

Top 3 Reasons to Use Multiple Delivery Services or SMTP Relays

EasyMail7



Email marketers have a wide choice of email service providers and delivery services competing for their business.

The available options are imposing: full-service ESP like MailChimp or Aweber, cloud SMTP Relays like Amazon SES or SendGrid, on-premise SMTP solutions like Power MTA or others. Each of them has pros and cons.

But who said you have to choose just one?

Being tied to just one ESP or delivery service limits your email marketing capabilities, performance and success.

Fortunately, there is a win-to-win deal:

multiple delivery services approach.

To learn more about the benefits of working with multiple delivery services at the same time, check out our white paper now. We have compiled top 3 reasons why using more than one delivery service is beneficial to your business.





Top 3 Reasons to Use Multiple Delivery Services:

#1. Reduces Mailing Costs

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

By increasing operational and cost efficiencies, you'll be able to manage more campaigns and send to more clients with the same amount of resources.

Not all emails are created with the same goal. Some are created to generate revenue, some are transactional, some are informative and others are sent to create brand value.

And not all recipients create the same value. You may have subscribers to whom you send engagement emails and you may have the golden group – existing and repeated buyers.

You can load balance your costs by using different delivery services or SMTP relays for different segments of recipients and for different campaigns or even using multiple SMTP relays for the same contact list or campaign.

You may want to separate low-budget clients into one group and send to them using a single Amazon SES account, for example. At the same time, your premium customers may be better served using your premium delivery service.

So, you reduce your overall email marketing spend by segregating which of your clients and campaigns are served by which of your delivery services.

While cost-efficiency is an important factor to your business, do not forget about the operational efficiency. You'll want to find the correct balance and combination of email delivery solutions that will be most efficient for your agency.

#2. Improves Performance

The truth is that even the best delivery services with overall good deliverability can have different deliverability to different ISPs.

They can provide different deliverability to different email addresses/domains. For example, they may have higher deliverability within their country, or they may do better to major ISPs like Yahoo, Gmail, Hotmail/Live and AOL (if the marketer is employing best email marketing practices). Some services can offer better expertise in certain industries (real estate, gambling, technology, etc.).

So, by having multiple delivery services in their arsenal and carefully tracking deliverability rates, email marketers can boost the bottom line performance profitability by managing their segments through the service that delivers the best performance for that segment.

#3. Ensures Timely Delivery

Outages are rare, but they do occur. And they can happen at the most inopportune time when you have an important campaign to go out. A delivery service outage at the highest peak time will cost you.

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.

A temporary drop in delivery and performance to certain segments is not as dreadful as the full outage but can be a headache too. Would you prefer to remove your Yahoo contacts from your list if your delivery service is having troubles to deliver messages to Yahoo users? Probably not!

But the worst thing that can happen is that one day when you are about to send a campaign, you find out that your account is suspended or deleted. If a delivery service managers does not like something about your email campaigns, they can suspend, ban or delete your account without any notice sent to you.

When you have multiple delivery services or SMTP relays ready for operation, you can immediately fill the gap, switch to a different service or SMTP on your list and make sure all of your leads receive your correspondence.

So, using multiple delivery services or SMTP relays gives email marketers a peace of mind and confidence that their email campaigns will go out on time no matter whatever happens with their primary account.

Use Multiple Delivery Services in One Place with Hybrid Email System

It's efficient to have multiple delivery services or SMTP relays ready for operation, but it's not efficient to manage them in different places. You would need to re-import your up-to-date contact database, autoresponders and messages into a different delivery service if your primary service has temporary delivery issues.

The efficient way, the best practice, is to have one email marketing system with built-in marketing automation where you could create multiple email accounts using different delivery services or SMTP relays.

With a hybrid email marketing system like [EasyMail7](#) you store all your data in one place and you can manage multiple email accounts with different delivery services. You can segment your contact list by domain, country, ISP, industry etc. and send emails to each segment using different delivery services or SMTP relays. You can easily switch delivery services without losing your contact list, autoresponders, and other data.

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 with the highest level of data security.

Conclusion

We have shown the top 3 reasons to use multiple delivery services or SMTP relays: lower costs, better performance, and timely delivery.

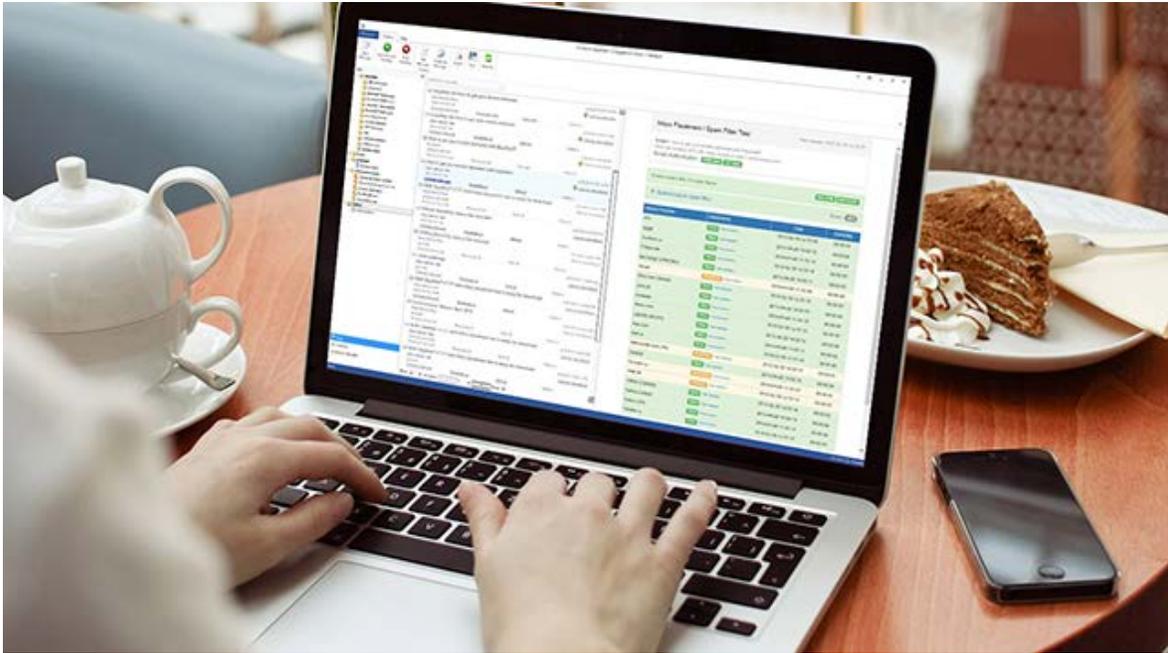
These three factors influence heavily your bottom-line ROI and can boost it hundreds of percentage points.

Professional email marketers require engagement, performance and returns on their investments.

Using just one delivery service does not guarantee success. By load balancing multiple services, performance is maximized, mistakes are minimized, and revenues soar.

To make the use of multiple delivery services even more efficient, use a single hybrid email platform like EasyMail7. A single platform gives you power. It enables you to maintain all your data safe and secure in one place while quickly switching between delivery services or SMTP relays when there is a need.

And it delivers the perfect email marketing solution for all kinds of businesses and individuals who want full control over their email campaigns, high data security and flexible delivery.



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