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Email deliverability at scale with Amazon SES

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Agenda

Amazon Simple Email Service (SES)

Amazon SES scalability

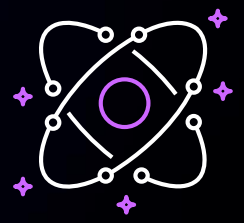
Email deliverability overview

Internet service provider (ISP) role in email deliverability

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Amazon Simple Email Service (SES)

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A scalable, cost-effective, and flexible cloud-based email service that allows digital marketers and application developers to send marketing, notification, and transactional emails from within any application.

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Amazon SES key features

- Dedicated IP and shared IP environments
- Email authentication (DKIM, SPF, DMARC)
- Email event tracking (delivered, bounces, complaints, unsubscribes, opens, clicks)
- List management and subscription management
- Account-level suppression list

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Why Amazon SES?

High performance

Amazon SES is a high performant platform with low latency and error rates; can send millions of emails in hours instead of thousands of emails in days.

High deliverability

Amazon SES maintains a strong reputation among mailbox providers by actively filtering spam and malicious content.

Configurable

Amazon SES allows you to create rules that are applied to the emails you send; helps you separate your promotional emails from order updates and password reset emails.

Scalability

Amazon SES is a highly scalable cloud-based email technology used to send millions of emails every day by thousands of customers worldwide including Amazon.com, Netflix, Reddit, Duolingo, and Iterable.



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Common use cases

Send transactional messages

Keep your customers up to date by sending automated emails such as purchase notifications, shipping notifications, order status updates, and policy change notices.

Send marketing communications

Promote your products and services by sending advertisements, newsletters, special offers, and any other type of content your customers want to see.

Send notifications

Keep your users informed by sending timely information including system health reports, application alerts, and workflow status updates.

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Email deliverability overview

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Rules for successful email deliverability

Send to people who have explicitly requested your email

- Conceptually straightforward but oftentimes hard to follow

Understand the ISP expectations

- ISPs have specific guidelines for delivering messages such as sending speeds
- There are common best practices among most ISPs, such as content development

Sender reputation plays a pivotal role in email deliverability

- IP reputation
- Domain reputation

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Deliverability best practices

Other factors (outside of bounces and complaints) that influence inbox placement and general deliverability to major ISPs:

- Content
- Lists
- Scheduling
- Cadence
- Type of messages sent
- Sender reputation (IP/domain)

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Types of traffic

Marketing messages: Messages that are sent to induce an action like a click through to a product or service page

- Must adhere to country specific spam laws – CAN-SPAM(US), CASL(Ca), GDPR(Eu)
- Typically lower engagement than transactional
- Typically higher spam and unsubscribe rates
- Higher risk, higher reward traffic

Transactional messages: Messages related to a transaction of goods or services between a sender and a recipient

- Higher engagement
- Delivery times extremely important
- Not bound by the same spam laws as marketing messages

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Internet service providers

ISPs set the rules

The primary email goals of ISPs are:

- To protect their users from unwanted messages
- To deliver messages their users want

ISPs have no formal obligation to senders

- No SLAs or agreements from senders to ISPs
- Vital to keep a good relationship with ISPs

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Thank you!

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