HOW TO BE A SENDGRID
MARKETING SOLUTIONS PARTNER

WHAT YOU NEED TO KNOW ABOUT WORKING WITH SENDGRID

What is a Marketing Solutions Partner?

Marketing Solutions Partners at SendGrid are similar to traditional OEM partnerships—where parts of a product or service are re-packaged or re-branded under a different name.

At SendGrid, our email service is being re-branded. Our Marketing Solutions Partners provide frontend services to their customers and SendGrid provides the backend email infrastructure. Our partners essentially build their businesses on top of our email deliverability platform.

If you think you might be a Marketing Solutions Partner, ask yourself this one important question: Are you sending email on behalf of someone else? If you provide a CRM solution or are a SaaS company or a marketing agency that offers email as a service to your customers, you are a Marketing Solutions Partner. In all of these scenarios, you need a silent partner, like SendGrid, to power your email program while you provide your core services on the frontend. Most of the time, your customers have no idea that you're using a third party to send their email.

Every Marketing Solutions Partnership is unique. Some partnerships require a complex integration with multiple IPs and subaccounts, while others are more straightforward. This guide aims to outline key expectations and helpful tips for becoming a Marketing Solutions Partner at SendGrid, but should you have any specific questions, our sales team is always available to answer your questions to ensure that your needs are being met.

SendGrid

Things to Think About Before Becoming a Marketing Solutions Partner

The number one thing to remember in any Marketing Solutions Partnership is that *you* own your customer, not SendGrid. This means that there is no co-branding involved in a Marketing Solutions Partnership (with our Whitelabel Wizard, all emails are privately labeled as coming from your customers), only you have access to the SendGrid dashboard, and you manage all billing and support. But, you're not alone! SendGrid is here to help you every step of the way.

Here are a few important things to keep in mind when entering a Marketing Solutions Partnership:

SUPPORT

Since you own your customers, you own their support. This means that you serve as the first line of defense for your customers' questions. But rest assured that we'll provide you with the best customer support in the business to make sure that you can offer your customers the same. Our support engineers are available 24 hours a day, 7 days a week to help you. We also provide extensive documentation, so you can be confident that you'll be able to answer any question you encounter from your customers.

REPUTATION MONITIORING

Remember that one bad apple spoils the bunch. If one of your clients has problems with abuse or compliance, it will negatively affect the reputation of the rest of your clients who share the same IP. That's why it's imperative to vet your customers before bringing them on board and to always closely monitor your mail streams so you can troubleshoot any issues that may arise.

To help prevent any compliance-related issues, educate your customers by making sure that they are practicing good list hygiene (not buying lists!), following permission marketing techniques, and sending valuable content. To help you keep an eye on your customers' reputations, we recommend that you set up alert notifications that will help you isolate information within your account if you ever spot an issue. These notifications will alert you when an IP lands on a blacklist, when there are decreases in your reputation and delivery rates, and much more. You can see a full list of alert notification options in our documentation.

WARMING UP IPs

Every SendGrid customer is given a fresh IP (or IPs) when they open an account. Since these IPs have no reputation associated with them, it is critical that you warm them up before sending high volumes of mail (about 100k emails per month or more). Warming up your IPs helps you establish a reputation as a legitimate sender with the ISPs (Internet Service Providers). By spreading out your email volume over a fixed period of time, the ISPs are given an opportunity to closely observe your sending habits and how customers treat the email they receive from you.

Benefits of Partnering with SendGrid

Offering email as a service is a big job. With so much at stake with compliance, reputation, and deliverability, you want to ensure that you have a really good partner. SendGrid provides world-class deliverability expertise and support as well as the added benefits of offering unlimited subaccounts and IP addresses.

SUBACCOUNTS

Subaccounts help our Marketing Solutions Partners easily organize their clients within our dashboard. Instead of looking at all of your customers collectively, our Subuser API allows you to monitor your customers on an individual basis. Some of the information you can monitor using our Subuser API includes, but is not limited to:

- Bounces
- Unsubscribes
- Spam Reports
- Invalid Emails
- Account Limits
- Records monitoring
- IP Management
- Whitelabel management

MULTIPLE IPs

SendGrid also offers you the flexibility of utilizing multiple IPs for only an additional $20 per month. Setting up a different IP for each account helps keep the reputations of your customers separate. There are many different ways to take advantage of using multiple IPs—some customers put their subusers on separate IPs, others put larger volume clients on their own IPs and then group their smaller volume clients together on a shared IP, while others isolate their IPs by marketing and transactional email streams. To find out what approach is best for you, contact our sales team.

