Powering Iterable's Growth Marketing Platform

SparkPost Delivers for a Martech Innovator and Its Customers

COMPANY MISSION:

Be the best-in-class SaaS company for growth marketing automation.

BUSINESS CHALLENGES

→ Was not confident incumbent ESP could scale with fast-growing sending volumes.

→ Reliability and performance could be spotty, with incidents where emails were delayed or undelivered.

→ After repeated incidents where emails were not sent out in a timely manner, Iterable made the decision to begin a search for a new cloud email partner.

WHY SPARKPOST, WHY NOW?

→ **Excellence**: Message Systems' reputation as the industry leader and strong recommendations from trusted advisors with experience in high volume digital messaging.

→ **Quick Onboarding**: Was able to make the switchover to SparkPost in about a week.

→ **Expertise and Support**: The SparkPost team was quick to respond to technical integration questions and helped formulate strategy for ramping up dedicated IPs for Iterable customers.

→ **Reliability and Performance**: SparkPost's high-performance email delivery—and its leverage of the scalable and elastic Amazon Web Services (AWS) cloud infrastructure—reduced risk and gave Iterable confidence in the team and technology behind SparkPost.

SPARKPOST IGNITES ITERABLE'S SUCCESS

→ With SparkPost, Iterable is operating more efficiently, with higher customer engagement rates and steady revenue streams that aren't being interrupted by sending delays or outages.

→ Iterable has been able to steadily scale its messaging volumes — now sending up to ~1,000 messages / second via API using moderate computing resources.

→ Iterable has also been able to expand its offerings with SparkPost, now providing highly detailed deliverability analytics to its clients.

Iterable is an all-in-one platform for transactional, promotional and lifecycle messaging. The Iterable team makes it easy for marketers to create automated, targeted emails and push with modern APIs and integrations that reduce engineering time. The company's full suite of tools — including subscriber segmentation, A/B testing, a drip campaign builder and real-time analytics — maximizes revenue and engagement.

> " The core of our business is giving marketers intuitive tools to send emails and push notifications in a way that delights users and drives conversion. SparkPost eliminated the problems we were having, to the point where excellent deliverability is now a competitive advantage for us. Our volumes are at an all-time high, and we're confident this can scale even higher as needed. "

JUSTIN ZHU,
CO-FOUNDER & CEO,
ITERABLE

ABOUT SPARKPOST

SparkPost is the world's fastest-growing email delivery service. Our email API technology is trusted by LinkedIn, Comcast, The New York Times, Twitter, CareerBuilder, Zillow, Iterable, and thousands of other companies to deliver critical emails like app notifications, new user welcomes, transactional messages, and more. We deliver over 3 trillion emails a year, more than 25% of the world's non-spam email. The SparkPost email API provides the industry-leading reliability, deliverability, and analytics enterprises and growing businesses alike need to drive customer engagement for their business.

Get Started Today!

Call toll-free at **877-887-3031** or email **hello@sparkpost.com**.
Follow us on Twitter **@SparkPost** or go to **sparkpost.com**.