



Objectives | Solution | Benefits | Quick Facts

Solution Brief | E-Mail 365

# Strengthen Engagement with E-Mail 365



**sinch**

# Enhance e-mail marketing effectiveness

E-mail marketing offers an efficient, effective, and measurable way for marketers to connect with customers. The **E-Mail 365 service** supports e-mail as a channel, helping enterprises send e-mails while creating a best-in-class customer engagement experience.

It's recognized that an increasing number of mobile phone owners access their e-mail from their phones. The inevitable result is that a sizable percentage of marketing and transactional e-mail messages are opened by consumers on their smartphones and tablets. In addition, consumers often seek out the e-mail marketing campaigns of their favorite brands, with online shoppers subscribing to enterprise or product e-mails to stay informed. And while other mobile options are available, a significant percentage of consumers print out their coupons from their e-mail.

E-mail provides tangible marketing ROI at low costs, with a great majority of marketing executives considering e-mail marketing one of the most effective tactics for acquiring and retaining customers. Many executives worldwide are expected to increase their spending on e-mail marketing activities, an outlook that underscores the continued importance that enterprises place on e-mail.

Enhance e-mail marketing effectiveness

# Deliver e-mail over an API

E-Mail 365 adds a new e-mail dimension that allows marketers to increase campaign effectiveness and boost conversion rates.

The service helps you optimize channel leverage by providing insight into e-mail open and click-through rates. You can also use E-Mail 365 to send transactional e-mails such as newsletters, notifications, and one-time passwords.

E-Mail 365 provides an enhanced JavaScript Object Notation (JSON) interface with easy-to-use RESTful calls. Key features of this e-mail service include:

- Pre-validated integration with our Marketing solution
- Enhanced e-mail deliverability through the e-mail authentication methods Domain-Keys Identified Mail (DKIM) and Sender Policy Framework (SPF)
- Sender, reply-to, and subdomain validation calls
- Support for dynamic sender and “reply-to” address per e-mail notification request
- Support for custom “from” tags
- Compliance with General Data Protection Regulation (GDPR) requirements
- Support for complaint feedback loops
- Reputation monitoring and management

## Deliver e-mail over an API

Conduct secure e-mail campaigns using DKIM and SPF

Use a cloud-ready interface with a closed-loop workflow

Monitor success metrics and setup for high campaign ROI

E-Mail 365 also supports standard e-mail parameters, including:

- Date
- Sender address  
(such as info@marketing.customer.com)
- Single or multiple recipients

- Reply-to address  
(where e-mail replies are delivered)
- E-mail subject
- Content type – with multipart and alternative content by channel
- Message body (as plain text or HTML)

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E-Mail 365 supports **best-in-class** e-mail notification parameters.

# Conduct secure e-mail campaigns using DKIM and SPF

E-mail requests supported by DKIM help increase the reliability of delivery. DKIM uses public-private key authentication to validate the domain name identities associated with messages.

SPF is a simple e-mail validation method for detecting e-mail spoofing. It lets recipients make sure that incoming e-mail comes from a host authorized by the administrators of the domain to which the incoming message belongs.

Domains that publish SPF records are less likely to be plagued by forged e-mails. Using a domain's SPF records, spam filters can catch a higher percentage of e-mail pretending to be

from that domain. This renders SPF-protected domains less attractive to spammers and phishers for use as a spoofed address.

Sender score tracking monitors the reputation of your sending domain on a continual basis. The sender score is derived from a sample of the mailing behavior of a sender IP address as reported by participating ISPs and filtering companies. The higher the score, the more likely it is that the e-mail will be delivered.

The service provides a unique DKIM record for each customer domain and subdomain. In addition, an SPF record comes standard with E-Mail 365.

Deliver e-mail over an API

## **Conduct secure e-mail campaigns using DKIM and SPF**

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# Use a cloud-ready interface with a closed-loop workflow

Here is how the E-Mail 365 workflow works:

1. An enterprise application integrates the JSON API into its event-notification framework.
2. Based on an event, the application sends a JSON request to E-Mail 365.
3. The service processes requests through a customer-specific, secure e-mail end point. Transport layer security is supported.
4. E-mail requests are delivered to recipients using an industry-scale e-mail service provider infrastructure.

