



CASE STUDY

[Jobtome.com](#) Replaces 30
Postfix Servers with a
Single PowerMTA

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RESULTS:

Sent 2.5 million emails per hour on one PowerMTA instance

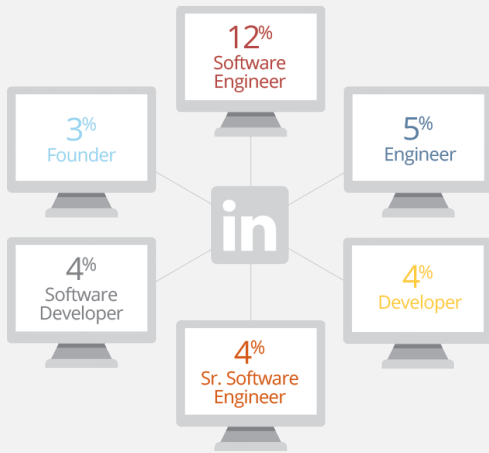
90% emails are delivered instantly (1<minute)

Average delivery time is 7 minutes.

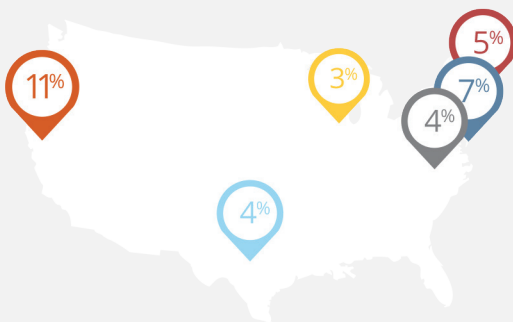
Siloed bounce processing of 12 Postfix instances replaced by an intelligent built-in PMTA bounce processor

Intelligent Feedback loop processor in PowerMTA

Port25 LinkedIn Engagement By Job Title



Visitor Segment Based on US City



Jobtome.com helps job seekers access millions of jobs gathered from hundreds of thousand's of recruitment agencies and employer sites across Europe. Jobtome.com helps companies reach millions of job seekers via pay-per-click based job advertising services.

THE CHALLENGE: MANAGING 30 POSTFIX INSTALLATIONS

Email is a key business driver within the Jobtome daily operation. The majority of customer interactions are facilitated via email. On a monthly basis Jobtome.com sends more than 300M emails (and growing). Their main challenges include but are not limited to:

- Managing 30 Postfix installations on virtual servers was quite labor intensive;
- The verification of deliverability through database queries was cumbersome and did not generate a comprehensive delivery performance overview;
- Jobtome.com processed bounces separately on all the Postfix instances. A script checked the mailbox to elaborate bounces;
- There were no Feedback loops in place.

THE SOLUTION: REPLACE 30 POSTFIX INSTANCES WITH 1 POWERMTA BOX...

Upon request, Postmastery conducted a requirement analysis into Jobtome.com email functionalities. The analysis showed that PowerMTA, was an obvious choice to manage volume. Postmastery installed all the required software and supported Jobtome in selecting the right on-premise email infrastructure (2x Xeon (16x core) processor, 32GB RAM and a 3x960GB SSD disk).

“The performance and stability of the PowerMTA based system is impressive. I would highly recommend [Postmasterly](#)’s services to any ESP or owner of a sending platform who considers an in-house email delivery solution”. —Lorian Bevilacqua (Email specialist at Jobtome)

After an 8 week IP warm-up process and new outbound ISP configurations in place, including an extensive knowledge transfer, [Jobtome.com](#) began sending the first transactional and marketing related emails via the new platform in November 2015. The total volume of all email streams have now been migrated to the new self-hosted email infrastructure. [Postmasterly](#) is now managing, monitoring and optimizing email delivery measures for [Jobtome.com](#).

THE RESULT: 2.5 MILLION EMAILS PER HOUR

The results of the new self-hosted email solution are clear:

- Sent 2.5 million emails in peak hour on one PowerMTA instance;

TRAFFIC TOTALS

	IN	OUT
TOTAL	230,712,300	228,520,753
LAST HOUR	1,292,272	1,289,202
TOP/HOUR	2,538,857	2,500,448
LAST MINUTE	10	2,404
TOP /MINUTE	138,140	51,577

- Average delivery time is 7 minutes. 90% emails are delivered instantly (1<minute);
- More than 30 Postfix instances replaced by 1 PowerMTA;
- Complex bounce processing which involved 12 Postfix instances replaced by a intelligent built-in bounce processor in same PowerMTA instance;
- Fully automated and built-in Feedback loop processor in PowerMTA;
- Delivery analytics through complex MySQLqueries is replaced with [Postmasterly](#)’s Delivery Analytics platform which runs at Google scale and offer a tailored online dashboard and email delivery alerts. Now there is more time for the analysis of the data and metrics at [Jobtome.com](#)

EVALUATE POWERMTA (FREE TRIAL)

PowerMTA compliments your technology stack whether it’s on premise or in the cloud. Increasingly, cloud based senders and enterprises are integrating PowerMTA with other front end applications for maximum delivery and granular controls. [Learn More](#)

ABOUT PORT25

Port25, A Message Systems Company, provides highly focused email delivery software that addresses the ever-expanding needs of client communications and digital messaging apps. Port25’s flagship product, PowerMTA™, has a global footprint, with over 4,000 installations in more than 51 countries. (PowerMTA v4.5 is a major new release of PowerMTA. It includes a wide variety of new advanced features and functionalities that allow for greater flexibility and delivery control to help maximize overall performance and deliverability. For additional information on the release and future feature requests, contact support@port25.com) [Learn More](#)