

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

Dynamic Templates

- Dynamic templates are templates provided by an email service that can be manipulated to show user data. This will be used to display the user's confirmation code

Dynamic Template Editor

- Ability to create your own template to be used. This is a plus and allows for more customizability.

Daily Limit

- Daily limit refers to the number of emails sent per day included in the free tier. As college students, our budget does not include paying for an email delivery service fee

Analysis Between SendGrid, MailChimp, Sendinblue

	SendGrid	MailChimp	Sendinblue
Daily Limit (0.5)	100 emails per day	300 emails per day	2,000 emails per day
Dynamic Templates (0.75)	Yes	Yes	No
Dynamic Template Editor (1)	Yes	No	No
Total			