

## Netki

### COMPANY MISSION:

"We would like to see a place where everyone can participate in the global economy and have real control over their own money."

### BUSINESS CHALLENGE

The Netki team is made up of several technology veterans who have been involved in a series of successful startups. As founder and CEO Justin Newton put it: "We know how important it is to get critical infrastructure decisions correct the first time. Having to go back and fix poorly thought-out technology choices can seriously slow the development of early stage companies. This is why we chose to launch Netki with SparkPost as our email engine right from the start — it's the best cloud email offering on the market."

### WHY SPARKPOST, WHY NOW?

- **Excellence:** Message Systems' reputation as the industry leader in the email space gave Netki the confidence to run with SparkPost as its cloud email service at launch.
- **Features:** The easy user interface, APIs and analytics were all plusses for Netki.
- **Backed by Experts:** Access to 24x7 support, and an online support portal and knowledge were all "must-haves" for Netki.

## NETKI

Netki is an exciting new company built around Bitcoin and Blockchain technology. Founded in 2014, Netki was created to remove barriers to entry for consumers and help foster mass-market adoption of digital currency. The company is creating powerful, secure and easy-to-use solutions that work to give consumers greater control over their personal and financial identity.

### SPARKPOST IGNITES NETKI'S SUCCESS

- With SparkPost, built by Message Systems, Netki is able to steadily scale their email operations as their user base expands quickly.
- Real-time visibility into email performance enables Netki staff to spot and address potential problems immediately, not several days later as with many ESP and cloud email services.
- SparkPost fits Netki's current budget and gives the company a cost-effective solution that will accommodate their growth.

### SPARKPOST: THE WORLD'S MOST POWERFUL EMAIL PLATFORM IS NOW IN THE CLOUD.

Message Systems is well known for providing Momentum — the premier email platform — to the most demanding businesses in the world. With the launch of SparkPost, we're putting that same power and functionality in the hands of developers at companies of all sizes in an easily accessible, affordably priced cloud solution. It provides the same deliverability, scalability and

From the company trusted by world-class technology leaders to **send over 25% of all legitimate email.**



speed as we provide to the biggest senders in the world, in an easily integrated, pay-as-you-go cloud solution. SparkPost is available now with pricing and delivery service models suited to senders of all sizes, including free trial accounts. To learn more, visit [sparkpost.com](http://sparkpost.com).

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“SparkPost allowed us to implement a highly effective email operation in short order – it turned us into professional email marketers right off the bat. Plus the analytics capabilities were really attractive. We’ve experienced other email services where you had to wait for days until you saw a drop-off in sign-ups or registrations or new sales. With SparkPost we see any problems with deliverability or other issues with our email right away, and we can respond to and fix those problems before they affect our overall business metrics”

**Justin Newton, CEO/CTO, Netki**

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#### BUILT BY MESSAGE SYSTEMS

In addition to many of the largest social networks, four of the world’s five biggest email services providers are Message Systems customers. The majority of Message Systems’ clients send over 10 million email messages per day, and some send in the billions. In fact, at least 25% of legitimate (non-spam) B2B and B2C email traffic worldwide gets delivered through the Momentum platform.

 **Get Started Today!** Visit us online at [SparkPost.com](http://SparkPost.com), email us at [hello@sparkpost.com](mailto:hello@sparkpost.com) or call us at: **415-481-0520**

#### About Message Systems

Message Systems is the world’s #1 email infrastructure provider. Collectively, Message Systems customers, including Facebook, LinkedIn, Twitter, Groupon, Salesforce, Marketo, Oracle, Comcast, Time Warner, AT&T and American Express, move over 3 trillion messages a year — more than 25 percent of the world’s legitimate email. These prestigious companies choose Message Systems because our software outperforms all cloud and on-premise alternatives, and provides the flexibility, deliverability and control they need to drive the highest possible customer engagement for their business. For more information, follow us on Twitter @MessageSystems or go to [messagesystems.com](http://messagesystems.com).

