
AWS
re:Invent

BIZ301

Send and deliver emails from any application with Amazon SES

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Reddit

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AWS

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Agenda



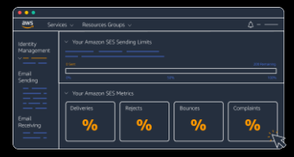
The state of email



Calculus of deliverability



Customer story – Reddit



Demo and deep dive

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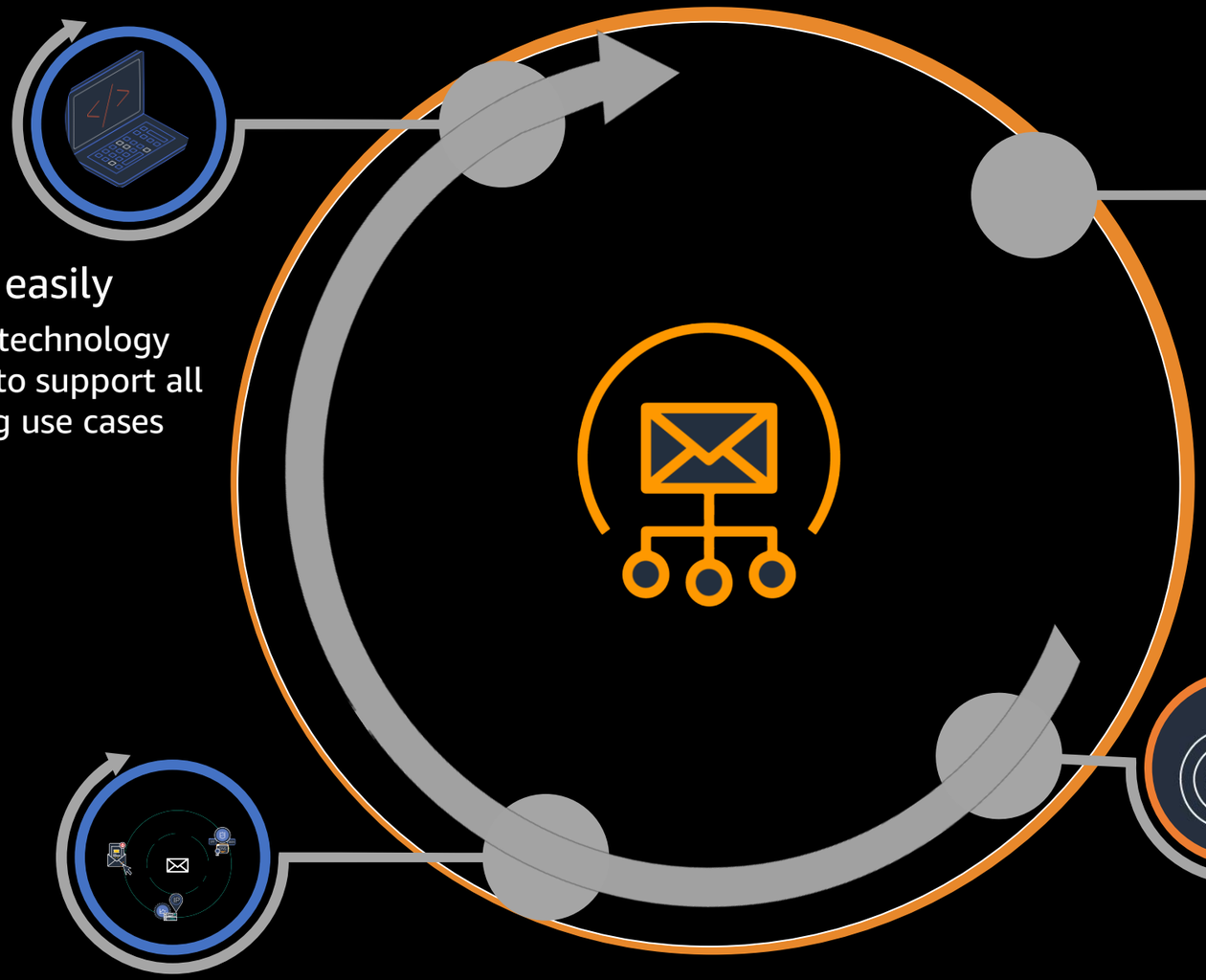
The state of email



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Amazon Simple Email Service (Amazon SES) – 10 years!



