



Welcome



SENDGRID

We make email delivery easy

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Email Categories

- Personal



Hotmail®

YAHOO! MAIL
BETA

Gmail™
by Google BETA

- Marketing

VerticalResponse
self-service direct marketing

MailChimp

Constant Contact®
Connect. Inform. Grow.

Experian™
CheetahMail

- Transactional

SENDGRID#



Transactional Emails

- Examples of transactional emails...



Friend Requests

Matt Van Horn added you as a friend on Facebook...



Facebook to Isaac

[show details](#) May 30

[Reply](#)



Matt added you as a friend on Facebook. We need to confirm that you know Matt in order for you to be friends on Facebook.

To confirm this friend request, follow the link below:

<http://www.facebook.com/n/?reqs.php&mid=8bbb24G43f061b9G89b898G2>

Thanks,
The Facebook Team

This message was intended for isaldana@ee.ucr.edu. Want to control which emails you receive from Facebook? Go to:

<http://www.facebook.com/editaccount.php?notifications&md=ZnJpZW5kO2Zyb209MTAxMDAwOTA7dG89MTEzOTgyNzEyOQ==&mid=8bbb24G43f061b9G89b898G2>

Facebook's offices are located at 1601 S. California Ave., Palo Alto, CA 94304.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.



Twitter Followers

tim falls is now following you on **Twitter!** Inbox | X



Twitter to isaac

[show details](#) 10:31 PM (1 hour ago)

[Reply](#)



twitter

Hi, Isaac.

[tim falls \(tsfalls\)](#) is now following your updates on Twitter.
A little information about tim falls:



68 followers

130 updates

following 50 people

The Twitter Team

Turn off these emails at: <http://twitter.com/account/notifications>

Please do not reply to this message; it was sent from an unmonitored email address. This message is a service email related to your use of Twitter. For general inquiries or to request support with your Twitter account, please visit us at [Twitter Support](#).



Shipping Alerts

Your Amazon.com order has shipped (#002-0803772-7048245) [Orders](#) | X

★ **Amazon.com** to isaldana

[show details](#) 12/2/08

[Reply](#)

Greetings from Amazon.com.

We thought you'd like to know that we shipped your items, and that this completes your order.

You can track the status of this order, and all your orders, online by visiting Your Account at <http://www.amazon.com/gp/css/history/view.html>

There you can:

- * Track your shipment
- * View the status of unshipped items
- * Cancel unshipped items
- * Return items
- * And do much more



The following items have been shipped to you by Amazon.com:

Qty	Item	Price	Shipped	Subtotal
-----	------	-------	---------	----------

Amazon.com items (Sold by Amazon.com, LLC):

1	Playstation 2 Memory Card ...	\$6.95	1	\$6.95
2	Logitech 3-Button USB Opti...	\$11.78	2	\$23.56



Transactional Email Problems

- Deliverability
- Scalability
- Lack of insight
- Time consuming





Email Delivery Made Easy



SENDGRID#

Easy integration | Hosted service | Zero coding



Hotmail®

YAHOO! MAIL
BETA

Gmail™
by Google BETA



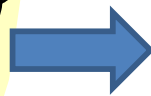
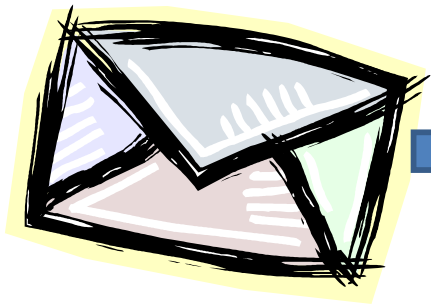
Deliverability

- 20% non-delivery is typical
- Costly – missed opportunities
 - If 1% of Ebay's yearly email is missing they lose \$14 million dollars



Deliverability (solved)

Delivery Monitoring SPF DKIM
DomainKeys Soft/Hard Bounces
Unsubscribes RDNS CAN-SPAM
Feedback Loop ISP Rate Limits



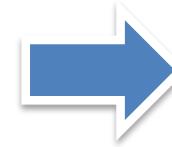
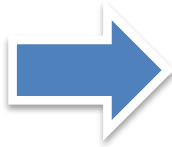
SENDGRID



Expert system in transactional email to solve problems. On average users increase 20% deliverability by using SendGrid



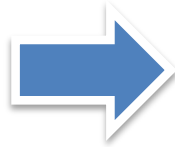
Scalability



The more email sent the more hardware needed, more software to configure, and more servers to maintain.