WHITELABEL WIZARD

When sending email on behalf of a customer, you want to make sure that their name is on the email, not yours, and not SendGrid's. Using SendGrid's Whitelabel Wizard enables you to send email on behalf of your clients (through a subdomain) without making SendGrid's branding visible. We highly recommend that all Marketing Solutions Partners take advantage of this feature.

ANALYTICS

Within SendGrid's dashboard, you have access to real-time metrics that provide insight into email requests, deliveries, bounces, spam reports, clicks, opens, unsubscribes, categories, and more. Share these stats with your customers to help them improve their email programs.

COST

As a Marketing Solutions Partner, you receive the lowest cost-per-email based on combined total sending across all subaccounts. This pricing structure is based on volume (i.e. the total number of emails sent)—not list size. Visit our Pricing Page for more details on our various packages.

Keep in mind that SendGrid is not involved in billing your customers. You will receive one bill per month from SendGrid and are responsible for billing your customers separately if needed.

Marketing Solutions Partner Examples and Testimonials

SendGrid is happy to provide email infrastructure to customers across a variety of industries. Our current Marketing Solutions Partners provide a wide range of products and services, some of which include:

• Digital agencies
• Marketing platforms (marketing automation, online advertising, etc.)
• CRMs
• Vertical-specific solutions (finance CRMs, real estate CRMs, etc.)
• Business process software
• E-commerce platforms

Here is what just a few of our partners had to say about using our service:

> We manage web-based, local, marketing automation systems for major brands. Our decision to choose SendGrid was based on their API features, pricing, and ability to effectively handle large volumes of email for our clients that need industrial sized sends. Our experience with SendGrid so far has been effortless and we're excited to continue growing our client accounts using SendGrid's transactional email.
>
> *- RICH JONES*, VP OF APPLICATION DEVELOPMENT, PICA9 (MARKETING AUTOMATION SOLUTION)

> Through SendGrid's know-how, we were able to master the quality of our deliverability, so our clients get much better results in their email marketing campaigns.
>
> *- PEDRO AXELRUD*, COO, MAILEE.ME (EMAIL SOLUTION)

> Before having SendGrid, we were unable to accurately determine delivery status and provide optimum delivery rates. Since our integration with SendGrid, our booking system customers are able to report on deliveries with ease. We are proud to be associated with SendGrid who continue to provide a stable and powerful platform for our customers.
>
> *- ROBERT COX*, BUSINESS MANAGER, BOOKINGLIVE (ONLINE BOOKING AND RESERVATION SYSTEM)

> As a hosted website solution provider for neighborhood and community organizations, we weighed the costs and benefits of an in-house solution against outside email service offerings from multiple providers. In the end, SendGrid made it an easy decision. They offer the right combination of options, price, and above all, support. We were extremely pleased with SendGrid's responsiveness to our questions as we integrated their service into our solution.
>
> *- MARY PERRIN*, OWNER, ZAVASITES (HOMEOWNERS ASSOCIATION WEBSITE SOLUTION)

Marketing Solutions Partner vs. Cloud Platform Partner vs. Affiliate Partner

Marketing Solutions Partnerships are facilitated by our Sales Team while Cloud Platform and Affiliate Partnerships are managed by our Partner team

Here's a quick breakdown of what differentiates a Cloud Platform Partner and Affiliate Partner from a Marketing Solutions Partner.

CLOUD PLATFORM PARTNERS

Cloud Platform Partners re-sell SendGrid's services. These resellers tend to be big hosting companies or marketplaces that provide IaaS, PaaS, or MBaaS solutions whose customers know that they are buying SendGrid's services. There is no private labeling solution for resellers, instead they are co-branded with SendGrid. They are responsible for their own billing and for Level 1 support for all of SendGrid's packages and they have a different pricing model from our standard packages. For more information, visit our Partners Page.

AFFILIATE PARTNERS

Affiliate partners simply refer their customers to SendGrid's services via a banner or link on their site—they receive a 15% rev share for the first year that they act as a referrer. There is no integration and no co-branding involved and no rev share after the first year ends. For more information visit our Partners Page.