Integrates easily

Into existing technology investments to support all email sending use cases

Analytics

Sending results

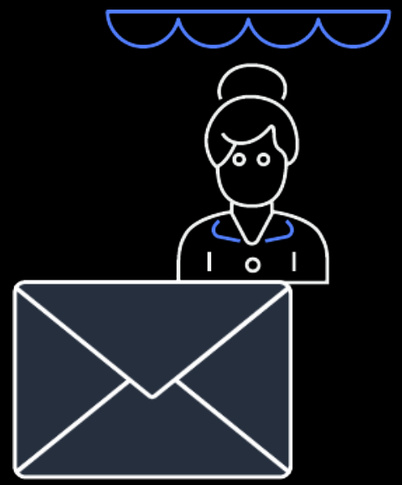
Focus on deliverability

Engagement, trust, reputation

Global

Scale, security, and compliance

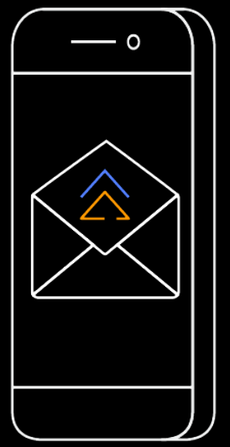
The state of email



Account of record

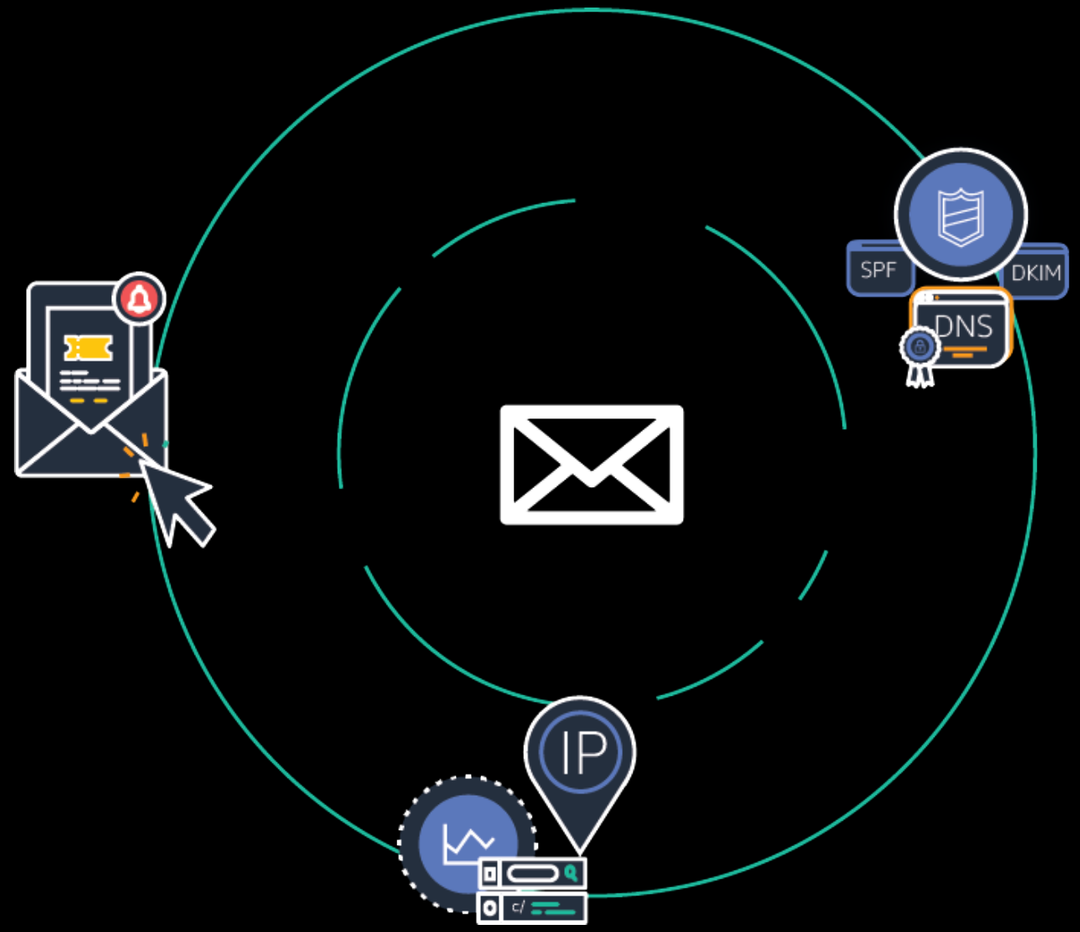


Easily customized



Accessed from anywhere

Calculus of deliverability



Engagement

Trust

Reputation

Calculus of deliverability – Reputation



Reputation

How to measure with Amazon SES

- Reputation dashboard
- Bounce rate
- Third-party reputation tracking

Best practices

- Onboarding (warming up)
- Deployment strategies

Features from Amazon SES to improve

New

- Dedicated IPs
- “Bring your own IPs”
- Mailbox simulator

Calculus of deliverability – Engagement



Engagement

How to measure with Amazon SES

Endpoint deliverability (successful sends, bounces, complaints)

Conversion rates (open, click through)

Unsubscribe rates

Best practices

Send relevant content (personalized, timely)

Respect contact preferences; don’t buy lists!

