Selecting SMTP for SaaS business

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SMTP Options

- Local MTA (sendmail, postfix, exim, …)
  Hard to configure and maintain
- Remote MTA (Gmail, FastMail, …)
  Limitations
- Cloud tools (AWS Simple Email Service, …)
  Hard to configure, quite cheap
- Special app for email delivery (Postmark, SendGrid, Mandrill, …)
  Easy to configure, easy to use, high limits, might be expensive

SMTP Challenges

- Domain white-labeling
  - DomainKeys Identified Mail (DKIM)
  - Sender Policy Framework (SPF)
  - DMARC (Domain-based Message Authentication, Reporting and Conformance)
- Transactional vs bulk sending
- Blacklists for IP addresses
- SMTP vs API
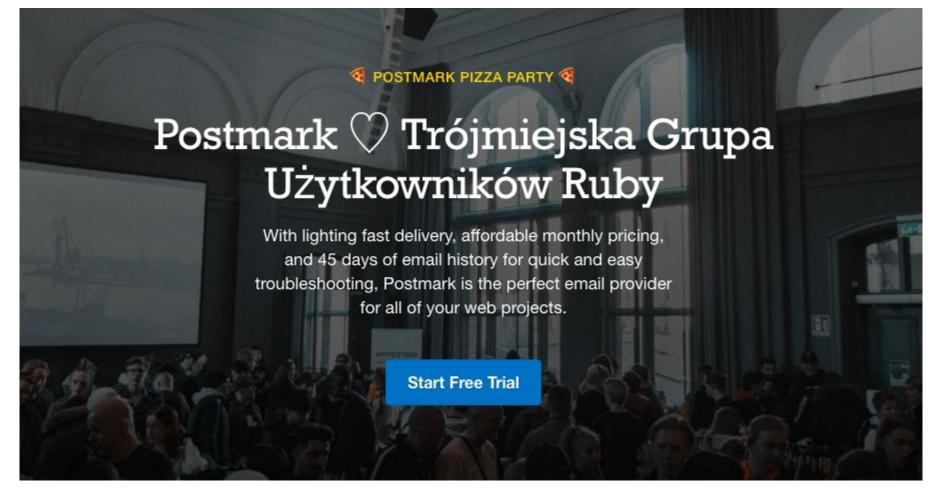
[Konfeo]() SMTP history

- 2012-2013 local MTA for start
  number of emails caused change to Mandrill
- 2013-2015 Mandrill for **all** emails
  pricing and deliverability issues caused change to SendGrid
- 2015 SendGrid for **transactional** emails
  deliverability issues caused change to Postmark
- 2015-now SendGrid for **bulk** mailings
  pricing and deliverability issues will cause change to Postmark
- 2016-now Postmark for **transactional** emails

- May 2019 Postmark announces bulk mailings service so we are going to use it :)
  https://postmarkapp.com/blog/api-bulk-the-final-frontier

Why we use Postmark at Konfeo?

- Exceptional email deliverability
- Great support
- Nice and clean user interface
- Easy integration and configuration
- Fair pricing
- Comparison with other providers => https://postmarkapp.com/compare
- Great and bootstrapped company => https://wildbit.com/

https://postmarkapp.com/tricity-ruby

Postmark

Lightning fast delivery for your application emails

Postmark delivers your transactional email to customers on time, every time.

Find out more at postmarkapp.com

Thank you :)

Questions?