Email Categories

- Personal
- Marketing
- Transactional

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

[photo]	tsf_followers
120 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.

Your Amazon.com order has shipped (#002-0903772-7048245) Orders [8]

Amazon.com to kaldera   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 Opt... $11.78   2 $23.56

amazon.com

Deliverability (solved)

Delivery Monitoring   SPF   DKIM

DomainKeys   Soft/Hard Bounces

Unsubscribes   RDNS   CAN-SPAM

Feedback Loop   ISP Rate Limits

SEND**GRID**

Gmail

YAHOO! MAIL

Hotmail

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

Metrics Provided by SendGrid

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

Goals

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

Email Categories

- Personal

- Marketing

- Transactional

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=ZnJpZW5kO2Zyb209MTAxMDAwOTA7dG
89MTEzOTgyNzEyOQ==&mid=8bbb24G43f061b9G89b898G2
Facebook's offices are located at 1601 S. California Ave., Palo Alto, CA 94304.

facebook.

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twitter

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68 followers
190 updates
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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.

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amazon.com

Transactional Email Problems

- Deliverability
- Scalability
- Lack of insight
- Time consuming

Email Delivery Made Easy

SENDGRID

Easy integration | Hosted service | Zero coding

msn Hotmail®   **YAHOO! MAIL** BETA   **GMail** 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

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Feedback Loop   ISP Rate Limits

SEND**GRID**

Gmail

YAHOO! MAIL
BETA

msn Hotmail®

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