



FAQ:

ORACLE DYN EMAIL DELIVERY

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Oracle Dyn Email Delivery

Introduction

If you're thinking about changing email providers and are considering Oracle Dyn, you're on the right path to better email delivery through one of the cleanest sending networks in the world.

Even though we've been in the email space for more than a decade, we still get a lot of questions about what our services are, the difference between us and other providers, and more. To help quickly answer a few more of these intro questions, we put this document together.

Who is Oracle Dyn?

Oracle Dyn is an Oracle Global Business Unit (GBU) focused on critical internet infrastructure that connects users with content. Oracle Dyn has been in the email game for more than ten years, starting small with simple SMTP relays. Over time, we grew the Oracle Dyn Email Delivery product into an efficient, secure, and powerful, cloud-based email delivery machine, delivering more than 50 billion bulk and transactional emails annually.



Who uses Oracle Dyn?

Enterprise companies, major retailers, airlines, buzzworthy startups, and everything in between.

Who doesn't use Oracle Dyn?

Spammers, affiliate marketers, payday loan senders, and other less-than-reputable email senders.

Is Oracle Dyn a front-end provider like MailChimp or Bronto?

We are an SMTP relay (aka back end) that either a custom, front-end interface or a partner can plug into. We deliver email, but don't offer the capability for users to develop HTML campaigns and/or manage lists.

Are you the same type of service as Mandrill, Amazon SES, and SendGrid?

We certainly are. While there are some differences in the interfaces and terminology, the basics are the same: We power a large, clean sender network that is built for sending bulk and transactional email to opt in users.

Do you offer a front end for HTML development and list management as well?

We don't, but we integrate with several partners that do.

With whom do you integrate?

We integrate with front-end providers like Ongage, Cordial, and Iterable, and several marketing automation services. If you have questions about any system that allows you to use an alternate SMTP relay, just ask.

What type of stats do you offer?

We currently offer opens, clicks, engagement stats, bounces, and complaints with the ability to view reporting via our portal, API calls, or postback URLs. If there's something specific to your business that you'd like to know about, please ask.



Do you offer anything else?

Oracle Dyn is well known for our managed DNS and web application security services which power some of the world's most admired digital brands. For more information, visit dyn.com

How does your sending speed match up to your competitors?

We'll go head-to-head with any provider in the world for delivery and speed. Note that speed isn't always the best thing which is why we're constantly evaluating our throttling speeds to maximize our connections and placement with major and minor mailbox providers.

Do you offer support?

We have three tiers of support to choose from. We also offer a popular consulting service called Reputation Management in which our team acts as an extension of your email team, offering technical and content advice.

Reputation

When it comes to sending, having a clean network to deliver email through is more important than you ever would imagine.

Why is that important?

If you're sharing IP addresses with spammers and other less reputable senders, the chances of your email hitting the inbox goes down exponentially. Our prospect qualification criteria and ongoing vigilance in overseeing our network helps weed out the bad and bring on more of the good.

Can you get dedicated IPs?

Of course. We'll evaluate your needs and sending history to determine whether dedicated IPs are right for you, and what the best ramp schedule is for your company to achieve the best results.



Do you care about CAN-SPAM and CASL compliancy?

Absolutely. If noncompliant senders are otherwise approved, we will work with them so they are compliant.

Reliability

Having a platform that was built on the same philosophies as the Oracle Dyn anycast DNS network ensures that you're always able to send and will have the best possible availability.

