Build a differentiated customer experience

Overview of Twilio
SendGrid Email API
The Twilio SendGrid difference

**Deliverability**
- High inbox placement rates
- Influencers of email organizations M3AAWG, ESPC, DMA, and EEC, and partner with Gmail, Ymail!
- Proprietary MTA automates sender reputation protection
- Sender authentication, SPF record, DKIM, and dedicated IP tools to maximize deliverability

**Scale**
- Processing an average of 134 billion emails/month
- Fully redundant infrastructure with industry-leading reliability
- Performance at scale, sending 7B+ on Cyber Monday 2021 with median speed of 1.9 seconds
- Customizable APIs + SMTP for ease of integration

**Expertise**
- 24/7/365 customer support
- Over 100 email delivery experts on staff
- Best-in-class self-support documentation, guides and webinars
- Dedicated account managers for high volume accounts
- Secure and private with 2FA, TLS, SOC 2 + GDPR compliant
Twilio SendGrid delivers

Deepen 1:1 connections with your customers
Inbox placement and engagement

Maintain a peace of mind with a trusted partner
Solves email authentication, data protection and mail delivery problems

SendGrid is trusted by enterprise businesses to provide a reliable and scalable email infrastructure
Sending on average over 134+ billion emails monthly
Trust, reliability & scale
Email delivery is complex

Business's email prep

Outbound mail server

Internet

Inbound mail server

Cloud email handling

MX record check

DNS

Authenticate SPF, DKIM, DMARC

Mailbox provider's vetting and decision

Authentication

Reputation

Blocked

Inbox

Spam

User filtering

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Twilio SendGrid delivers

Business's email prep

- Business sender
  - Access permissions
  - Dynamic templates
  - Email content
  - Email validation
  - MX record check

Cloud email handling

- Outbound mail server
  - Internet
  - DNS
  - Reverse DNS
  - Email validation
- Inbound mail server
  - Authentication
  - Throttle detection
  - Domain authentication
  - DNS

Mailbox provider's vetting and decision

- Inbound mail server
  - Authentication
  - TLS encryption
- Mailbox provider
  - Throttle detection
  - Domain authentication
  - DNS

- Mailbox provider's vetting and decision
  - Reputation
  - Email activity feed
  - Aggregate statistics
  - Email content testing
  - User filtering

- Mailbox provider's vetting and decision
  - Blocked
  - Spam
  - Inbox
  - Suppression management
  - Dedicated IP address management
Build something better

**Reliable scale**
- Performance at scale, sending almost 9 billion on Cyber Monday 2022
- Fully redundant infrastructure provides industry-leading reliability
- Join the exceptional businesses who trust Twilio SendGrid to send over 100 billion emails/month

**Get to the inbox**
- Our proprietary MTA automates queue handling, detects throttle risks to protect your reputation
- Sender authentication, SPF record, DKIM, and dedicated IP tools to maximize deliverability
- Influencers of email organizations M3AAWG, ESPC, DMA, and EEC, and partner with Gmail, Ymail!

**Manage painlessly**
- Collaboration-friendly with insightful analytics, template building, and fast troubleshooting
- Developers love our RESTful API, docs and libraries, help center, intuitive UI, and technical support
- Secure and private with user and API key permissions, 2FA, TLS, SOC 2 and GDPR compliant

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Spotify balances the art & science of email

Twilio use case
Promotions, Alerts & Notifications, Customer Loyalty — Email API

Twilio-powered differentiator
Personalization, Reliable delivery at scale, Trusted partnership & email expertise

Impact and ROI
Delivered +987M emails over the 2020 holiday season
Twilio SendGrid made the hard stuff easy, and the really hard stuff easier... They took the hard issue of scale off our plate, so we never had to think about it. And when we hit issues that had to do with the art of email sending, they were there to teach us. Without them we wouldn't have been able to save the email program and we wouldn't have such a successful email program going forward.

Matt Gioe
Director of Marketing Analytics
Vacasa removes friction from vacations

Twilio use case

Promotions — Marketing Campaigns, Alerts & Notifications, Appointment Reminders — Email API Promotions, Alerts & Notifications — Programmable Messaging, Customer journeys — Segment CDP

Twilio-powered differentiator

Personalization, Reliable delivery at scale, Unified customer data

Impact and ROI

Hyper-personalization increased guest bookings 3-10X. Above average engagement with 25.2% open rates and 12.3% click rates
Segment allows us to connect the dots and fill in the blanks. With just a traditional email reporting funnel, you're missing the opportunity to capture the full value that an email program provides. SendGrid empowered us to prove the value of investing in our email program. We are getting bookings we may not have gotten otherwise.

G Scott Stukey
Director of Marketing Analytics
Shopify helps retailers build deep customer relationships

Twilio use case
Promotions, Alerts & Notifications, Customer Loyalty — Email API

Twilio-powered differentiator
Reliable delivery at scale, Data dashboards

Impact and ROI
Powers 1.7 million retailers email marketing programs. Delivery expertise boosted average delivery rate to 99.5%
There are a ton of subtleties with email delivery that are hard to grasp just by doing your own research. There's a rabbit hole of information. It starts easy, but when everything collides with each other, that's when you need your expert. Having access to SendGrid’s deliverability experts has helped us learn everything from DKIM, DMARC, to SPF and how they interact.

Sébastien Lavoie
Development Manager, Notification Platform
Klaviyo helps retail business build deep connections with customers

Twilio use case
Promotions, Alerts & Notifications, Customer Loyalty — Email API and Programmable Messaging

Twilio-powered differentiator
Reliable delivery at scale, Automated welcome flows, Data dashboards

Impact and ROI
Doubled email volume year over year to 10 billion/month with a 99.9% delivery rate
Our customers don’t have to worry about what’s going on under the hood. Through our partnership with Twilio and [Twilio] SendGrid, we’ve been able to provide a very high caliber, high quality product that our customers are rating very well on a regular basis through NPS and CSAT.

Andrea Wan
Head of SMS
Glassdoor helps people everywhere to find a job and company they love

Twilio use case
Alerts & Notifications, Customer Loyalty — Email API Expert Services

Twilio-powered differentiator
Reliable delivery at scale, Data-driven personalization

Impact and ROI
Unique open rates north of 30% due to relevant content
Email volume has tripled over the last 3 years
Deliverability is more of an art than a science — the landscape is constantly changing. We’re a lot more confident knowing we have someone in our corner at the leading edge of what’s happening in the deliverability space. SendGrid is an extension of our team — their deliverability insight let’s us focus on delivering great content and experience to our users.

Nonso Maduka  
Director of Product Management
World’s largest social network for neighborhoods

Twilio use case

Customer Loyalty, Account Notifications
— Email API

Twilio-powered differentiator

Deliverability, scalability, team of email experts

Impact and ROI

— Decreased internal resources required to manage down to 1 engineer
— 95% reduction in latency for faster, more reliable email delivery
— Exceptional deliverability rates consistently above 99%
We started sending tens of thousands of emails per day with SendGrid. We’re now sending more than that per minute. Email plays a critical role on our platform and SendGrid provides a vital partnership in ensuring reliable delivery as we scale.

Prakash Janakiraman
Co-Founder & Chief Architect
Leading brands build customer engagement with Twilio SendGrid

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