



# SendGrid Integration - Advantages

int.prđ.001.03 | 05.20.2024

UPM 24.x

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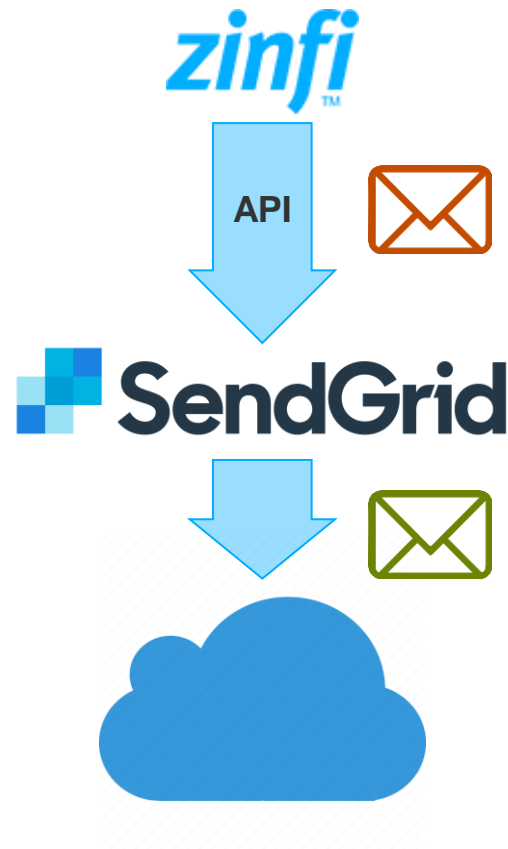


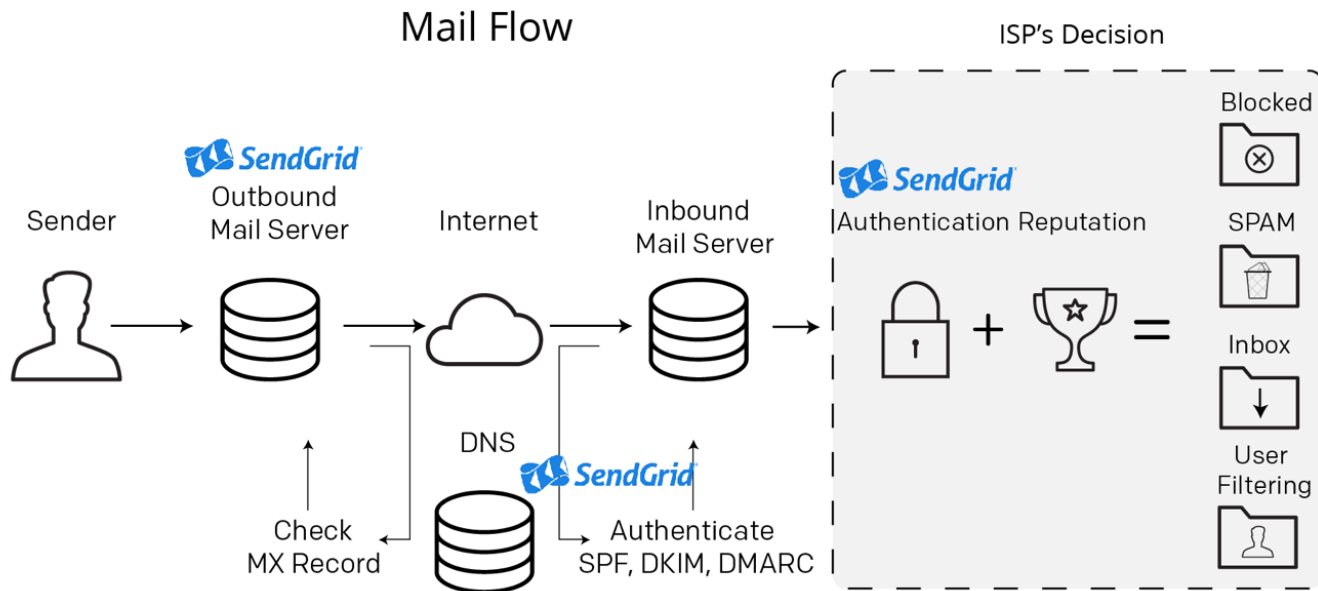
## What is SendGrid?

- SendGrid is a cloud-based SMTP provider that allows you to send email without having to maintain email servers.
- SendGrid manages all of the technical details - scaling the infrastructure, ISP outreach, reputation monitoring, whitelist services, real time analytics.

## SendGrid provides a series of flexible Web APIs for easy email API integration for both transactional email and marketing email, including:

- **Event Webhook** – Notifies a URL via HTTP POST of events that occur as SendGrid processes email. Most Event Webhook users automatically remove unsubscribes, determine unengaged recipients, identify bounced addresses, or react to spam reports.
- **Parse Webhook** – Parses the attachments and contents of incoming emails and POST the parsed email to a URL. This allows users to receive mail from any of the addresses on their recipient list.
- **Web API** – Allows SendGrid customers to retrieve information and statistics about their account, including spam reports, bounces, and unsubscribes.





