

INBOX MARKETER CASE STUDY

**MANAGING REPUTATIONS EFFICIENTLY
WITH MAILERQ/TEKSID.E.IO**





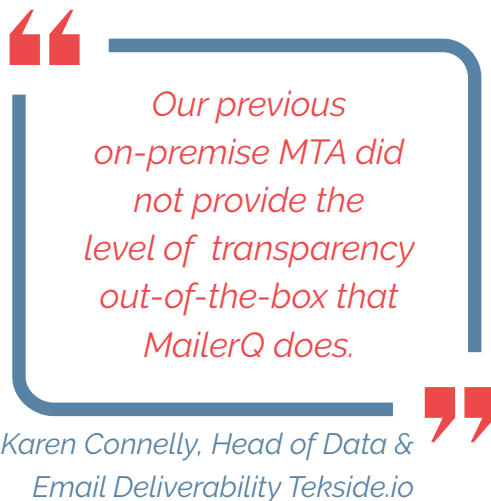
Successful Collaboration

Inbox Marketer (founded in 2002) is Canada's leading email marketing agency. They focus on providing actionable data-driven insights and profitable business outcomes for a wide array of customers across Canada and the United States. Their core business revolves around email marketing - from campaign services to helping companies organize their ecosystems. An important part of what Inbox Marketer does revolves around managing their client's deliverability - the foundation upon which email marketing is built. Tekside.io is relied upon to manage this as Inbox Marketers development and operations partner. Started in 2019 as a spin-off of Inbox, Tekside's team of diverse developers and programmers partner with agencies to provide technical expertise at speed. After all, email marketing can not be effective if the sent emails fail to arrive in the subscriber's inbox. Fortunately, with the help of Tekside.io, they have managed to earn top honours in deliverability services - exceeding deliverability rates that outperform the industry average. Having a Mail Transfer Agent (MTA) that provides detailed insights into the delivery is essential in achieving this. But the sending solution they previously relied on lacked data transparency. In addition, monitoring was taking up too much time now that the leading email marketing agency was growing at a rapid pace. They found a more suitable solution with MailerQ which offered them out-of-the-box result processing necessary to manage their client's reputation efficiently.

Previous solution

ZERO VISIBILITY

A crucial component to email deliverability is sender reputation - a high sender reputation equals a good deliverability rate. Tekside.io manages the sender reputation of both IPs and sending domains for Inbox Marketer's diverse client base, which ultimately consists of high volume Enterprise senders.



For high volume senders, maintaining a good reputation comes with its own set of challenges due to the sheer volume and different types of emails that get sent. To protect the reputation of trustworthy senders and the emails they send, Tekside.io works with multiple IPs and domains. In order to manage the sender reputation across all of these different clients it is critical to have visibility by IP, domain and ISP. However, in their previous sending solution this data was not easy to find, if available at all. In addition, there was a lack of data visibility which meant there was a risk for performance issues and more. This meant that some clues, which help identify the cause of a performance issue, remained hidden, with sometimes inaccurate fixes as a result. For Inbox Marketer and their clients this translated into wasted time and higher business costs.

The data that the previous sending solution did provide was predominantly obtainable through timely and manual process. The fact that the data was only visible in the log files made it for instance harder to track down the IP address of a client that was sending spam. Overall it was lacking efficiency.

The solution

OUT-OF-THE-BOX DATA TRANSPARENCY WITH MAILERQ

Tekside.io was in the process of adopting newer tech and queuing systems to allow for faster transmission and transformation of data in the organization. Since the previous MTA did not fit in this approach it was time for a more scalable solution, which led them to MailerQ.



Phil Thomson, Vice President Tekside.io

MailerQ provides Tekside.io with out-of-the-box data transparency and data availability that was previously lacking. Using tags (i.e. labels that you attach to a message) Tekside.io can quickly gain insight into the live statistics per customer, as well as information on the success rates of a delivery per ISP, sending IP and the last errors that occurred for a specific selection. This gives them the necessary data to efficiently manage the sender reputation of Inbox Marketer's customer base.

