



Email Marketing Solutions by Marketers, for Marketers

Things to Consider when Selecting an **ESP**

A *StreamSend* Whitepaper

Selecting an E-mail Marketing Solution is no Easy Task!

It's become increasingly difficult to differentiate the nuances between one product and another, and practically impossible to compare apples to apples when it comes to pricing, given that every solution's feature and pricing structure is different.

Some ESP pricing models are based on number of contacts stored. Other ESPs charge by the number of emails sent. And yet others charge for a combination of both. Some incur additional fees based on file size and some charge extra for additional customizable demographic fields.

Which is best?

Email Authentication, White List, Black List, Private IP Address, Deliverability, Transactional e-mails, API, Reporting, Reputation Accreditation ... with so many elements to consider, one can become exhausted just thinking about it.

So what exactly should you be looking for when choosing an e-mail marketing solution?

▶ Private IP Address

Your IP address is your company's unique identifier to ISPs, it's like a finger print. It can determine whether your email gets delivered or not. When you share an IP address with other people, you rely upon others to comply with best practices. And if they don't your IP address runs the risk of being blacklisted. Once blacklisted your emails will not be delivered.

A private IP address Gives you control over your IP address's reputation. StreamSend 2.0 believes that this level of control is of the utmost importance. That is why StreamSend offers a private IP address to every client at no additional cost.

▶ Compliance with Best Practices

It is absolutely crucial that the system you choose be in compliance with CAN SPAM regulations and e-mail marketing best practices. Some examples include automatically inserting an opt-out message at the bottom of each email, managing emails that have opted out so that those who have unsubscribed no longer receive your emails, and blocking hard bounces from future sends, so that you don't run the risk of getting black listed by ISPs. For a complete list of best practices please visit:

<http://www.dma.org.uk/DocFrame/DocView.asp?id=230&sec=-1>

▶ Enterprise Level Features

E-mail marketing is all about ROI. It is a science that relies on continuous testing, precise targeting and robust reporting. Evaluate your needs and make sure that the provider you select offers everything you need. Some features you might want to ask about include A/B testing, transactional and triggered email, advanced list segmentation options, and reporting.

▶ Value vs. Pricing

Many ESPs will charge you thousands of dollars for basic services such as a private IP address. To avoid needless costs, make sure that you do your homework. Just because a service is more expensive, it does not necessarily mean it's better. Your package should include everything you need with no hidden costs. Likewise, you shouldn't be required to pay for things you don't want or need.

StreamSend offers surprisingly affordable pricing with enterprise level features, security and redundancy. **There are no set up fees and no hidden costs.**

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► Delivery speed

Be sure to look into delivery speed when selecting an ESP. Remember, you are not the only one using it. The last thing you want is for your campaign to be delayed because someone else sent a large campaign out before you did.

► Security and Redundancy

Many times these aspects are overlooked when searching for an ESP. However it is extremely important to find out what a provider's setup is in order to avoid security and privacy breaches. It is equally important to look into what redundancies they have in place, such as back ups, data recovery, etc. Could you imagine losing your whole database overnight?!

► Who is your prospective ESP doing business with?

It is also important to look into who the email marketing solution provider is partnering with. For example, some industry associations will only accept solution providers who have proven compliance with best practices.

StreamSend is a member of the Direct Marketing Association, the e-Marketing Association, the Email Sender and Provider Coalition. In addition, StreamSend has partnered with other providers such as Habeas to offer customers add-on services at greatly reduced prices.

About StreamSend

StreamSend is an award winning email marketing solution created by marketers, for marketers.

Thousands of companies have already discovered that StreamSend is the ideal e-mail marketing partner. It is the most affordable permission-based ESP on the market, and the only one that provides every account with a private IP address at no additional cost.

With enterprise level features such as trigger-based messaging, A/B testing, transactional emails and in-depth reporting, StreamSend enables customers to increase the ROI on every campaign and pinpoint what successfully drives sales.

For more information on StreamSend, please visit www.StreamSend.com, or call 877-439-4678, extension 819 and speak to Neil Anuskiewicz.