

# DAR Report

## Hubba - Email Provider

Version 1.1

Prepared By: Development Hell

Class: CECS 491-04

Date: December 12, 2022

Github Repository:

<https://github.com/DevelopmentHellaHell/SeniorProject>

### **Team Leader**

Kevin Dinh

### **Members**

Garrett Tsumaki

Bryan Tran

Jett Sonoda

Tien Nguyen

Darius Koroni

## **Revision History**

Version	Overview	Date
1.0	Initial DAR report	12/10/2022
1.1	Made metrics quantifiable and relevant to BRD	12/12/2022

# Decision

The following options will be considered as options for the email provider used for user communication within the application.

1. **MailChimp**
  - a. Email service provided by Intuit
2. **Sendgrid**
  - a. Email service provided by Twilio
3. **Postmark**
  - a. Email service provided by ActiveCampaign

# Analysis

Metrics	MailChimp	Sendgrid	Postmark
Pricing Plan is Affordable (x 1.0)	Free developer account for 1 month 1	Free developer account 2	14-Day full feature free developer account 2
Able to send emails for up to 500 users (x 1.1)	500 emails a day 3	100 emails a day 2	100 emails a month 1
Individualized emails to send OTP (x 1.3)	Standard plan required 1	Available 2	Available 2
Secure delivery of OTP with encrypted transit (x 1.2)	-TLS 1	-TLS -S/MIME 2	-TLS 1
Amount of emails successfully delivered (x 1.1)	96.6% 2	87.8% 1	97.6% 2
TOTAL	9	10.3	9.1

# Recommendation

**Conclusion:** Based on the analysis above, Sendgrid is the best option for sending emails to our users for providing a one-time passphrase. If we discover issues with using Sendgrid in regards to signing up for the service, then Postmark is a more serviceable option compared to MailChimp.

# References

- ActiveCampaign. (n.d.). Platform Pricing & Features. Postmark. Retrieved December 13, 2022, from <https://www.activecampaign.com/pricing?em=1000&term=yearly&features=1&plan=2>
- Email deliverability for MailChimp and other providers comparison. Mailchimp email deliverability report. (n.d.). Retrieved December 13, 2022, from <https://www.emaildeliverabilityreport.com/en/deliverability/mailchimp/>
- Intuit. (n.d.). Use merge tags to send personalized files. Mailchimp. Retrieved December 13, 2022, from <https://mailchimp.com/help/use-merge-tags-to-send-personalized-files/>
- Team, S. G. (2019, July 23). Paranoid email: End-to-end crypto primer. SendGrid. Retrieved December 13, 2022, from <https://sendgrid.com/blog/paranoid-email-email-encryption-primer/>
- Twilio. (n.d.). Pricing and plans. SendGrid. Retrieved December 13, 2022, from <https://sendgrid.com/pricing/>