Top tags in upcoming retries			Tag statistics									
Tag	Share of all	Retries	Tag	Attemp...	Deliver...	SMTP e...	SMTP g...	In-me...	Parked	Succes...	Failure ...	Queu...
Promotional	72.0%	6444	Promotional	6278	5547	51	680	62	0	75.0%	25.0%	218
Transactional	28.0%	2511	Transactional	2548	2276	15	257	22	0	89.0%	11.0%	86
InternalEmail	19.5%	1745	Audi	1702	1504	14	184	15	0	87.9%	12.1%	50
KLM	19.2%	1718	ATT	1678	1492	16	170	10	0	88.5%	11.5%	50
ATT	19.0%	1705	InternalEmail	1653	1454	12	186	15	0	88.0%	12.0%	69
Webshop	19.0%	1704	KLM	1617	1446	9	163	18	0	89.1%	10.9%	64
Audi	18.3%	1642	Audi:Promotional	1272	1122	12	138	12	0	88.0%	12.0%	35
InternalEmail:N...	14.7%	1318	ATT:Promotional	1236	1099	13	124	7	0	88.5%	11.5%	33
InternalEmail:Pr...	14.7%	1318	InternalEmail:Newsletter	1246	1094	8	143	9	0	87.4%	12.6%	49

Tags: many-to-many labels that you can attach to messages for identification

The richness of the data is superior to anything else we've had.

Karen Connelly, Head of Data & Email Deliverability Tekside.io

The rich data that Tekside.io receives from MailerQ is enhanced with elaborate monitoring dashboards (Grafana and ELK). This provides a comprehensive overview of the performance which allows them to quickly zoom into details without too many break-downs. In one instance, they discovered that one ISP rejected a delivery of one of their agencies as spam. This showed dramatically on the monitoring dashboards which enabled them to take action before the info was passed on to the reporting platform. They managed to immediately resolve the issue and possibly prevent further reputation damage.



The elaborate dashboards provide us instant visibility which allow us to proactively monitor and manage deliverability.

Karen Connelly, Head of Data & Email Deliverability Tekside.io

RESPONSIVE SUPPORT

We worked with aggressive timelines. They were there whenever we needed them in order to help us achieve our goals

Peter Awad,
Head of DevOps Tekside.io

As for Inbox Marketer, the sending solution that they previously relied on had become an integrated part of their business. Replacing the old infrastructure thus required the necessary knowledge, time and care. They received this and more from the teams at MailerQ and Tekside.io. They found the MailerQ team was super knowledgeable; this knowledge, extended with Tekside.io's technical expertise led to a successful transition. But even beyond the migration, the consistent effort from Tekside.io and MailerQ continue to empower Inbox Marketer.

CONTINUOUS FEATURE ENHANCEMENTS

MailerQ is continuously making feature enhancements, something that is greatly valued by Tekside.io. One of the features that they are especially excited about is the configurability of sending rates, as this is something that they anticipate using extensively. Because Tekside.io owns their own sending IPs and data servers, a cloud-only solution was not an option for them. Since they work with customers that are big senders, an on-premise solution offers them more benefits with regards to granular configuration. They like the configurability and features that MailerQ offers.

We like the active roadmap of continuous feature enhancements that we've seen so far. MailerQ has openly asked for feedback and even implemented some of the feature requests that we made.

Karen Connelly, Head of Data & Email Deliverability Tekside.io

The richness of data and the dashboards available make it easy to identify problems, something that was lacking in their previous solution. Tekside.io is planning to ingest this in their own platform in the near future. With MailerQ they can get detailed insights and respond to issues in a timely manner, then configure the settings in a way that ensures something similar does not happen. Bounces are more easily identified, both at IP and domain level, an essential part of managing email deliverability. With these factors, Inbox Marketer is able to continue delivering reliable messages in the right context, to the right people, at the right time.

About MailerQ



MailerQ is built to deliver large amounts of email. Our solution enables you to manage a powerful on-premise SMTP server. Our easy-to-use Management Console provides real-time insights into all traffic going through MailerQ and enables you to control an extensive set of deliverability settings on the fly. With MailerQ messages never have to touch a disk, so you can say goodbye to your expensive hardware and start delivering with higher performance using low-cost servers.

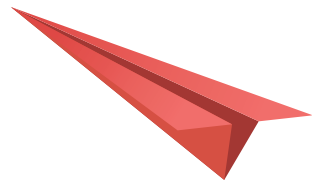
For more information go to www.mailerq.com

About Tekside.io



Tekside.io is an outsourced development partner - a spin-off venture from Canada's leading email marketing agency, Inbox Marketer. Combining a deep specialization in email with veteran DevOps knowledge, they help companies get more from their marketing ecosystem. Located in Canada's Tech triangle, Tekside.io brings together 25 experienced Programmers, Developers and Data Scientists into an agile, performance focused Team.

For more information go to www.tekside.io



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