Scalability (solved)



SendGrid is a cloud-based service that scales on demand

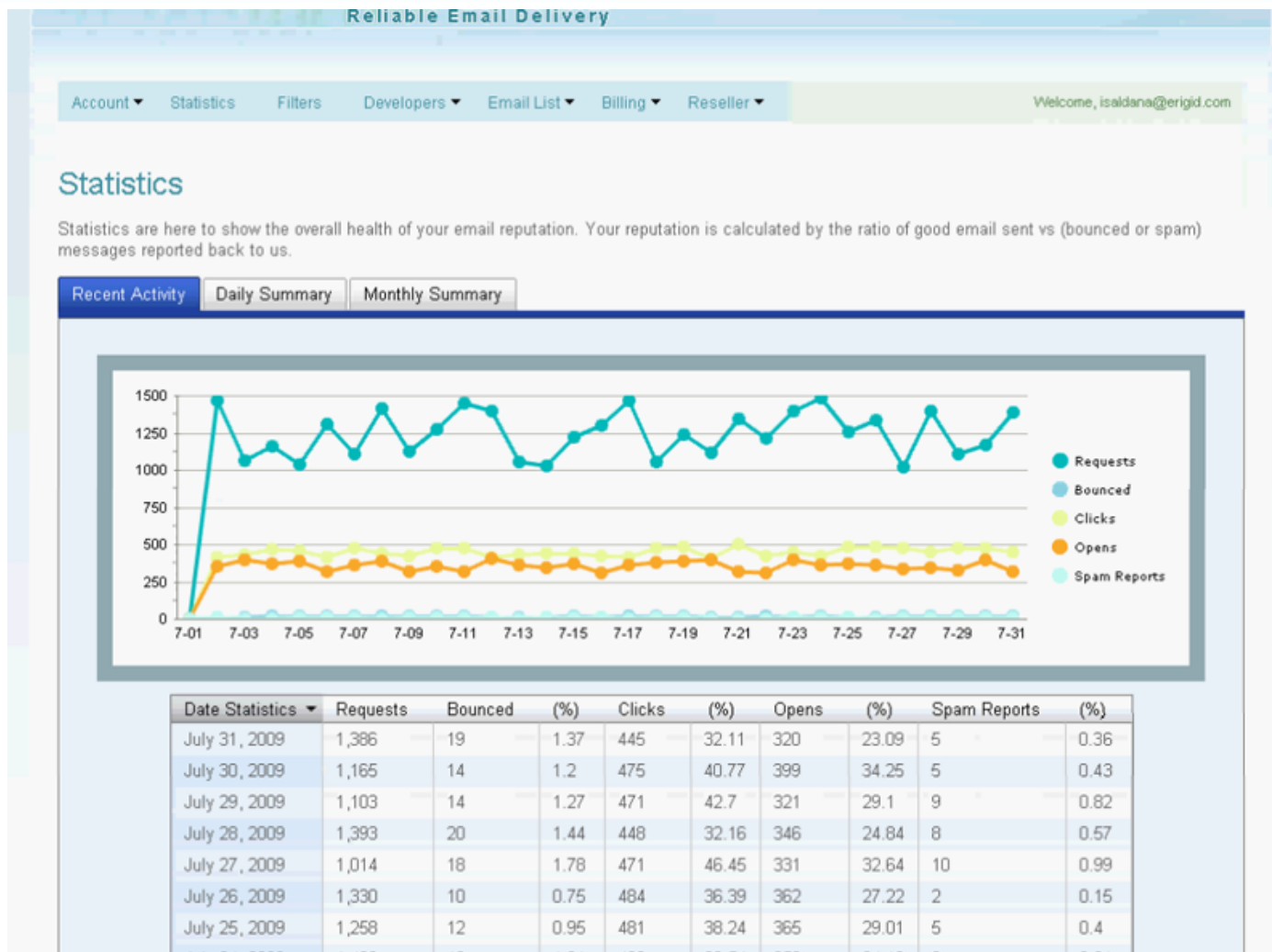


Lack of Insight after delivery





Metrics Provided by SendGrid





Time Consuming

- Comply with CAN-SPAM
- Manage unsubscribes
- Add corporate branding



Before SendGrid

You have been invited to take a survey Inbox | X

★ **Survey Gizmo** to me

[show details](#) 2:50 PM (5 minutes ago)

[Reply](#)

Welcome to SurveyGizmo

Hello Isaac, you have been invited to participate in our survey located [here](#)

Questions about upgrading? In US call 800-609-6480 ext 1 or Intl. 303-443-9241

You received this email because you are either a registered user of SurveyGizmo or you requested information.

This email sent by

www.SurveyGizmo.com

2653 Spruce Street, Boulder, Colorado 80302, USA

800-609-6480



Apply Filters

Filters

Filters are applied to every email you send. Drag filters to the right to enable and to the left to disable.

★ Available Filters



Twitter
Allows users to update twitter status through email or send direct messages to twitter followers.
[settings](#)



Email to PhoneCall
Send an email out to the specified directory, and you will receive the voice translation of that text!
[settings](#)



Gravatar
Appends your gravatar to each HTML email.
[settings](#)



Footer
Allows you to add a custom footer to outgoing email
[settings](#)



Spam Checker
Check outbound messages for spam content
[settings](#)

✓ Active Filters



Subscription Tracking
Adds unsubscribe links to the bottom of the text and HTML emails. Future emails wont be delivered to unsubscribed users.
[settings](#)



Click Tracking & URL Shortener
Overwrites and shortens every link to track every click in HTML emails.
[settings](#)



Opened Tracking
Appends an invisible image to HTML emails to track emails that have been opened.