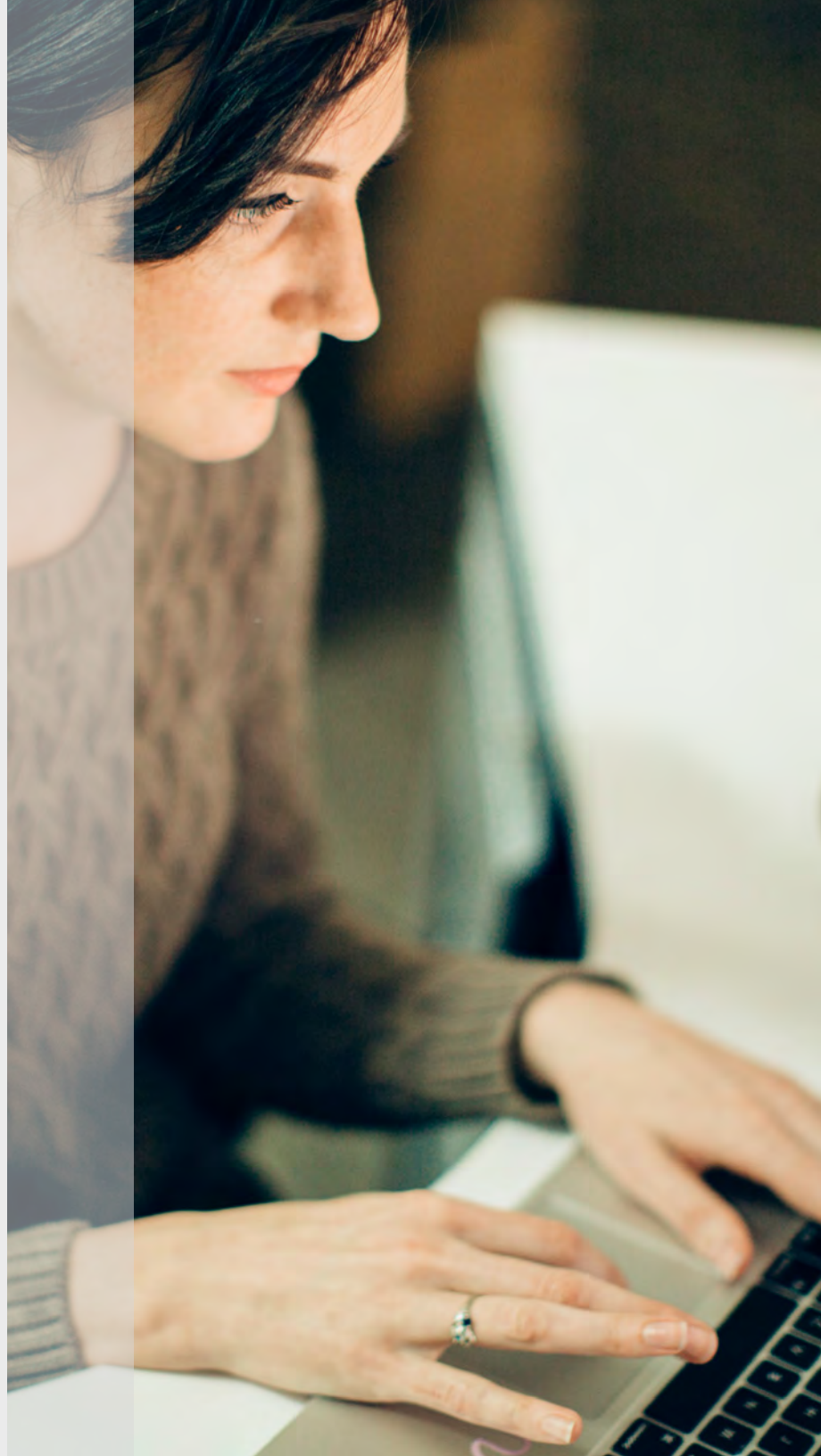
Integration

Sending can be done over SMTP (Simple Mail Transfer Protocol), by common libraries, or with a Mail Transfer Agent (MTA) such as Postfix. Oracle Dyn also has many customers sending email by integrating their applications directly with our (RESTful) API.

Why does all of this matter?

We know that email is a main revenue and communication driver for thousands of companies across the world. That's why we built Oracle Dyn Email Delivery to help scale and support those needs. Quite simply, sending through a clean and secure network matters, and we look forward to having you experience the Oracle Dyn difference.

Learn more – Visit: dyn.com/email



Rethink Email.

Oracle Dyn is global business unit (GBU) focused on critical cloud infrastructure. Dyn is a pioneer in DNS and a leader in cloud-based infrastructure that connects users with digital content and experiences across a global internet. Dyn's solution is powered by a global network that drives 40 billion traffic optimization decisions daily for more than 3,500 enterprise customers, including preeminent digital brands such as Netflix, Twitter, LinkedIn and CNBC. Adding Dyn's best-in-class DNS and email services extends the Oracle cloud computing platform and provides enterprise customers with a one-stop shop for infrastructure as a service (IaaS) and platform as a service (PaaS).

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