Build a differentiated customer experience

Overview of Twilio
SendGrid Email API

The Twilio SendGrid difference

Deliverability

- High inbox placement rates
- Influencers of email organizations M3AAWG, ESPC, DMA, and EEC, and partner with Gmail, Ymail!
- Proprietary MTA automates sender reputation protection
- Sender authentication, SPF record, DKIM, and dedicated IP tools to maximize deliverability

Scale

- Processing an average of 134 billion emails/month
- Fully redundant infrastructure with industry-leading reliability
- Performance at scale, sending 7B+ on Cyber Monday 2021 with median speed of 1.9 seconds
- Customizable APIs + SMTP for ease of integration

Expertise

- 24/7/365 customer support
- Over 100 email delivery experts on staff
- Best-in-class self-support documentation, guides and webinars
- Dedicated account managers for high volume accounts
- Secure and private with 2FA, TLS, SOC 2 + GDPR compliant

Twilio SendGrid delivers

Deepen 1:1 connections with your customers

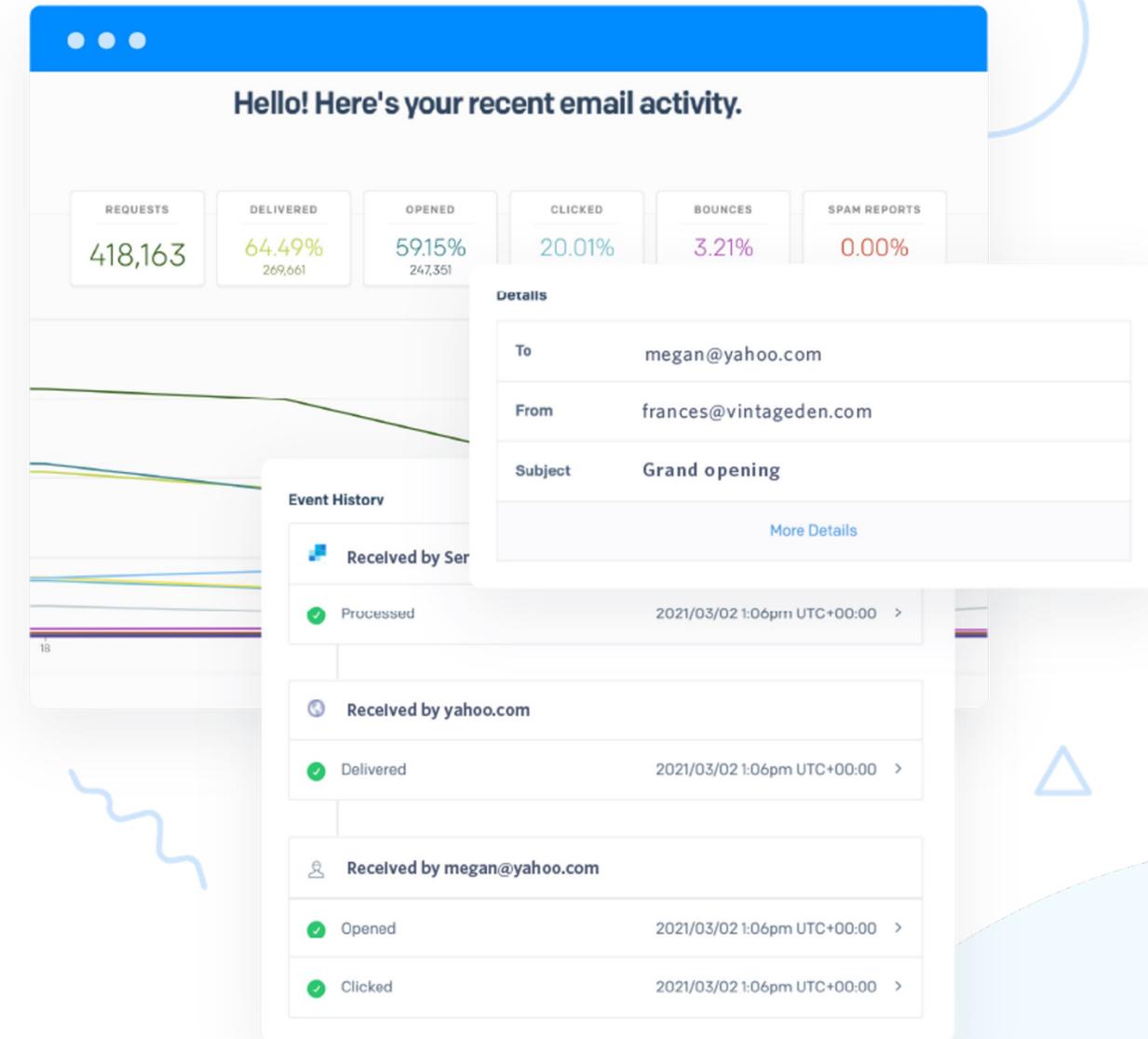Inbox placement and engagement

Maintain a peace of mind with a trusted partner

Solves email authentication, data protection and mail delivery problems
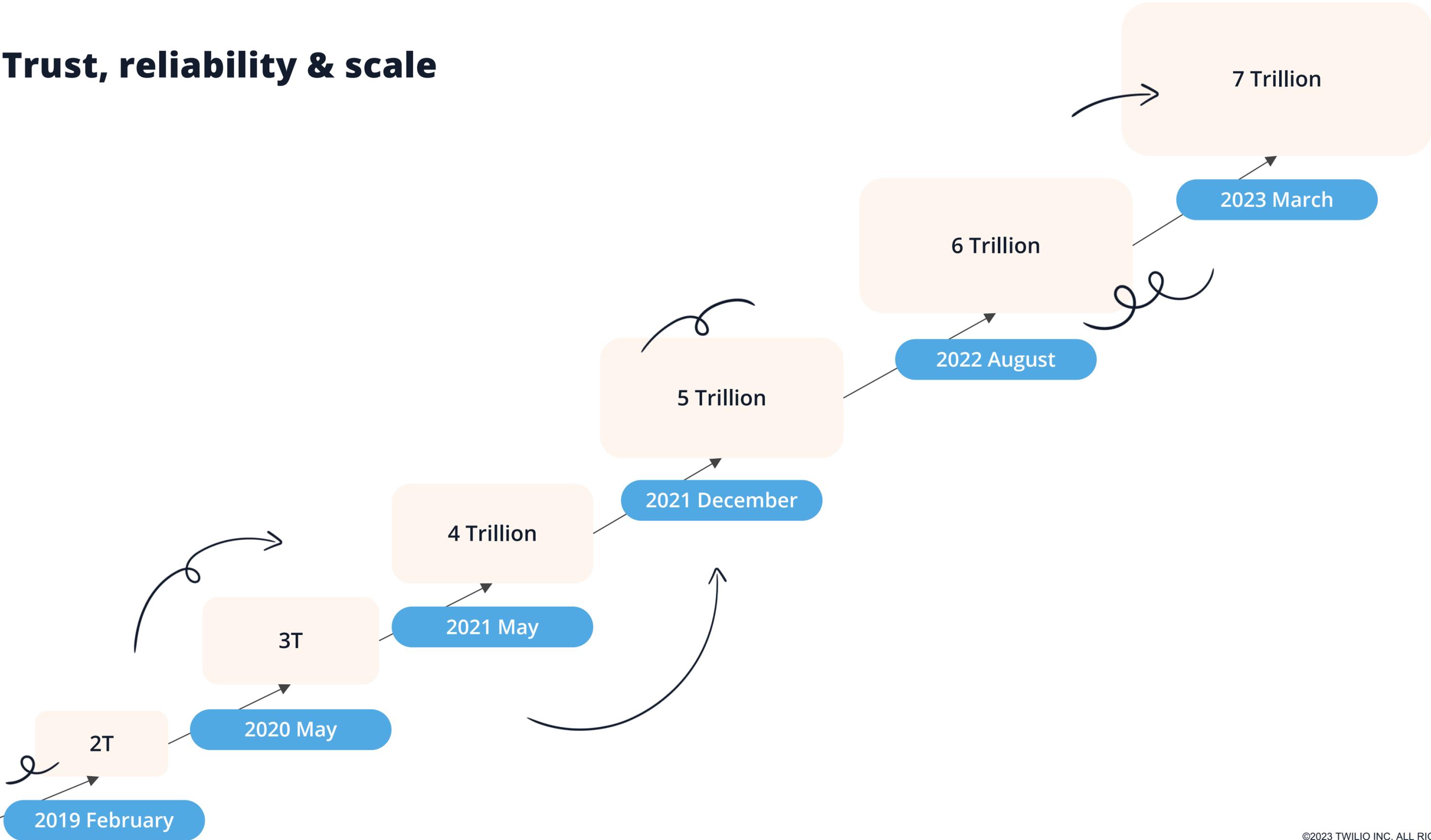
SendGrid is trusted by enterprise businesses to provide a reliable and scalable email infrastructure

