

Delivering your email marketing campaigns

Marketers

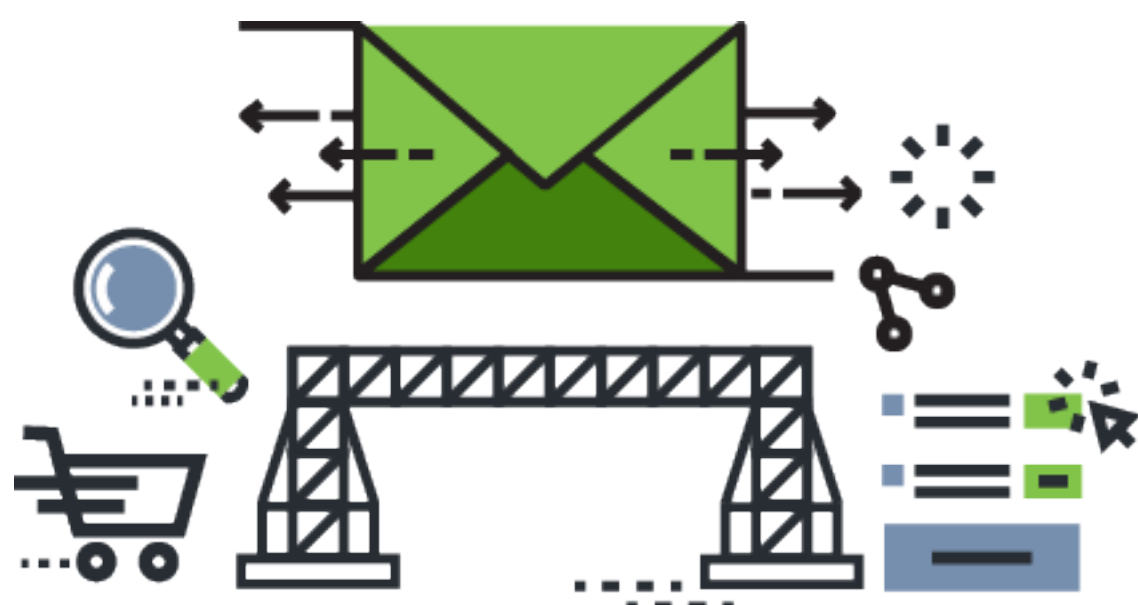
SMTP gets your email marketing campaigns to the inbox

Marketing emails are different from transactional emails where your subscribers aren't actively waiting for an email from you. Delivering your marketing emails to the inbox is hence critical so you can nurture your leads, promote your deals, and bring customers back to their shopping carts. SMTP gets your emails to where they are going to be read and get acted upon.

We understand email marketing

We understand the various aspects of email marketing to the letter. From nurturing drip campaigns to promotional emails, retention emails, newsletter and activation emails, we understand what kind of best-practices need to be employed so as to get your campaigns into the inbox.

SMTP has a complex understanding of how to handle unsubscription requests and our delivery experts can help you maximize reach while minimizing subscriber churn.



SMTP works with your preferred email platform

SMTP is platform agnostic and works seamlessly with any subscriber management, marketing automation and development tool. Integrate using our powerful APIs or get our experts to configure SMTP for you.

No matter what software you use or what programming language your custom solution is written in, SMTP can be integrated with it in minutes allowing you to focus on strategy and ROI while we focus on getting your message in front of your users.

From Gmail to Yahoo! SMTP works with all ISPs

SMTP's advanced email relay capabilities take care of ISP bottlenecks by working around sender checks and spooling measures enabling mass emails to go out effortlessly. Our simplified load handling and advanced throttling algorithms ensure inbox delivery.

Our rigorous pre-filtering process maintains your sender reputation with ISPs. With both dedicated and carefully warmed shared IPs, we ensure you are paired with the most optimal setup based on your sending requirements.



Need help? Unlimited phone support

With SMTP, you'll have unlimited access to our deliverability experts via phone, chat, email or support ticket. Our deliverability experts are on call to monitor your email marketing and transactional email campaigns every step of the way.

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