SAILTHRU

How Sailthru Deploys Hundreds of Millions of Personalized Emails Daily Using PowerMTA™

DIGITAL MESSAGING INFRASTRUCTURE BENEFITS TO SAILTHRU:

- Ability to manage large volumes of email traffic
- Capacity to transfer messages from queue to queue under heavy volume
- Legendary stability at a reasonable price point
- Ability to maintain large clusters of servers effortlessly
- Ease of configuration and customized deliverability data

OVERVIEW

Sailthru deploys hundreds of millions of automated outbound messages daily. Prior to selecting PowerMTA™, Sailthru utilized an open source solution, Postfix. While most US-based ESPs and marketing automation technologies experience a digital messaging rush in the morning and early afternoon, Sailthru personalizes delivery time for each individual user based on when they are most likely to open email and convert. This results in high volumes of messages sent around the clock. Therefore, Sailthru demanded industrial-strength messaging infrastructure that would manage its rising email volume and, above all, required stability and dependability in its deliverability platform.

❝ PowerMTA™ has provided Sailthru with a rock solid application that we can push to the limits—and we never have to worry about missing a beat.**❞**

— DIRECTOR OF GLOBAL DELIVERY, KEN PFEIFFER

CHALLENGES

The open-source challenges that Sailthru experienced prior to selecting PowerMTA™ were many. From a traffic management perspective, the ability to manage and maintain large clusters of servers became too complex for Postfix, leaving it prone to error. Small custom configuration changes were complicated and posed a great challenge—tasks such as optimizing sending patterns across a varied customer base ultimately proved too cumbersome. Open Source systems (tools) are great for start-ups, but are not necessarily equipped to manage the unique sends of large senders and ESPs. For example, Open Source tools don't allow you to configure the number of connections to open, or set the number of simultaneous connections, nor do they provide the number of delivery attempts per hour, when throttling sends. With today's explosion of automated marketing systems, configuring connection directives is critical. Mature ESPs are distinguished by their marketing automation tools and strategies but also by the underlying messaging platform.

ABOUT SAILTHRU

Winner of the 2018 "Best Mobile Messaging Based Marketing Solution" award by MarTech Breakthrough, Sailthru improves customer engagement and retention with today's leading ecommerce and media brands. Sailthru is an omnichannel marketing technology company with an international client base. Based in New York City, the company's solution allows for automated marketing decisioning and engagement based on explicit and implicit user data natively collected from all marketing channels. This data drives 1:1 personalized experiences which are proven to drive increased revenue.

Learn more at sailthru.com.

SOLUTION

By selecting PowerMTA™, Sailthru radically enhanced its messaging performance and dependability, focusing on the ease of configuration and traffic management patterns. PowerMTA™ impressed Sailthru with its ability to view queues in real-time, and the flexibility to transfer messages from queue to queue under heavy volume, while load times rapidly diminished. Another important feature was the responsiveness of the reporting interface during peak times—it would load immediately and give Sailthru direct views into the responses from the receivers. Additionally, tracking campaigns by JOBID also improved visibility into their client stream.

TAKEAWAYS AND DECIDING FACTORS

Sailthru closely analyzed the leading commercial offerings in the space and after thorough review and evaluation, selected PowerMTA™ to be their mission critical email delivery solution. There is much to consider before choosing a commercial grade MTA. But, collectively, Sailthru felt that ease of use, along with performance and legendary stability, a rich feature set, and a reasonable price point made PowerMTA™ a sound investment for their sending environment.

ABOUT PowerMTA™
BY SPARKPOST

SparkPost's PowerMTA™ product delivers industry-leading performance and a constantly evolving feature set to meet the demands of today's email delivery ecosystem. PowerMTA™ is trusted by some of the world's largest senders like Microsoft, MailChimp, ActiveCampaign, and Mailkit to deliver communications that are critical to business success. PowerMTA™ streamlines sending management to maintain and build your reputation so that you can provide an exceptional customer experience.

Visit **www.sparkpost.com/powermta** to learn more.

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