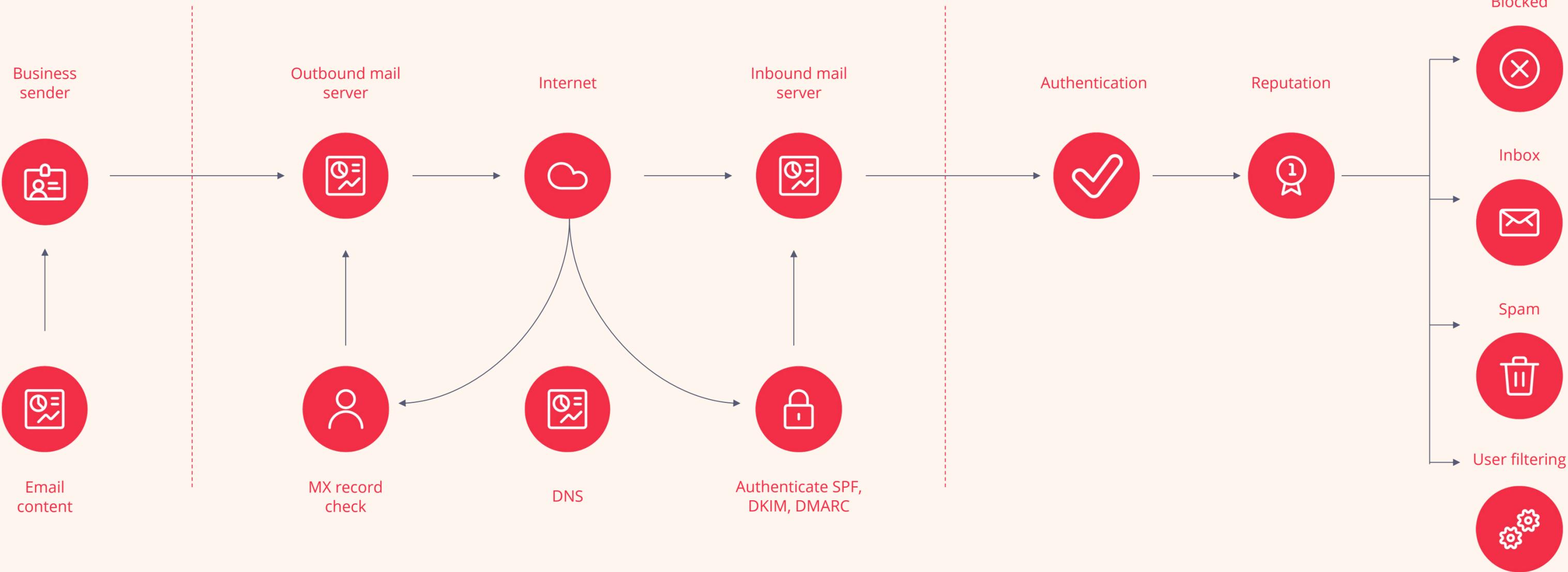Sending on average over 134+ billion emails monthly

Trust, reliability & scale

2019 February → **2T** → **2020 May** → **3T** → **2021 May** → **4 Trillion** → **2021 December** → **5 Trillion** → **2022 August** → **6 Trillion** → **2023 March** → **7 Trillion**

Email delivery is complex

**Business's
email prep**

Cloud email handling

**Mailbox provider's
vetting and decision**

Business
sender

Outbound mail
server

Internet

Inbound mail
server

Authentication

Reputation

Blocked

Inbox

Spam

User filtering

Email
content

MX record
check

DNS

Authenticate SPF,
DKIM, DMARC

Twilio SendGrid delivers

Business's email prep

Cloud email handling

Mailbox provider's vetting and decision

Business sender

Access permissions

Email content

Dynamic templates

Outbound mail server

Email validation

MX record check

Reverse DNS

Internet

DNS

Inbound mail server

Throttle detection

Domain authentication

Authenticate SPF, DKIM, DMARC

Authentication

TLS encryption

Reputation

Dedicated IP address management

Blocked

Email activity feed

Inbox

Aggregate statistics

Spam

Email content testing

User filtering

Suppression management

Build something better

Reliable scale

Performance at scale, sending almost 9 billion on Cyber Monday 2022

Fully redundant infrastructure provides industry-leading reliability

Join the exceptional businesses who trust Twilio SendGrid to send over 100 billion emails/month

Get to the inbox

Our proprietary MTA automates queue handling, detects throttle risks to protect your reputation

Sender authentication, SPF record, DKIM, and dedicated IP tools to maximize deliverability

Influencers of email organizations M3AAWG, ESPC, DMA, and EEC, and partner with Gmail, Ymail!