5. Delivery and bounce statuses are received and stored for consuming applications to call back, as needed.

A high-level schematic workflow view of E-Mail 365 shows how the service uses a scalable, cloud-based service hub. (See the **figure** on the next page.)

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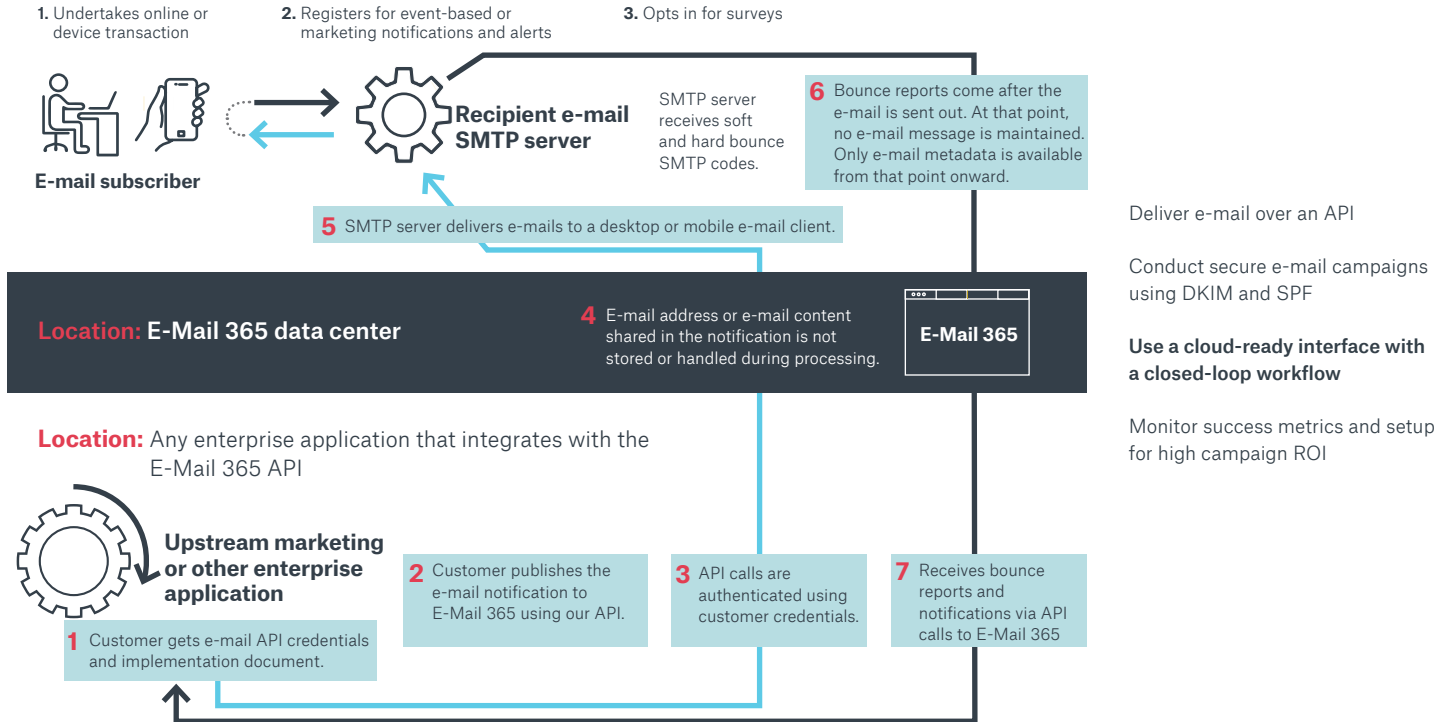


Figure: E-Mail 365 service workflow

# Monitor success metrics and setup for high campaign ROI

API to query bounces help consuming marketing applications refine target lists for enhanced outreach. Bounces – soft and hard – are mapped to Simple Mail Transfer Protocol (SMTP) error codes. Validation parameters, such as sender and domain verifications, help your campaigns run effectively.

