




Solution Brief

TRANSACTIONAL EMAIL

Rethink Your Digital Retail Business

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Oracle Dyn Transactional Email Delivery

Rethink Your Digital Retail Business

Retailers and ecommerce platform providers rely heavily upon transactional email to confirm orders, deliver shipping notifications, and handle account-related tasks such as password resets.

Other examples of transactional email that companies send include account creation alerts, purchase receipts, travel status notifications for airlines or trains, reservation confirmations, and social media friend notifications and activity. If there is an online transaction of any kind, it typically requires an email.

Oracle Dyn Email Delivery is a cloud-based email delivery service that takes away the cost of ownership and complexity of running your own platform to send those emails, giving you more time to focus on your applications and the success of your digital business.

Transactional emails are one-to-one and based on an activity, containing information that a customer is looking to confirm that transaction. That's why they have a much-higher open rate than bulk/marketing email – as much as 8x, according to Experian.¹

It's important to ensure those emails are getting to their intended destination with a trusted provider such as Oracle Dyn. Delayed or non-delivered email can result in increased calls to customer service departments, taking away from other tasks for something that should run like clockwork.

1 Experian Marketing Services, "The transactional email report," 2010



For those using on-premises solutions, sending through Oracle Dyn Email Delivery removes the burden of security patches, software upgrades, major mailbox provider whitelisting and communication—and everything else that comes with running an email platform. We handle all of that for you, so all you need to do is send highly engaged transactional email.

With either shared or dedicated IPs available and a team with decades of experience, you can trust Oracle Dyn Email Delivery with the sending and delivery of your company's transactional email.

Feature Highlights

Easy Integration

- Easy setup of authentication (SPF, DKIM)
- Send via SMTP or API
- Send via dedicated or shared IP pools
- Set up a custom domain for click tracking
- Set up custom returnpaths (dedicated IPs only)

Deliverability

- Send on one of the cleanest networks in the industry
- Get industry-leading expertise and support
- Scalable as your transactional email needs grow
- Reputation Management consulting service add-on available

Analytics (reports)

- RESTful API
 - Sent, Delivered, Bounces, Complaints, Blocked, Opens, Clicks, and other Issues
- Postback (Webhook) Service
 - Bounces, Complaints, List-Unsubscribe
- Access to full bounce headers
- X-header tagging
- Subaccount management

Support

- Onboarding support
- Ongoing 24/7 technical support via phone and email
- Customized ramp schedules available

We help our customers reduce their email delivery costs, improve their sending and IP reputation, and achieve great inbox placement—and we do this for organizations that may be sending billions of emails every month. Oracle Dyn Email Delivery customers leave the cost and complexity of running and managing email delivery systems up to us, allowing them to focus on the success of their digital business.

Whether you're a seasoned sender or just starting out, Oracle Dyn can help.

Learn more at: 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. Our 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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