

Delivering Real-Time Engagement for Real Sports Fans

Digital media company ensures serious sports consumers aren't stuck with yesterday's news

“Don't ever promise more than you can deliver, but always deliver more than you promise.”

— LOU HOLTZ,
HALL-OF-FAME
FOOTBALL COACH

MAKING SPORTS NEWS SERIOUS BUSINESS

An innovative digital media company has made a name delivering breaking news and data to sports fans, fantasy sports players, and other sports news consumers. The company has become the fastest growing network of college team and recruiting news sites on the Internet, leading it become a hot acquisition by one of the world's leading entertainment companies.

This sports news publisher's products are designed for rapid and engaging consumption of team- and league-specific sports news, recruiting news and predictions that fall below the radar of mainstream sports sites, and tools that leverage deep sports datasets, such as team and player rankings and predictive statistical models. Like the role a specialized financial information provider plays for stock market investors looking for an edge, this company specializes in getting timely and highly detailed sports information into the hands of its subscribers in real-time, before general interest sports networks and publishers produce takes for broader audiences.

The company reaches fans via team-specific online publications and websites, VIP insider subscription services, online news feeds, social platforms, daily newsletters, mobile apps, and syndication through major sports news sites. Mobile is a core focus, accounting for more than 48% of total usage on its platform. Collectively, its sites have more than 25 million users, 15 million social followers, and 1.5 million daily newsletter subscribers.

HIGH-PACED, DATA-DRIVEN ENGAGEMENT WITH EMAIL

Email newsletters and alerts, as well as mobile apps and notifications, are a core channel for delivering sports news to its customers. The timeliness and burst rate of email is a major issue for information publishers. In the world of specialized sports publishing, late news is old news, and currency is a major component of the company's business value. With breaking news, hot takes, and the latest data, the company delivers as fast as its customers (and social media) demand. That speed not only increases engagement and perceived value of the service, but consistent "first out of the gate" delivery helps build better marketshare and monetization of the information.

BUSINESS REQUIREMENTS

- Support for a business driven by real-time information
- Experience handling very high email volume and offloading at scale
- Reliably high inbox delivery rates
- Responsive customer support and deliverability expertise
- Cost-effective pricing

FUNCTIONAL REQUIREMENTS

- On-demand, not batch, email delivery model
 - High-performing APIs for message generation
 - Real-time message and performance data via API
 - Guaranteed burst rates, dynamic message throttling, and IP reputation management
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Yet, for a fast-growing business like this one, it is the pace of content and product innovation, not the delivery mechanism, that is a strategic differentiator. Scaling email infrastructure isn't a core competency. The company realized that offloading email delivery would allow its team to focus on what matters most—if it could find a partner that could match its growth and volume with the scalability, elasticity, and deliverability that its business model demanded.

HITTING THE INBOX WITH SPARKPOST

In the past, the business had used a traditional email service provider to send its email messages, but found that the ESP's architecture and business model were not a fit for the sort of real-time messaging it required. After evaluating email services on the market today, the company selected SparkPost, citing its superb delivery to the inbox, ability to generate individually personalized messages in real-time, and experience providing expertise and service to high volume senders.

By switching to SparkPost Elite's dedicated message generation and delivery environment, the company realized both significant boosts to both scalability and cost efficiency. Moreover, the deliverability of its messages improved, a key enabler of its engagement strategy.

The benefits of choosing SparkPost are clear for this brand:

- SparkPost's flexible, API-driven architecture not only meets the company's demanding performance requirements, but also provides a highly scalable foundation for continuing rapid growth.
- SparkPost's superb deliverability to the inbox—the best in the industry—maximizes the reach and impact of its real-time news and data.
- The pricing of the SparkPost cloud email service is transparent and predictable—and a better value for a frequent, high-volume sender like this one.
- The expertise and responsiveness of the SparkPost deliverability and services team allows the company's team to focus on their core mission—with full confidence in their partner's team and technology.

Today, this publisher uses email as a core channel for engaging millions of serious sports fans. The company is poised for continued rapid growth—and can rely on SparkPost's high-performance, scalable email delivery to help it get there—and its high-value, real-time news and data into the inbox.

About SparkPost

SparkPost is the world's number one email infrastructure provider. Our customers — including Pinterest, Twitter, CareerBuilder, LinkedIn, Salesforce, Zillow, and Comcast — send over 3 trillion messages a year, over 25% of the world's legitimate email. The SparkPost service for sending API-driven transactional and marketing email provides the industry-leading performance, deliverability, flexibility, and analytics they need to drive customer engagement for their business.

 **Start Delivering Customer Engagement Today.**

Call **877-887-3039** or email hello@sparkpost.com.

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