Benefits Summary

- Eliminate the need to build your own email infrastructure, manage ISP relationships, and handle email delivery

- Create subaccounts for each of your end customers with SendGrid's Subuser API underneath a master parent account, and receive the lowest cost per email based on combined total sending volume across all subaccounts

- Access real-time metrics with robust analytics and insights to track email requests, deliveries, bounces, spam reports, clicks, opens, unsubscribes, categories, and more

- Email can be private-labeled (without SendGrid co-branding)
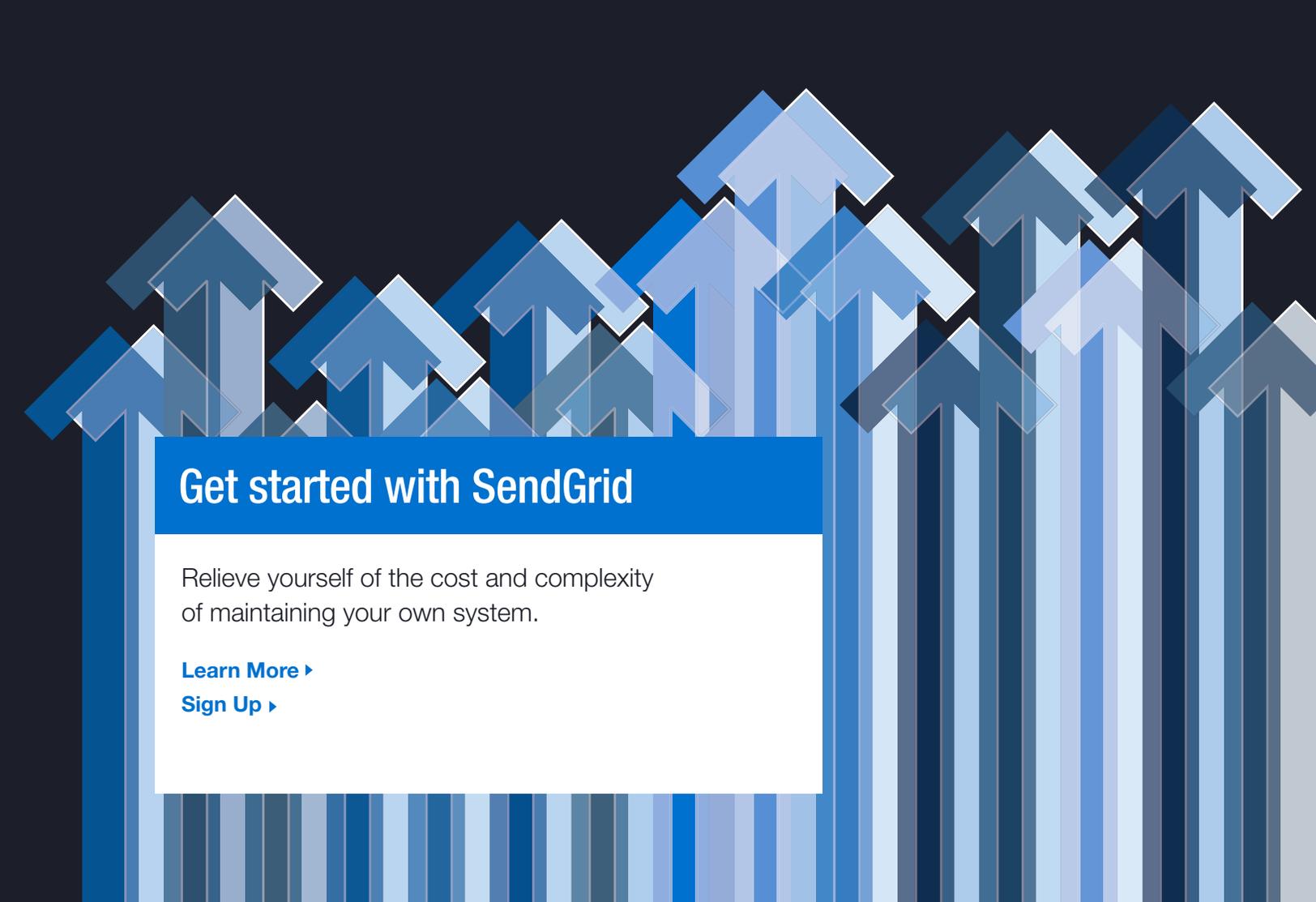
Get started with SendGrid

Relieve yourself of the cost and complexity
of maintaining your own system.

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About SendGrid
SENDGRID IS EMAIL DELIVERY. SIMPLIFIED.

SendGrid helps you focus on your business without the cost and complexity of owning and maintaining an email infrastructure. We manage all of the technical details, from scaling the infrastructure, to ISP outreach and reputation monitoring, to whitelist services and real-time analytics. We offer world class deliverability expertise to make sure your emails get delivered, and handle ISP monitoring, DKIM, domain keys, SPF, feedback loops, whitelabeling, link customization and more. To learn more, visit **www.sendgrid.com**.