

There's sufficient, and then there's smart. Does your SMTP give you all you need?

You might already be using a SMTP relay to send service e-mails, like abandoned cart notifications, password recoveries, and order confirmations. And maybe you have a website or CRM that can generate e-mails autonomously. But without the proper skills or technology and effective sending capabilities, how will you grow your business?

E-commerce is at an all-time high. So, it is crucial to ensure your customers receive your e-mails. Here are three reasons why you should choose a smart SMTP.

1. Delivery guaranteed

No one wants to be left in the dark. If your customers do not receive an e-mail confirming their purchase, your brand's trust and credibility are at risk. Think of a missing or delayed e-mail as roughly equivalent to a broken page in your web application. Not good.

To ensure your e-mail is delivered and your reputation kept intact, you need a professional SMTP that provides:

- **E-mail authentication** – If you send large volumes of e-mails, you need to adopt at least one e-mail authentication system to avoid major mailbox providers deprioritizing your e-mails.
- **Feedback** – The more information you receive on the status of your sent e-mails, the more likely you are to hit the inbox target.
- **Suppression lists** – This can help you stop contacting non-existing e-mail accounts or users reporting your communications as spam.

2. Knowing is growing

If you do not know there is a problem, how are you going to correct it? Having helpful information at hand, like knowing the result of every delivery, will help you analyze and fix the problem to reach your target audience effectively.

To ensure you get the right information and recover if something went wrong, you need a professional SMTP that provides:

- **Feedback loop** – With an automatic service in place, you can rely on mailbox providers to inform you if customers are flagging your e-mails as spam.
- **Bounce management** – Delivery errors must be automatically managed to comply with best practices.
- **Automatic syntax error detection** – This prevents you from sending e-mails if the system finds e-mail addresses misspelled.

Statistics

Roughly seven out of every ten shoppers won't complete their transaction because of an abandoned cart.¹

Half the world's population is expected to be using e-mail by 2023.²

3. More feedback, more progress

If you can access detailed feedback about your deliveries, you can review your communications and make them more appealing and engaging. Knowing if your e-mail is delivered, opened, or if an embedded link is clicked will help with customer conversion and business growth.

To ensure you get the right feedback and fine-tune your messages, you need a professional SMTP that provides:

- **Delivery confirmation** – Ensure you know when and how often a customer views a particular message.
- **Tracking links** – You need to count on a system that tracks the use of links within a HTML e-mail to monitor if your deliveries impact or influence more business.
- **Statistics** – By accessing all the data related to your deliveries, from quick analytical reports that are easy to understand, you can shift your business into the next gear.

Try out Contactlab SmartRelay solution, now available [on Azure marketplace](#).

¹ <https://baymard.com/lists/cart-abandonment-rate>

² <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>