Measuring ROI: The Value of Email Delivery Reporting in PowerMTA™
EXECUTIVE SUMMARY

Have you ever wondered what the ROI would be on a software purchase for your company? Will the product offset the cost by bringing benefits to your organization? PowerMTA™ determines the ROI by reducing human interaction, allowing fewer points of failure, and exponentially increasing deliverability for your clients. Reporting then becomes mission-critical to ensuring timely resolutions. PowerMTA™ gives users unparalleled insight into the delivery processes both during and after each mailing. The reports available in PowerMTA™ are extensive and highly granular. The detailed nature of the reporting demonstrates the proactive approach used to accentuate deliverability while maintaining an aversion to risk. PowerMTA™ is known to help reduce problems in sending, increase efficiency, and subsequently increase ROI. PowerMTA™ accomplishes all this while concurrently leveraging your existing architecture, and is a solution specifically designed to manage an increasingly complex delivery landscape across a number of verticals. Companies benefiting from PowerMTA™ include leading email service providers, top financial institutions, major publishers, and many prominent consumer brands.

Often times, email software is purchased, but it is never actually examined if the cost of the product can be offset by the benefits it brings to an organization. This could be due to an inability to directly correlate the merits of the software to a dollar amount, an inability to measure or quantify how the software works, or any number of other reasons. To that end, PowerMTA™ offers an extensive set of reports to help any organization determine if their mailings are being delivered, and subsequently, if the software is having a positive impact on business.

When dealing with various mail servers it may be difficult to establish what has happened to the mails that were injected into the system. Were they delivered? How quickly were they delivered? Which emails went out the quickest, which went out the slowest? Did they bounce? What was the primary reason for the emails bouncing? What can be done to ensure maximum deliverability in the future?

PowerMTA™ can give you insight into the delivery process both during and after a mailing, which in turn will help to answer all of the aforementioned questions.

The reports available in PowerMTA™ are extensive and include among other reports:

- **bounce-categories** - Shows most frequent bounce categories (e.g. badmailbox, spam-related, etc.)
- **delivery-times** - Shows times and recipients / time from queuing to delivery
- **message-counts** - Total counts of recipients and volume for messages and bounces
- **top-bounce** - Top bounce domains, aggregated by DSN code (reason)
- **top-domains** - Domains with the most recipients, bounces, and delivery times
- **top-rates** - Data transfer and recipient rates over time
- **VMTA-summary** - High-level VirtualMTA traffic summary

Other reports are available, but these are some of the primary reports that can be used to help in deliverability. For messages still in-queue, PowerMTA™ offers a variety of data including:

- Real-time error reporting
- Dynamic configuration based on responses from remote mail servers
- In-depth traffic counters
- Individual mailing data (e.g. newsletter1 vs. newsletter2)

Through these reports, it becomes easy to identify problem areas, the cause of the problem, and what can be done to ensure that the same thing doesn't happen in future mailings. Bounces become easy to identify, both at an individual level, a domain level, and a system wide level. Making the determination of why the messages bounced is an important part of managing any email solution, as the emails that didn't get delivered are the cause of more concern than those that made it to the inbox. Below is an example of the data that is used in determining bounce classifications.
Through these simple reporting methods the value of PowerMTA™ can be seen in helping to reduce problems in mailings, increase efficiency in deliverability, and subsequently, increase ROI. PowerMTA™ is a solution specifically designed to manage an increasingly complex delivery landscape and is widely-used across a number of verticals. See for yourself how PowerMTA™ can help you better manage your I/O messaging streams by contacting SparkPost for a free and fully-functional evaluation today.

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.