ORACLE DYN EMAIL DELIVERY

Solution Brief:
Oracle Dyn Email Delivery

Rethink Your Digital Business with Transactional Email

Overview

Transactional email marketing addresses one of the largest target markets in the world, delivers the highest ROI of any other marketing medium and has the lowest cost for customer acquisition.

A June 2016 survey of US marketers conducted by the Direct Marketing Association (DMA) and Demand Metric found that email had a median ROI of 122%—more than four times higher than other marketing formats examined, including social media, direct mail and paid search. The study also established that at $10.23 per response, email provided US marketers with the lowest cost per acquisition of all other channels and formats (eMarketer – Email Marketing Benchmarks; Frequency, Deliverability, Mobility May 2017).

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 like Oracle Dyn Email Delivery. 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.

For those using on-premises solutions, sending through 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)

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

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 technical support via 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.

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 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).

ORACLE® + Dyn

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