Honor unsubscribes and complaints

Features from Amazon SES to improve



List management

Calculus of deliverability – Trust



Trust

How to measure with Amazon SES

- Complaint and unsubscribe rates
- Realtime blocked list
- Deliverability dashboard API

Best practices

- Authentication (SPF, DKIM, and DMARC)
- Consistent infrastructure

Reddit

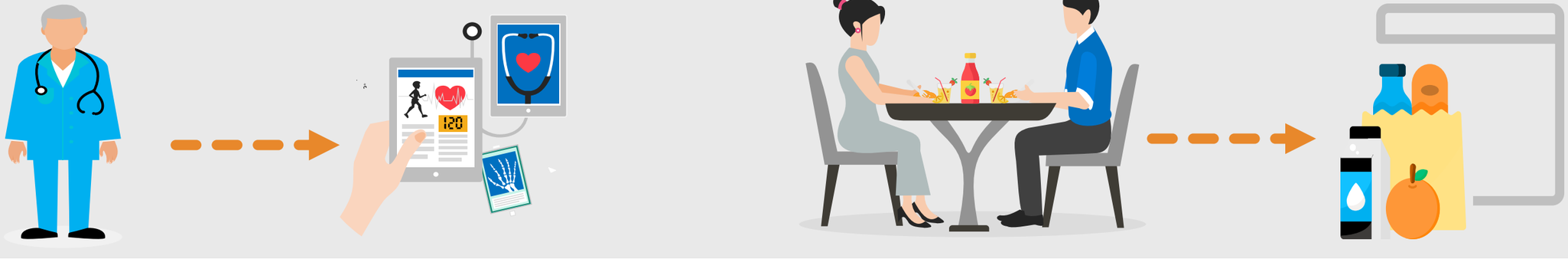
Kevin Zhang



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Email in the time of COVID-19

150 %
growth





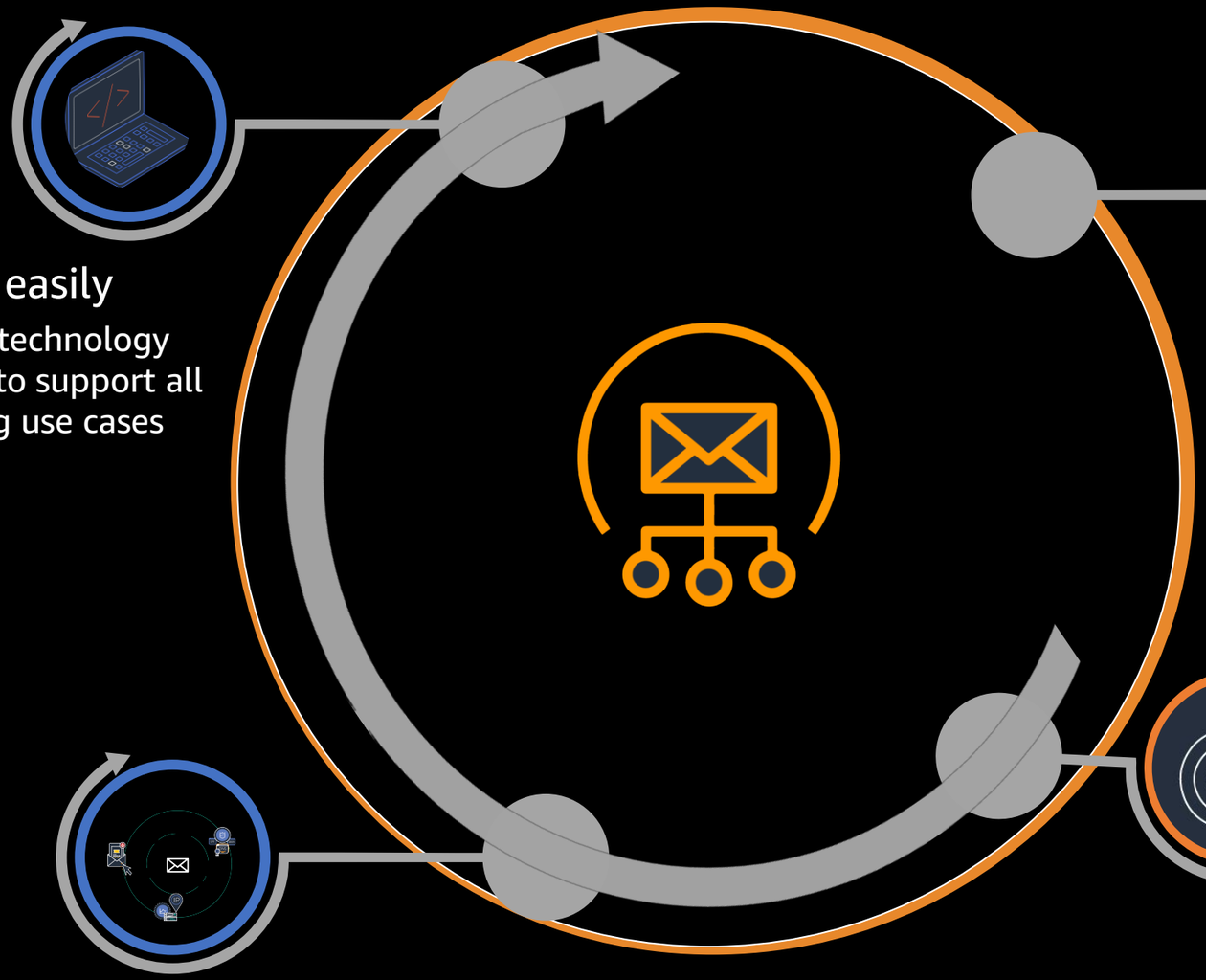
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Amazon SES



