

# **Decision Analysis Report - Email Delivery Service**

Project Name: Tresearch

Application Type: Web Application

Trial By Fire

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## Purpose

The purpose of this document is to recommend an email delivery service that will be used to send email verifications and OTPs.

## Technology Comparisons

- [SendGrid](#)
  - Email delivery service that provides an API that can send transactional emails
- [MailChimp](#)
  - Email and marketing automation platform that can create email marketing campaigns.
- [Sendinblue](#)
  - Email marketing solution that automates email marketing campaigns.

## Metrics

### Email Address Verification

- Service that verifies if email is valid and exists. Mails servers only accept mail servers with a 95% acceptance rate. Verifying emails will protect our email reputation and prevent our emails from being rejected.

### Email Quota

- The daily limit that each service provides for their free tier.

### Email Payload

- Data payload per email. This payload includes the message and it's attachments.

## Analysis Between SendGrid, MailChimp, Sendinblue

	SendGrid	MailChimp	Sendinblue
Email Address Verification (1)	Yes (1)	Yes but through bouncer (another service) (0.5)	Yes but through integrations (mail floss, emailable) (0.75)
Email Quota (0.5)	100 emails per day (0.25)	300 emails per day (0.75)	2,000 emails per day (1)
Email Payload (0.75)	20 Mb (0.75)	25 Mb (1)	10 Mb (0.25)
Total:	1.6875	1.625	1.4375

## Recommendation

Based on the analysis between SendGrid, MailChimp and Sendinblue, Sendgrid outperforms Mailchimp and Sendinblue. We cared most about whether the email delivery service provided an email address verification service. Send grid includes an email verification process while the other two services require purchasing from another service and integration. Since Sendgrid scored the most, we are recommending Sendgrid.