MailerQ
The most powerful MTA

Messages statistics

Connects	Attempts	Deliveries	SMTP errors
914	8399	7677	91

Upcoming retries

60s 120s 180s 240s 300s 360s 420s 480s

562 678 526 419 400 434

n upcoming retries
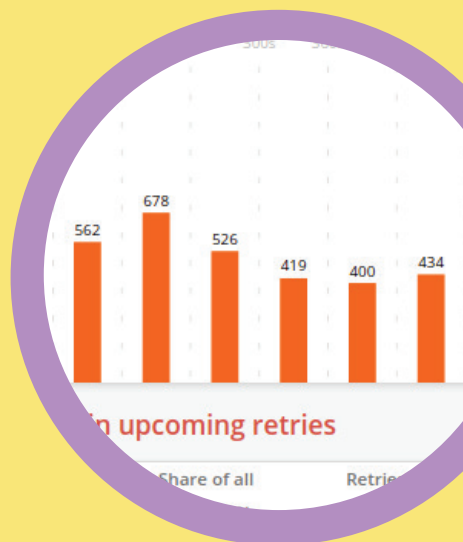
Share of all   Retrie

TIME-SAVING DELIVERABILITY MANAGEMENT
WITH MAILERQ

DopplerQ

Introduction

Doppler (founded in 2006) is Latin America's leading email marketing software provider (ESP). Their application enables more than thousands of active users in over 20 different countries to easily send, monitor and optimize email campaigns. Since their launch, Doppler has rapidly grown into one of the most well-recognized email marketing applications across the Spanish speaking countries. To maintain this leading position in an environment that is so dynamic requires constant adaptation. As an ESP, having a Mail Transfer Agent (MTA) that is flexible and able to adapt to the latest developments in the email industry is essential in achieving this. Doppler previously relied on their custom-built MTA as their sending solution. However, as their email marketing software reached a new level of maturity and as the company began to grow, it became more time-consuming and complex to keep their custom-built MTA up to date. In addition, their previous solution that they developed 10 years ago, lacked the tools, dashboards and reporting that help them efficiently monitor and retain their deliverability rate. They found a more suitable solution with MailerQ which offers out-of-the-box features and clear reporting to manage their deliverability on the go.

Previous solution:
TIME-CONSUMING

The email environment is highly dynamic and competitive. To protect their users from unwanted and malicious emails, Internet Service Providers (ISPs) such as Yahoo and Gmail are continuously adapting their receiving protocols. Many of these protocols are decided by advanced algorithms which mean they can change every minute. In order to keep up with these changes, it is essential to closely monitor and analyze the results of the deployed emails. However, the solution that Doppler previously relied on lacked proper reporting and dashboards which meant that some delivery issues remained hidden.

For Doppler, adapting to ISPs' protocols also meant that whenever there were changes herein, they had to alter the source code that their custom-made MTA was built on. Constantly altering the source code of their MTA was a timely process. One that did not only require investment in manpower, but also increased the chance that deliverability damages were done before the updates could be implemented.

> *With our previous solution, it was hard to monitor and view real-time information of the emails we were sending.*
>
> **Diego Noya, CTO Doppler**

In addition, as Doppler began to grow, the lack of solutions in terms of deliverability compliance became a liability. They had a hard time warming up IP-addresses of new customers and were unable to properly respond to the SMTP server response codes. They felt an increasing need for tools that supported the automation of these processes.

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The solution:

A SCALABLE INFRASTRUCTURE BUILT FOR GROWTH

Doppler was going through a stage of growth, which their previous sending solution could not keep up with. They needed a more scalable sending solution that was able to keep up with industry developments and best practices, help them to monitor their performance and provide them with the necessary tools to manage their deliverability settings which led them to MailerQ.

MailerQ provides Doppler with features that allow them to manage their email delivery on the go. One feature they are especially excited about is the Response Patterns tool which allows them to classify bounces, process feedback loops and adapt their sending behavior based on server responses. This was lacking in their previous solution. They are also excited about the Email Throttle Schedules which enables them to automate the IP-warm up process. This helps them to effectively minimize deliverability issues and maximize the results of their customers' email campaigns.

> *The schedule plan for warming up IPs that MailerQ provides is great!*
>
> **Diego Noya, CTO Doppler**
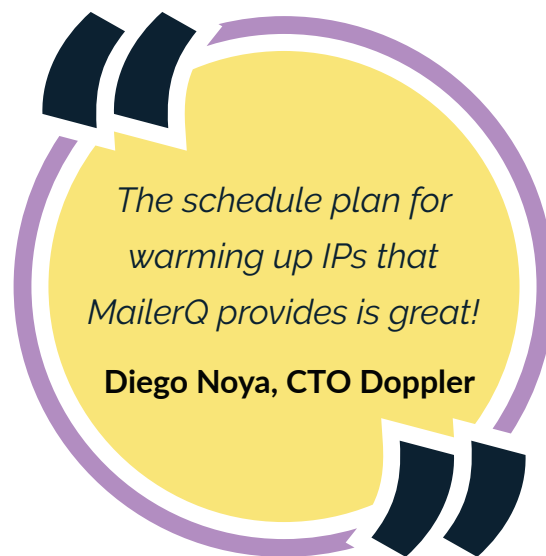
MailerQ is continuously releasing new features and improvements. Instead of constantly altering the source code of the MTA based on ISPs responses, Doppler relies on MailerQ to release new updates that adhere to industry standards. This saves them a lot of time, time that is otherwise spent on improving their own email application that so many users rely on. They are also able to better monitor their performance.

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Elaborate support

There are a lot of challenges involved in sending emails at a scale like Doppler does. Therefore, it was important for them to select an MTA-partner that understands this and that has thorough knowledge of these challenges. They found the continuous support and knowledge that MailerQ offered invaluable, both during the migration and beyond. This helped to resolve many of the issues that they encountered with their previous solution and enables them to continue on the highway to growth.

Getting started with MailerQ was pretty easy. We did some preparation work to get ready for production, but to get it going was very easy.

Diego Noya, CTO Doppler

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About MailerQ

MailerQ is a high-performance on-premise Mail Transfer Agent built for sending and controlling large volumes of email. It is built with a strong focus on performance, ease-of-use and insight, and comes packed with an intuitive Management Console and functionality necessary for every serious sender to retain and improve their sender reputation and deliverability rates. That's why it's increasingly becoming the preferred solution of choice for senders of all kinds, from Email Service Providers and e-commerce platforms to banks and government institutes.

For more information go to www.mailerq.com

About Doppler

Doppler is an Email Marketing tool that allows you to reach your clients in a simple, fast and effective way. Designing outstanding Email Campaigns that fit perfectly on all screen sizes and Email clients has never been so simple! This app with more than 10 years of experience has firmly consolidated its market leadership in Latin America with more than 100k users.

For more information go to www.fromdoppler.com