[settings](#)



Google Analytics
Track your conversion rates and ROI with Google Analytics.
[settings](#)



After Enhancement



Welcome to SurveyGizmo

Hello Isaac, you have been invited to participate in our survey located [here](#)

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You received this email because you are either a registered user of SurveyGizmo or you requested information. You may opt-out of further communication, by clicking [here](#)

This email sent by

www.SurveyGizmo.com

2653 Spruce Street, Boulder, Colorado 80302, USA
800-609-6480

[Add us to your address book \(vcf\)](#)



Market Size

Transactional
600 million/day



Marketing
100 million/day



→ MailChimp

→ Experian
CheetahMail

→ VerticalResponse
self-service direct marketing

→ Constant Contact
Connect. Inform. Grow.



Many others sending emails





Competition

	Services	Products	SendGrid
Deliverability			
Scalability			
Metrics			
Enhancement		---	
Integration			
Administration			
Affordability			
Flexibility	---	---	



Revenue Model

	Basic	Silver	Gold	Platinum
Monthly Price	\$9.95	\$79.95	\$199.95	\$799.95
Price per email	\$0.001	\$0.00075	\$0.00050	\$0.00045
Custom IP	✓	✓	✓	✓
Click Tracking		✓	✓	✓
Open Tracking		✓	✓	✓
White label		✓	✓	✓
Reseller Panel			✓	✓
Priority Support				✓



Customer Acquisition

- Direct
 - Ad campaigns
 - Social media marketing
 - Open source integration
- Distribution channels
 - Hosting companies
 - Systems administrators
 - Web development firms





Progress

- Nearly 100 paying customers
- Over 150 million emails sent
- 3 million emails per day





Goals

- Raise \$300k
 - Solid Sales & Marketing
 - 400 customers
 - \$60k monthly recurring revenue
- Investors
 - Email experience
 - Contacts with hosting providers
 - Mentorship





Thank You



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