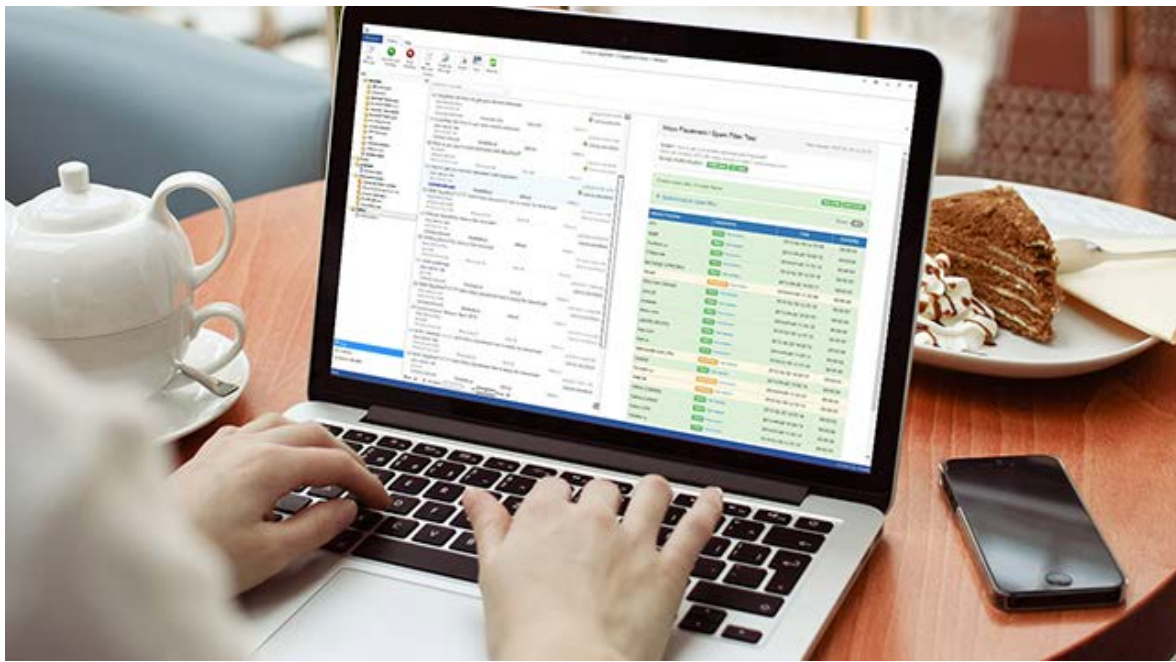
About G-Lock EasyMail7

By addressing all the above issues and optimizing the benefits of both SaaS and On-Premise models, our hybrid solution for Windows G-Lock EasyMail7 takes email marketing to a new level.

EasyMail7 works as a powerful front-end to email delivery services, SMTP Relays and On-Premise email solutions and transforms them into fully functional in-house Email Service Providers including:

- Single or confirmed opt-in forms for your website or landing page

- Built-in automated transactional welcome email feature that doesn't need API coding

- List management with advanced segmentation

- Drag-and-drop email designer

- Personalized and dynamic email content

- Triggered emails and drip automation

- Inbox placement and spam filter testing to detect potential delivery issues

- Automated bounce and unsubscribe email handling

- Highest level of data security not depending on external systems

… and much more!

G-Lock EasyMail7 can be used by companies with strict data security policies that do not allow customer data sharing onto 3rd party cloud-based services as well as by small to medium size businesses, marketing and sales professionals who are looking to have full control over their email messages, contact lists, autoresponders, email delivery and reputation.

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