




Solution Brief

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# ORACLE DYN EMAIL DELIVERY FOR TRAVEL

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# Solution Brief: Oracle Dyn Email Delivery for the Travel Industry

## Rethink Your Digital Travel and Hospitality Business

### Overview

Transactional email marketing for the travel and hospitality industry targets two main groups: the vacation traveler and the business traveler. To the person looking for that special vacation, you are selling a dream. The vacation traveler typically starts planning 1 to 3 months ahead of time, and they often base their decisions on price and reviews or testimonials. The business traveler is less concerned with price, they are looking for date and destination availability that meets the needs of their business travel, often on a short notice.

The travel and hospitality industry relies heavily on transactional email to notify recipients of new promotional offers, provide booking confirmations, and to keep the traveler updated on travel arrangements. Other examples can include updates on loyalty reward programs, seasonal or holiday deals, travel newsletters, and notifications to promote attractions, services, amenities, and entertainment available at their destination.



Give customers what they want, target your emails based on behaviors outlined above. "42% of marketing decision-makers in North America sent triggered (transactional) emails that were contextualized with messages and content based on real-time behaviors, interactions, event or environmental conditions of the recipient (eMarketer - Email Marketing Benchmarks Metrics Steady as Data Creates Better Context and Relevance 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.<sup>1</sup>

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.

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



## 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 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.


Have questions regarding your email delivery infrastructure? Learn more at: [dyn.com/email](https://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 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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