



PowerMTA™ Delivers for ESP Sendloop with Easy Setup and VirtualMTA Technology

CASE STUDY



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DIGITAL MESSAGING INFRASTRUCTURE BENEFITS TO SENDLOOP:

- Effortless set up on any operating system
- VirtualMTA technology provides “gated email streams”
- Ability to scale with a very small team
- Ability to distribute PowerMTA for thousands by Octeth Platform

OVERVIEW

[Sendloop](#), an SaaS provider of on-demand email marketing solutions, started as an email service provider (ESP) in 2008. It has since grown from zero sends to a sending volume of over 500M messages per month. Since inception, it has used PowerMTA™ from Port25 Solutions, Inc. to administer its email infrastructure sends. In an era of heightened dependence on digital messaging data, [SendLoop](#) is one of hundreds of ESPs using PowerMTA, which enables flawless execution of numerous email streams using its VirtualMTA technology.

THE CHALLENGE

SendLoop faced the challenge of managing a large volume with a **small team** while achieving high inbox placement rates. They also needed to coordinate the execution of different email streams and automated workflows. SendLoop required an enterprise level MTA that was also easy to configure.

MIGRATION FACTORS

SendLoop was previously using [open-source software](#) such as Postfix and Exim that made it difficult to optimize sending patterns across a varied customer base while also requiring continuous monitoring and management by server administrators. Migrating to PowerMTA has allowed SendLoop to monitor vital deliverability data across many disparate ISPs in real time, such as potential blocks, ISP throttling, and/or junking which helps to preserve sender IP reputations. The granular deliverability data available for each ISP was one of the deciding factors for SendLoop ([See PowerMTA Management Console](#)).



Apart from the vast amount of deliverability data easily accessible to SendLoop engineers, users were also impressed by PowerMTA's effortless installation and configuration process on any platform. SendLoop also praised Port25's friendly customer service team, citing their ability to answer questions methodically during ramp up. PowerMTA's innovative VirtualMTA functionality helped SendLoop manage its growing customer base by allowing for "private" or "gated" email streams per client. This creates enhanced and prioritized deliverability and the ability to manage sending streams more effectively.

"We use PowerMTA on our on-demand email marketing platform, SendLoop," said Cem Hurlturk, SendLoop's President. "In addition, we recommend PowerMTA to thousands of customers on our other business, Octeth, where we develop and distribute email marketing software," Hurlturk continued. "(We're) looking forward to PowerMTA's upcoming version this summer."

SUMMARY OF BENEFITS

Sendloop accrued several benefits from switching to PowerMTA including it's ability to scale to 500M email messages with a small team. Additionally, migrating to PowerMTA helped Sendloop monitor vital deliverability data from many disparate ISPs in real-time. Integration was easy their ability to distribute email marketing software on the Octeth platform made for a sensible solution in PowerMTA.



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ABOUT SENDLOOP

Sendloop is an easy-to-use on-demand email marketing and list nurturing service that powers up thousands of businesses all around the world. Sendloop's easy-to-use interface allows any one --no matter what technical skills they have-- to send awesome emails and nurture leads on their websites. Download the Case Study [here](#).

ABOUT Port25 SOLUTIONS, INC.

Port25 Solutions Inc. provides specialized email infrastructure software products that address the increased unique demands of client communications and digital messaging apps. PowerMTA™, Port25's flagship product, has a global footprint that is recognized in over 50 countries, with over 4000 installations. It provides senders with superior performance and advanced features to proactively manage their sender reputations. PowerMTA is utilized by hundreds of Email Service Providers worldwide and many leading enterprise level clients including LiveNation Forbes, Turner Broadcasting and the New York Times. Port25 is a member of the Email Sender and Provider Coalition (ESPC) and M3AAWG. Founded in 1999, Port25's mission is to help realize the potential of email as a platform for legitimate and effective customer communications. Visit Port25 for a fully featured product evaluation.