



Email Service Provider, Campaign Master (UK) Ltd.

CASE STUDY



Case Study: Campaign Master (UK) Ltd Deploys PowerMTA™ From Day 1 – Has Never Looked Back

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SUMMARY

Email Service Provider, [Campaign Master \(UK\) Ltd](#) offers a highly intuitive, reliable, fully scalable, secure email marketing platform (SaaS) that's trusted by companies worldwide, from email marketing newbies to enterprises. As an optional fully managed service, Campaignmaster's email sending volumes are confidential but rank among the UK's highest volume senders of legitimate email. Campaign Master (UK) Ltd prides itself on its proactive live and personal customer support. PowerMTA™ allows Campaignmaster's clients to add functionality through advanced delivery elements as their needs grow, such as encryption, for example.

Managing director Gurjeet Dhillon reports: "After thorough evaluation, we selected PowerMTA™ for the following principal reasons: Capacity to deliver large volume of emails efficiently. A single PowerMTA™ enterprise server can deliver well over 3M emails per hour. Additionally, PowerMTA™'s throughput and innovative feature set which includes:



Multiple DKIM Support:

PowerMTA now officially supports double DKIM signing a message. This is a direct requirement of gmail when using their feedback loop.



VirtualMTAs:

That allow to easily manage different mail streams of branded domains and dedicated IPs, which are offered as a standard feature to all clients.



Powerful APIs:

That allow Campaign Master (UK) Ltd to easily integrate with its email marketing platforms including efficient email bounce management tools with pre-defined or custom bounce categories and **feedback loop control**.



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Encryption

Currently in Beta, PowerMTA v4.5, features Transport Layer Security (TLS) protocol over SMTP which offers certificate-based authentication and helps provide security-enhanced data transfers by using symmetric encryption keys. The sending industry is moving more to a secure and encrypted sending model, and it is necessary to track if a given message was delivered over a secure socket, and if so, what protocol and cipher were used. In PowerMTA v4.5, we've added advanced TLS handshake performance optimizations specifically to benefit high volume sites using opportunistic TLS globally, while having thousands of simultaneous outbound connections active. This feature is available in the Enterprise license only.

SOLUTION

Mr. Dhillon concludes: "There were no significant challenges that drove us to adopt PowerMTA™, since Port25 were our chosen supplier from the day we opened our doors. And because service and support was consistent and we've never looked elsewhere. As mentioned above, we chose PowerMTA™ for its powerful and pioneering sending features, ease of use, granular control and ability to innovate quickly for further elasticity for high-volume delivery."

"We chose to work with PowerMTA because they were able to provide us the tools to offer our customers reliable, high-volume delivery, powerful features, and general ease of use. Port25's friendly approach, both pre-sale and after-sale, have remained consistent over the years, and their very responsive support allows us to offer our clients the level of responsive customer service we pride ourselves on." – Gurjeet Dhillon, Managing Director

ABOUT CAMPAIGN MASTER (UK) LTD

Campaign Master (UK) Ltd is a leading supplier of email marketing software and services. We work with professional marketers across the globe, offering them extremely easy yet powerful email marketing tools. Our specialties include powerful split testing, automation, integration, and designing and building mobile-responsive templates. We partner with firms in all vertical markets and pride ourselves on our excellent customer service and dedicated account management.