Manage painlessly

Collaboration-friendly with insightful analytics, template building, and fast troubleshooting

Developers love our RESTful API, docs and libraries, help center, intuitive UI, and technical support

Secure and private with user and API key permissions, 2FA, TLS, SOC 2 and GDPR compliant

Spotify balances the art & science of email

Twilio use case

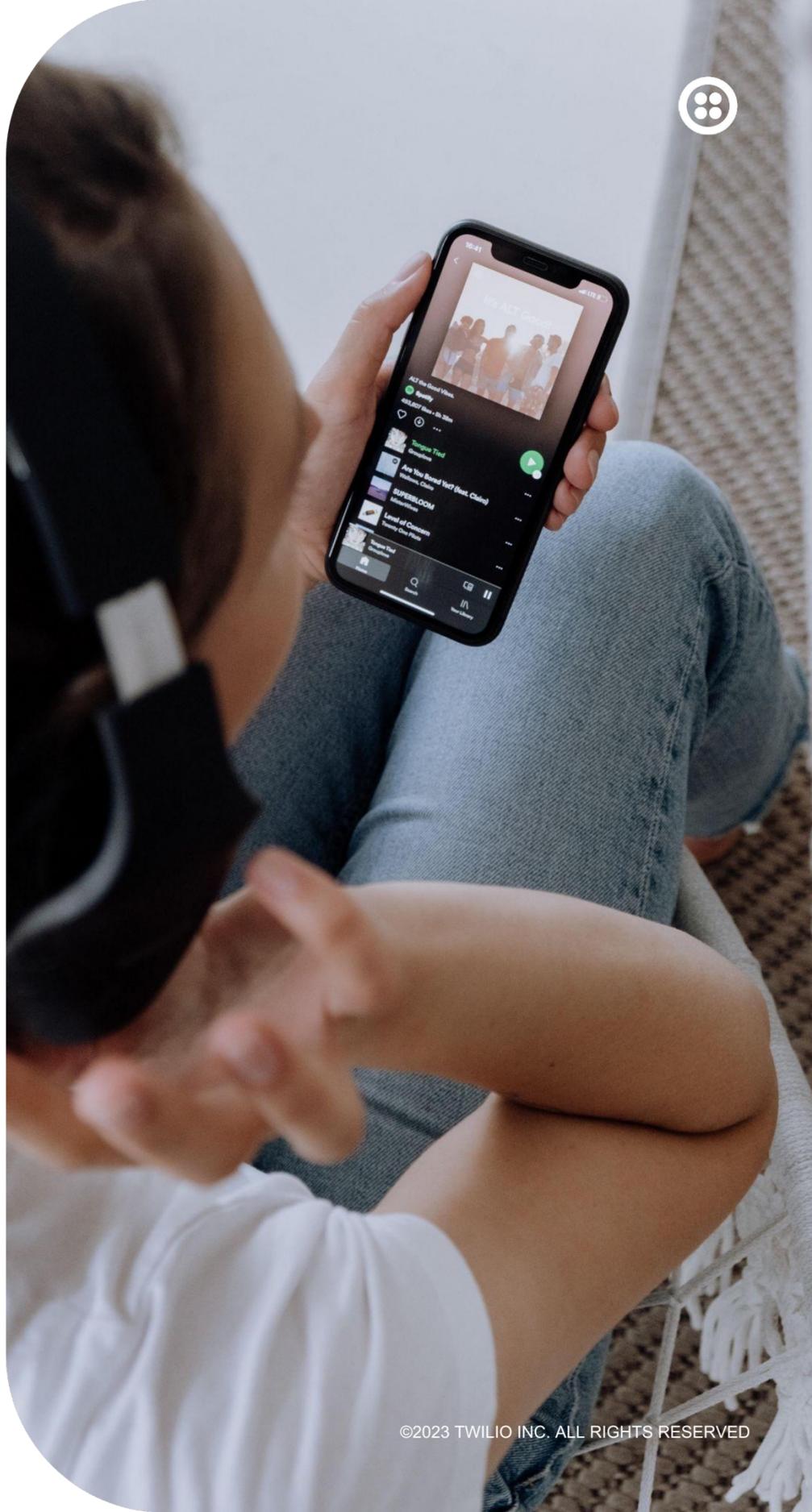Promotions, Alerts & Notifications, Customer Loyalty — Email API

Twilio-powered differentiator

Personalization, Reliable delivery at scale, Trusted partnership & email expertise

Impact and ROI

Delivered +987M emails over the 2020 holiday season

"

Twilio SendGrid made the hard stuff easy, and the really hard stuff easier... They took the hard issue of scale off our plate, so we never had to think about it. And when we hit issues that had to do with the art of email sending, they were there to teach us. Without them we wouldn't have been able to save the email program and we wouldn't have such a successful email program going forward.

