


Product Overview:

ORACLE DYN EMAIL DELIVERY

ORACLE® + Dyn

 dyn.com

 603 668 4998

 @dyn

Oracle Dyn Email Delivery

In addition to a high-performing web presence, effective email communication with your end users can create lasting relationships that drive deeper engagement with your brand and increase revenue.

Oracle Dyn's Email Delivery platform will help you power that success by fully engaging your customer base through best practices-driven transactional and bulk/marketing campaign email.

Why Is Delivering Email Still Important for the Success of Your Business?

While social channels continue to proliferate, email is still the primary and preferred way to relay information through transactional confirmations, special offers, newsletters, or other messages. Arguably, the most important of those types of email is transactional: application-generated messages triggered in response to an action taken such as a sale, confirmation, or online account change.



How Does Oracle Dyn Email Delivery Work?

Oracle Dyn Email Delivery is a cloud-based email delivery engine, designed for both transactional and bulk/marketing campaign emails. Along with sending email generated by an application, Oracle Dyn's email solution is integrated with several marketing automation and email template/management solutions.

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 that send emails by integrating their applications with Oracle Dyn Email Delivery using our RESTful API.

Once the email is received by Oracle Dyn, it is then processed based on user account settings and logged, allowing for a multitude of reporting options such as opens, clicks, list-unsubscribes, and bounces.

After a message is received, processed, and ready for delivery, Oracle Dyn Email Delivery routes it through a designated outgoing IP address pool, either via a shared IP or an optional dedicated one. Each pool has more than one IP address, and each IP address has separate, parallel queues for each mailbox provider, enabling optimal deliverability and rollover between IPs during high load times.

Each queue for each mailbox provider is delivered to the destination mailbox based on custom configurations that the Oracle Dyn Deliverability Team manages daily.



Why Should You Consider an Email Delivery Provider?

As a cloud-based service, the total cost of ownership with Oracle Dyn is significantly lower than buying hardware, hiring deliverability experts, and operating your own email sending servers. Setting up and managing an on-premises email platform and network is costly from both a CapEx and an OpEx perspective with physical hardware, staff, rack space, and training to take into consideration.

Investing in experts to stay on top of ever-changing deliverability guidelines can be both challenging and expensive since the rules for what is considered spam vary from one mailbox provider to the next. Outsourcing email delivery to a trusted provider such as Oracle Dyn not only reduces overall costs, but significantly improves inbox success and provides greater stability.

“The kind of relationship we have with Dyn, in which we send each other many mutual clients, is unparalleled with any other vendor.”

– Danny Tal, VP of Sales

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Key Benefits of Oracle Dyn Email Delivery

Inbox Success – Landing email in your recipients' inboxes isn't as simple as just hitting "send"—it requires constant oversight. With Oracle Dyn, you will leverage our sending infrastructure's compliant configuration, reputation, scalability, and unmatched inbox success rate to ensure that your emails get through to your customers.

Our platform and solution engineers will help you set up email authentication like SPF, DKIM, DMARC, and other deliverability enhancements to optimize your email performance.

Advanced Reporting – Gain visibility into email effectiveness with Oracle Dyn Email Delivery's detailed reports. Our advanced reporting helps you understand how your customers engage with your email by tracking opens, clicks, bounces, complaints, list unsubscribes, and other key metrics with the ability to pinpoint and resolve domain-specific issues. Along with the standard reports, custom reports can be created using the data provided by our RESTful API or postback service.

IP Pool Flexibility – Oracle Dyn Email Delivery supports both dedicated and shared IP pools. Our Deliverability Team will set up the solution that will protect your reputation and ensure timely delivery to your recipient's inbox.

Advanced Tagging and Segmenting – Tagging and segmenting your email metrics by campaign or mail stream has never been easier. Reports are generated based on X-Header tags, subaccounts, or sending addresses. This data provides the detailed access to help you fully evaluate the success of your mailing.

API Integration – Integrating Oracle Dyn Email Delivery for sending, reporting, and configuration ties your email into your business tools and systems, ensuring timely sends and reports.

Postback Service – In addition to utilizing our API to pull reports, you can use our postback service to have bounce, complaint, and list-unsubscribe data pushed to our API service as soon as our system receives it. This enables you to work with your data at your convenience with your business intelligence/analytics tools.

Deliverability Support and Mailbox Provider Remediation – When email analytics are not enough to help you improve deliverability, Oracle Dyn's Deliverability Team ensures that you have the support needed to reach your users' inbox.

The Oracle Dyn Difference

Oracle Dyn's customers send billions of emails a month with Oracle Dyn Email Delivery, improving inbox success and better leveraging email in the process. The delivery of both transactional and bulk/marketing campaign email is business-critical. By leveraging Oracle Dyn's cloud-based infrastructure, you can reduce email delivery costs and improve communication with significantly higher-than-average inbox placement.

Email deliverability is both an art and a science, and we back our solution with unparalleled expertise. Our Advanced Deliverability Support team focuses on the latest in email technology and mailbox provider trends to ensure that Oracle Dyn Email Delivery is the most reputable sending platform in the world.


Learn more about Oracle Dyn Email Delivery, at: dyn.com


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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