

Oracle Dyn Case Study: **SEEKING ALPHA**

Maintaining Your Brand's Email Reputation

With 2.5 million subscribers and over 200 million real-time email alerts sent monthly, ensuring email is making its way into customers' inboxes is critical for this investment research company. Seeking Alpha turned to Dyn Email Delivery and Reputation Management services to ensure their subscribers were getting emails quickly and reliably.

The Challenge: Reliable, Real-time Results

One of Seeking Alpha's most successful offerings is real-time email alerts. Over 2.5 million users subscribe to the service for notifications on subjects they want to track.

"Fast and reliable email delivery is crucial to us," notes Asi Segal, Seeking Alpha CTO and VP, R&D. "Dyn makes sure that our alerts reach subscribers who want that content and doesn't end up in their spam folder."

Customer

Seeking Alpha^α

Company Profile

A platform for investment research with broad coverage of stocks, asset classes, ETFs and investment strategy, Seeking Alpha sends out over 200 million real-time email alerts monthly to subscribers.

"Fast and reliable email delivery is crucial to us. Dyn makes sure that our alerts reach subscribers who want that content and doesn't end up in their spam folder."

– Ari Segal
CTO & VP of R&D

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The Solution: Dyn Email Delivery and Reputation Management

Landing email in your recipient's inbox can be challenging. Dyn's delivery platform provides a solid foundation to ensure the highest inbox success rate for your email. Reputation Management is a consultative service uniquely customized for Dyn Email Delivery customers.

- Proactive Sender Reputation Monitoring
- Customized Reputation Management Plan
- Remediation with Receiver Networks
- Delivery Optimization

Results: Partnering with Dyn for Inbox Success

"With email delivery being strategically important for Seeking Alpha, we needed more than a service provider," says Seeking Alpha's DevOps team leader Antony Gelberg. "We needed a partner who was as focused on our success as we are. We found that partner in Dyn's Email Delivery team. We think of Dyn as part of the Seeking Alpha technical team; and, in fact, part of the team involved in building new products for Seeking Alpha."

"We consult with Dyn on all technical and product-based decisions concerned with email," Asi Segal agrees, "which should give an indication of how highly we value Dyn's Email Delivery services. We set high standards on what we do, and Dyn absolutely fit into those standards."

Learn how Dyn can help you ensure an exceptional visitor experience for online customers. Visit: dyn.com.

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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. extend 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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