

# Rely on the Email Delivery Partner That's Got Your Back

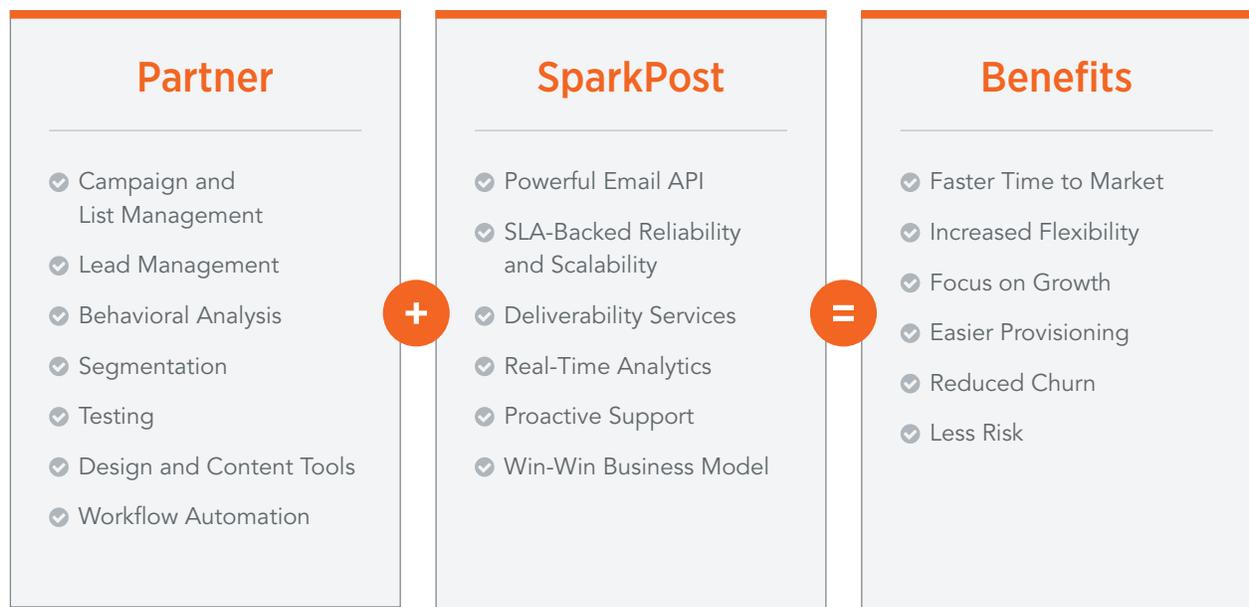
Give your customers unmatched inbox placement and detailed analytics about email performance—with rock-solid reliability and a team you can trust

## SPARKPOST DELIVERS FOR PARTNERS

SparkPost's API-driven email delivery service empowers marketing campaign solution providers to focus on their competitive differentiators instead of being distracted by the complexity of managing email infrastructure and deliverability. And SparkPost is focused on what we do best—getting email to the inbox—not trying to compete with our campaign solution provider partners.

## RELIABLE TECHNOLOGY AND A RELIABLE PARTNER

Marketing innovation and customer expectations are moving faster than ever, and the need for a reliable technology partner has never been greater. Marketing technology companies building for growth can't depend upon other infrastructure providers with aging data centers and competing business models.



Maintaining email infrastructure is resource-intensive and is a distraction from developing core differentiated value for marketing campaign solutions. That's why partnering with SparkPost is a better way.

#### **Email delivery you and your customers can count on**

Uptime and peak capacity are mission critical for marketing campaign providers, and missing or delayed emails lead to customer churn. SparkPost offers the unmatched inbox delivery and reliability that marketing campaigns require. In fact, SparkPost's scalable infrastructure is unmatched by any other technology, on-premises or in the cloud. No wonder our technology is trusted to deliver more than 25% of the world's non-spam email.

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“SparkPost eliminated the email delivery 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, CEO, ITERABLE

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#### **Full-service deliverability management**

Any marketing solution that sends email understands how complex and time-consuming mediating global ISP relationships can be. SparkPost's deeply experienced professionals are a key asset to help partners maximize their success and rest easy knowing their email is being delivered by rock solid technology and a trusted team.

#### **Real-time email analytics and visibility**

SparkPost's API provides real-time analytics about deliverability and message performance, from bounce, open, click-throughs, and more. Partners have deep, real-time insight to their customers'

email delivery health that can be incorporated into a marketing platform UI and used to bolster segmentation and inform campaigns.

#### **Sophisticated features to support marketing solutions**

SparkPost offers marketing campaign providers a great email API—and more. Deep analytics, granular control of suppression lists, and multiple webhook endpoints let you build marketing features that engage, retain, and rapidly grow your user base.

#### **Faster onboarding and provisioning with fewer risks**

SparkPost's automation features, sub-account capabilities, and compliance tools make it easy for marketing solutions to deliver a great customer experience with less manual overhead—and to protect their overall performance and sending reputation.

#### **A partner marketing solution providers can trust**

Email delivery is what we do, period. We know that supporting our customers' and partners' growth is the bedrock of our business. We partner with leading marketing campaign solution providers to ensure marketers have all the tools they need to get the absolute best results from their email programs. If your email infrastructure partner is trying to compete with your business, consider whether you want to trust a competitor with such a mission critical part of your business.

#### **The company you keep**

Leading marketing campaign solution providers already are achieving growth and strategic benefit by partnering with SparkPost. And they're delivering more for their customers. SparkPost has over a decade of experience building and powering partners with the world's best-performing email infrastructure. In fact, SparkPost's technology is trusted to power the largest ESPs in the world. But we deliver more than great technology—our business is aligned with that of our marketing solution partners.

## **How to Get Started as a SparkPost Partner**

Reaching out to SparkPost's Business Development team is the best way to get started. Our partner request form makes it easy to get started. We'll respond quickly. When we reach out, we'll schedule some time to speak to your team to understand your business, sending volume, and what kind of partnership works for your business.

## **ABOUT SPARKPOST**

SparkPost is the world's fastest-growing email delivery service. Our customers send over 3 trillion messages a year, over 25% of the world's non-spam email. The SparkPost service for sending API-driven transactional and marketing email provides the industry-leading performance, deliverability, flexibility, and analytics that cloud apps and services need to drive customer engagement for their business.

## **Learn Why SparkPost Delivers More.**

Call 877-887-3031 or email [partners@sparkpost.com](mailto:partners@sparkpost.com).

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