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Global

Scale, security, and compliance

Resources



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Get started with AWS Professional Services offerings

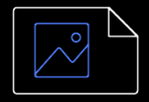
- Proven solutions packaged based on best practices developed over 1,000s of engagements
- Designed to deliver predefined customer outcomes
- Leverage AWS Professional Services standardized delivery methodology
- AWS Prescriptive Guidance time-tested strategies, guides, and patterns https://aws.amazon.com/prescriptive-guidance



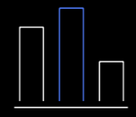
Digital user engagement with Amazon Pinpoint (Align)
Discover how to innovate with Amazon Pinpoint



Digital user engagement with Amazon Pinpoint (Launch)
Enable user-centric engagement experience with Amazon Pinpoint



Amazon Connect
Launch your business line with Amazon Connect



Contact Center on AWS
Discover how to innovate to create business value with Contact Center



Learn more about AWS Professional Services at https://aws.amazon.com/professional-services

Other resources



Product webpage

https://aws.amazon.com/ses



Blog channel

https://aws.amazon.com/blogs/messaging-and-targeting/



Developer guide

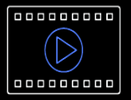
https://docs.aws.amazon.com/ses/latest/DeveloperGuide/Welcome.html

Other Business Applications sessions

SESSION ID: BIZ291-L

Reimagine business applications from the ground up

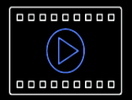
Larry Augustin, Vice President, Business Applications – AWS



SESSION ID: BIZ204

Design critical customer communications with Amazon Pinpoint

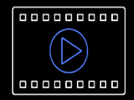
Anne Weiler, Sr. Manager, Product Management – AWS
Adrianna Gutierrez, Business Applications Manager – Fred Hutchinson



SESSION ID: BIZ304

Embed video conferencing in any app with the **Amazon Chime SDK**

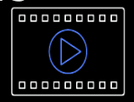
Jennie Tietema, Principal Product Manager – AWS
Mike Antonelli, Lead Platform Management Engineer – Cerner



SESSION ID: EMB022

Amazon Connect and the future of cloud contact centers

Pasquale DeMaio, GM Amazon Connect – AWS
Yasser El-Haggen, World Wide Solutions Architect - AWS



SESSION ID: BIZ205

Origin Energy delivers great agent and customer experiences

Annie Weinberger, Sr. Product Marketing Manager – AWS
Rod Van Onselen, Chief Transformation and Digital Officer – Origin Energy
Liam McWhirter, Head of Customer Journey Transformation – Origin Energy



SESSION ID: BIZ203

Responsive customer service with Amazon Connect

Kentis Gopalla, Partner Practice Lead – AWS
Roy Bacharach, Principal Director – Accenture



SESSION ID: WPS213

Rapidly deploying social services on Amazon Connect

Dominic Catalano, Sr. Specialist Solutions Architect – AWS
Jessica Seale, Digital Director – U.S. Small Business Administration



Thank you!



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