THE ADVANTAGES OF USING MULTIPLE DELIVERY VENDORS

FOR HIGH VOLUME EMAILERS

Email is a popular and versatile format, which consistently brings in high ROI for brands. However, it's not a 'one size fits all' kind of deal. Before you even get started, you need to choose your delivery vendor. What will it be - an all-in-one ESP? A cloud-based SMTP relay? An on-site MTA? Or a hybrid solution combining both?

If you're a high volume mailer, you've most likely experienced that choosing the right delivery vendor can be a frustrating case of compromising on wants in order to cover needs. Different vendors offer different features, different deliverability, and different UX. Whichever one you have opted for, you're likely to benefit from some segments of your audience at the expense of other segments. But there are many more challenges Email Marketers face when opting for a single vendor.

The challenges of single delivery vendors

There are some fantastic delivery vendors out there, but no vendor is a multi-purpose tool. If you are a multi-purpose mailer using a single delivery vendor, it is highly likely that you will run into these problems:

● **Inefficient cost spreading**

If you're sending a lot of marketing content out, it makes sense to invest in a high-quality delivery vendor. However, the cost-per-email of higher quality vendors is naturally higher than it would be for others with lower quality. This makes sense when you're expecting ROI from your marketing content – but what about those emails which don't bring in direct leads? Not every email you send will be a flashy outreach email. In fact, a large proportion of them won't need nearly so high quality a delivery vendor. But you'll be paying the same cost per email for everything you send, hurting your ROI in the process.

● **Problematic downtime**

Whichever system you choose, it's inevitable that delays and downtime will occur. When this happens, all you can do is sit and wait for the problem to be fixed. Depending on which communications are pending, this could cause considerable drop-off.

● **Patchy deliverability**

Segmentation can be a real challenge for those using single delivery vendors. Deliverability differs from delivery vendor to delivery vendor, and it's inevitable that some of your segments will be disadvantaged (through geographical, chronological, technological, or even demographic factors) by the vendor you've opted for.

Using multiple delivery vendors

The ideal solution, of course, is to take on multiple delivery vendors. This way, you can optimize your content on a number of extra levels, and intensively target your segments with micro-deliverability. However, many brands are concerned about the extra levels of analysis, aggregation and administration that covering a number of delivery vendors is likely to bring with it.

Thankfully, that complication need not be an issue in this day and age. Ongage offers the ability to manage multiple delivery vendors from a single dashboard. This cuts out the laborious legwork and enables mailers to manage a perfect blend of delivery vendors with ease.

ADVANTAGE 1 – ROI

The state of your ROI is a key performance indicator, and will demonstrate in no uncertain terms just how well your campaign is doing. Email is in a good position when it comes to ROI. Email remains (on average) the digital channel with the highest ROI and has maintained this position for a long time. However, you can improve on even these stellar statistics by spreading your mailing over several delivery vendors. Increasing returns and maximizing investments are always desirable goals.
The use of multiple delivery vendors can achieve both of these with relative ease. Here's how:

● **Cutting costs**

Using a single delivery vendor for all of your emailing may appear simple, but it is not always cost-effective. A powerful provider which is capable of sending versatile content all over the world is desirable, certainly, but it is not needed for all of your emailing. Automated delivery messages, for example, do not need to be sent from the same super-

slick vendor you're using for your outreach marketing. Something as simple as splitting your different email providers can save thousands of dollars per annum. Spreading different kinds of emails across vendors more suited to their styles of content will quickly balance out your costs, and reduce overall expenditure drastically.

● **Increasing returns**

If you're cutting costs on automated messages, you can afford to pour a little extra into your marketing and outreach. That means you can opt for more appropriate delivery vendors for your kind of marketing content, leading to greater deliverability, better engagement, and more conversions. We'll go into how multiple delivery vendors improve performance a bit later, the takeaway here is that a more diverse emailing system will (if done properly) bring greater returns.

What if you're already using multiple delivery vendors, but struggling to see that change in ROI?