E-mail pricing is simple and tier based. To take advantage of e-mail features, perform the following tasks:

1. Set up the RESTful JSON API to enable integration between E-Mail 365 and consumer applications
2. Create a dedicated subdomain to manage outgoing e-mail campaign traffic, such as newsletter.customer.com:
  - Set up DKIM, SPF, and MX records.
3. Obtain a list of sender and reply-to addresses:
  - Associate the sender address with the subdomain (for example, info@newsletter.customer.com)
  - Set up an optional reply-to address as any valid address you want recipients to respond to

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# Get superior reach with E-Mail 365

E-Mail 365 provides high throughput infrastructure for e-mails that is comparable to other e-mail service providers. While personalized e-mails are recommended, the service supports e-mail blasts and personalized e-mail notifications thanks to its high throughput, low latency, and scalable cloud infrastructure.

E-Mail 365 is fully compliant with GDPR requirements. In addition, we do not maintain or store recipient e-mail addresses in a subscriber list. With E-Mail 365, consuming applications manage subscriber lists. The service references recipient e-mail addresses using only request metadata.

Improved deliverability, through reputation monitoring and management of e-mails, helps your messages get to the right people. The service offers detailed status reporting that improves bounce management, allowing you to reach clients and prospects more efficiently by updating sender lists. And knowing who you are targeting while communicating effectively enables your marketing campaigns to run smoothly.

By delivering your messages reliably, securely, and on time, E-Mail 365 helps you enhance customer engagement. The service supports e-mail communications that allow people to better interact with your brand and offerings, leading to higher conversion rates and increased customer satisfaction.

**Get superior reach with E-Mail 365**

### Summary

The E-Mail 365 service enables you to confidently integrate e-mail with your enterprise applications in a single notification and engagement strategy. Now you can send e-mails that resonate with customers and boost campaign ROI.

### Objectives

- Increase user engagement and conversion rates
- Simplify engagement by integrating with an e-mail delivery channel
- Deliver e-mail globally, with high throughput and low latency, through a scalable infrastructure

### Solution

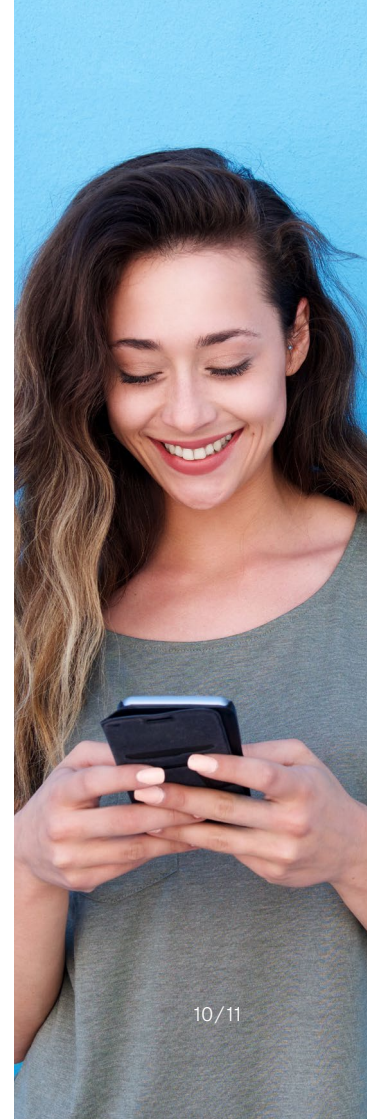
- Easy to integrate application programming interface to send emails
- Streamlined, simple integration with existing enterprise application frameworks

### Benefits

- More highly engaged customers through better e-mail deliverability
- Better bounce management with insight provided through status reporting
- Increased engagement resulting in higher conversion rates and greater customer satisfaction

### Learn more

To learn more about E-Mail 365 and how we can help transform your business and improve customer experiences in the Experience Economy, contact our sales team today or visit us **online**.





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Sinch brings businesses and people closer with tools enabling personal engagement. Its leading cloud communications platform lets businesses reach every mobile phone on the planet, in seconds or less, through mobile messaging, voice and video. Sinch is a trusted software provider to mobile operators, and its platform powers business-critical communications for many of the world's largest companies.