- **Deep integration with a platform that processed over 1 trillion emails last year**
- Over 80,000 paying customers trust SendGrid to send more than 90 billion emails every month
- **SendGrid, the world's first cloud based email platform, for businesses around the globe**
- Best-in-class deliverability proven scalability
- **Dynamic Volume Adjustments**



## Faster Deliverability



- Flexible APIs to Power Scaling
- Over 30 deliverability Experts
- Careful New Sender Evaluation
- High Quality IP Addresses
- Feedback Loops
- ISP Monitoring and Outreach
- Nearly 30 billion emails per month sent for companies at every growth stage
- Dynamic Volume Adjustments

## Better Tracking



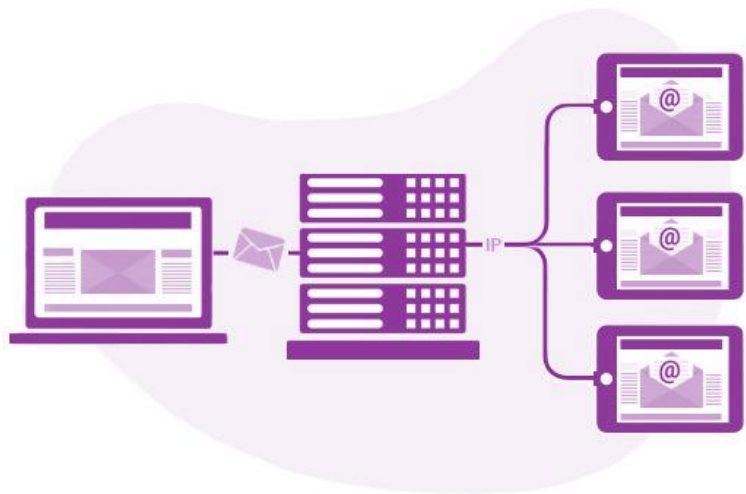
- Tracking capability - Open/ Click/ Unsubscribe/ Bounced/ Spam etc.
- IP and User Management
- Customized White-labelling
- Email Suppression / Unsubscribe Management
- Reporting / Analytics - Deliveries, Clicks, Opens, etc.
- Message Management, Deployment Scheduling, Suppression, etc.

## Support



- On-hand, human support and deliverability expertise
- Dedicated Account Managers for High Volume Accounts
- 24/7/365 Customer Support
- Higher ROI, Lower Total Cost of Ownership
- Deliverability Monitoring
- Industry / ISP relationship Management

- An IP Pool is a group of IP's that we will assign to our customer for their email sending.
- IP Pools are a great way to make sure your emails are delivered fast, as opposed to dedicated IP's which you have to wait longer for your emails to be delivered if you are sending a large number of emails.
- It is better in terms of deliverability to send 100,000 emails with different IP addresses. Mail servers will see this as more natural, as oppose to sending 100,000 emails with the same IP. This will seem suspicious and can affect your delivery rate.
- SendGrid makes sure to Manage such dedicated Pool of IP's reputation and monitor IP's closely to make sure you have a clean IP pool for your sending's. This way you don't have to monitor or worry about the IP's reputation.



Option to configure **sender with customer single email**.

Example – the sender can be set as [sender@oemcustomer.com](mailto:sender@oemcustomer.com)

Example - {*Channel Partner Name*}  
[sender@oemcustomer.com](mailto:sender@oemcustomer.com) via sendgrid.net

**Initially, Single Sender is Verified along with Single Email.**

**SendGrid returns a list of domains known to implement DMARC and categorizes them by failure type — hard failure or soft failure.**

- Domains listed as hard failures will not deliver mail when used as a Sender Identity due to the domain's DMARC policy settings.

Even option to configure **customer domain as sender** where all tracking link will also be branded with customer domain.

Example - {*Channel Partner Name*} via [sender@oemcustomer.com](mailto:sender@oemcustomer.com)

**Initially, Domain is Registered and Validated**

**SendGrid Allows you to retrieve a list of all domains you have authenticated.**

- An authenticated domain allows you to remove the “via” or “sent on behalf of” message that your recipients see when they read your emails. Authenticating a domain allows you to replace sendgrid.net with your personal sending domain. You will be required to create a subdomain so that SendGrid can generate the DNS records which you must give to your host provider.



### Event Tracking

- Webhooks
- Email Activity
- Settings-Tracking
- Stats

### Suppression Management

- Link Branding
- Bounces
- Blocks
- SPAM Reports
- Global Suppressions
- Unsubscribe Groups
- Invalid Emails

### Security

- API Keys
- API Key Permissions
- Enforced TLS
- IP Access Management

### Deliverability

- Link Branding
- IP Warmup
- Email Address Validation
- IP Pools
- IP Addresses
- Domain Authentication
- Sender verification



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