

**SendGrid Overview**



SendGrid, the world’s first cloud

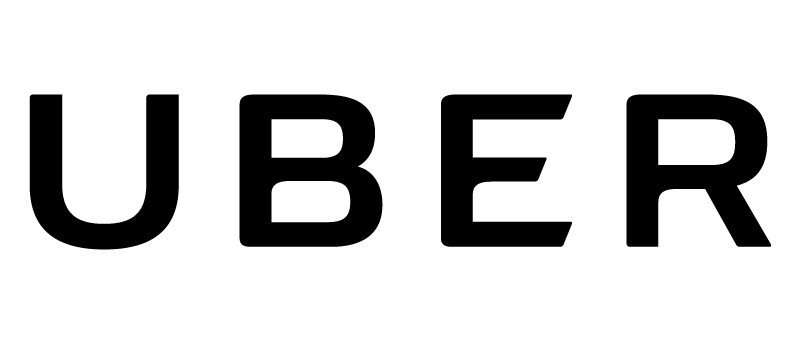
based email platform, now sends

nearly 30 billion emails per month

for businesses around the globe.

Created by developers who set out

to build a better way to send email.



# Why SendGrid



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Deliverability |  | People CostScalability |  | Opportunity CostSupport |
| * Over 30 deliverability experts * Careful new sender evaluation * High quality IP addresses * Feedback loops * ISP monitoring and outreach | * Nearly 30 billion emails per month sent for companies at every growth stage * Flexible APIs to power scaling * Dynamic volume adjustments | * 24/7/365 customer support * 25 technically trained success engineers * Best-in-class self support materials * Dedicated account managers for high volume accounts |



**SMTP or API**

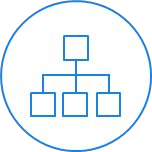
SendGrid’s email delivery engine makes

sure your messages reach the inbox.

# SMTP Relay / API



|  |  |  |
| --- | --- | --- |
| Easy to Integrate | Easy to Use Interface | IP and  User Management |



|  |  |  |
| --- | --- | --- |
| Customized Whitelabeling | Email Suppression / Unsubscribe Management | Analytics and Reporting |

# SendGrid is Plug and Play

Existing Systems

(

CMS, CRM, Database

)

SMTP / API



Third Party

Tools

New

Offerings

Marketing

Campaigns



Why SendGrid Versus...

|  |  |  |
| --- | --- | --- |
| In-House |  | Transactional |
| * Higher ROI, lower total cost of ownership * Leading-edge expertise   in the ever-evolving email space   * Best-in-class deliverability and proven scalability | * Best-in-class   deliverability proven scalability   * On-hand, human   support and deliverability expertise   * Single platform to meet all of your email needs |

# Costing Model for Email Infrastructure

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Technology Cost |  | People Cost |  | Opportunity Cost |
| * Networking * Storage * Servers * Virtualization * O/S * Middleware * Runtime * Data * MTA application * Sender reputation systems   IPs, feedback loops, etc.   * Security DKIM, SPF, TLS, etc. * Message Mgmt, Deployment   Scheduling, Suppression, etc.   * Reporting / Analytics   Deliveries, Clicks, Opens, etc. | * Hardware engineers * Network engineers * Application engineers * Security engineers * Compliance engineers * Deliverability monitoring * Industry / ISP relationship management | ● Time, resources spent on  email infrastructure that could be reallocated to other product / engineering priorities |

# Separation of Responsibilities

|  |
| --- |
| Runtime |

|  |
| --- |
| Data |

|  |
| --- |
| Middleware |

|  |
| --- |
| Security Engineers |

|  |
| --- |
| Storage |
| Networking |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Servers | O/S, Virtualization |  | Hardware Engineers | Network Engineers |

Technology People

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CMS, CRM Applications | User Database |  | Software Engineer(s) | Email Marketing Manager |

**You Manage**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | Engagement Tracking and Reporting | | |  | | --- | | Message Management and Deployment | | Security | | |  | | --- | | Technical Account Managers | | |  | | --- | | Support Engineers | |
| |  | | --- | | Reputation  Management | | MTA Application | | |  | | --- | | Compliance Engineers | | Application Engineers | | |  | | --- | | Deliverability Consultants | |

**SendGrid**

**Manages**

120,000 Customer Sending