It may be because your system for managing your delivery vendors is too decentralized. Centralizing your delivery vendors under a single dashboard enhances your efficiency and ensures that your content is always on message. It also cuts down drastically on admin and management time, thus reducing costs considerably.

ADVANTAGE 2 – FLEXIBILITY

Different audience segments have different needs. Different email vendors are able to provide for these in different ways.

● **Deliverability**

Deliverability is not an equal thing. Different delivery vendors have different deliverability in different areas. To use an extreme example, a delivery vendor located in Hong Kong (outside the Great Firewall of China) will have far less deliverability to Beijing than a vendor located on the Chinese Mainland. The same applies (albeit to a lesser extent) to most delivery vendors across a number of variables. For example, high-tier vendors may struggle to connect with low-tier ISPs, and vice versa. Similarly, certain delivery vendors may gain more traction within certain industries – a delivery vendor capable of carrying animation and game embeds will do well in the gaming industry, but these features would be unnecessary within a more text-based industry.

● **Variability**

Drilling down further, loyal customers and engaged prospects don't need their attention grabbed because you've already gained it – for them it's all about maintaining a relationship through carefully crafted content. Separating these customer segments by delivery vendors specific to their needs will (as mentioned earlier) lower costs and raise returns. For example, costs can be spread by using a less expensive delivery vendor for customers who are already engaged. You can then plough those costs back into a higher quality delivery vendor for colder leads - one which will land your emails into their inboxes and drive engagement.

This kind of enhancement tends to result in major boosts in performance. However, to see these kinds of performance gains you do, of course, have to ensure that you're using the right tool (in this case, delivery vendor) for the right job. This is much easier to do if you can see the data from each one of your delivery vendors lined up next to one another, at a glance. Which brings us to our third advantage.

ADVANTAGE 3 – ENHANCED DATA ANALYSIS

Different audience segments have different needs. Different email vendors are able to provide for these in different ways.

Data gathering, aggregation, analysis, and evaluation are crucial aspects of any successful email campaign. As such, email vendor analytical services are vital. This is particularly the case when you're a high volume mailer, for whom micro-patterns may not be immediately obvious without the help of digital analytical tools.

There are many differing methods, variables, and styles used by email vendors for data gathering and analysis. They all have advantages, but the only way to reap the full set of analytical rewards is to combine insights across multiple vendors. Having multiple datasets to draw from means more accurate insights can be gained. You'll be able to see the human detail in the data as well as the broader patterns.

Ongage's dashboard will aggregate the powerful analytical tools of each of your email vendors and present their data to you in comprehensible form. This makes the all-important evaluation stage of a campaign both far easier and much more accurate.

ADVANTAGE 4 – GREATER FUNCTIONALITY

So, email campaigns using multiple email vendors are:

- Flexible
- Easily analyzed
- Perform better
- Bring greater ROI

They also, however, have a greater degree of day-to-day functionality.

No delivery vendor is foolproof. From full outages to go-slows and deliverability failures, lag and downtime are inevitable at some point. If you're doing everything from a single provider, these issues are very problematic. You have to recoup time lost and re-engage your leads, as well as possibly apologizing to your audience.

However, if you are spreading the load across multiple delivery vendors, downtime losses from one delivery vendor are lessened drastically. When recouping your losses, you only have to work on one delivery segment rather than reaching out to your entire audience. Furthermore, if working from a centralized dashboard, you could even (in the case of a severe outage) transfer campaigns from one delivery vendor to another, eliminating any potential loss altogether.

IN CONCLUSION

Using multiple delivery vendors will lend your campaigns flexibility, enhance your ROI, enable more granular analysis, and boost your performance immensely. It will completely eliminate the challenges of cost-loading and download. With Ongage's intuitive dashboard, it's incredibly easy to manage multiple delivery vendors at once, ensuring you get to enjoy these massive performance gains.

Contact us to learn how your email results can be further improved with Ongage.