Matt Gioe
Director of Marketing Analytics
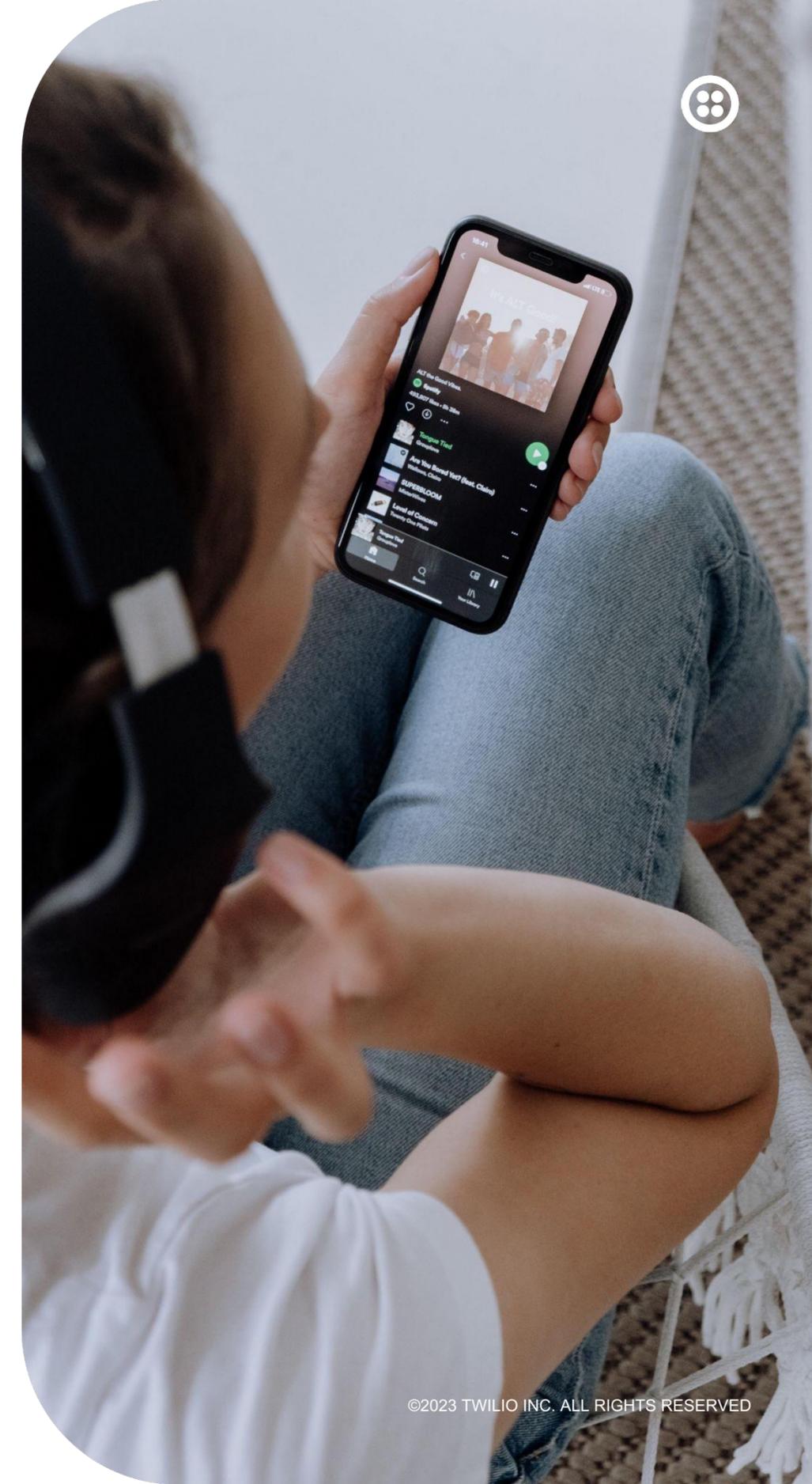
Vacasa removes friction from vacations

Twilio use case

Promotions — Marketing Campaigns Alerts & Notifications, Appointment Reminders — Email API Promotions, Alerts & Notifications — Programmable Messaging Customer journeys — Segment CDP

Twilio-powered differentiator

Personalization, Reliable delivery at scale, Unified customer data

Impact and ROI

Hyper-personalization increased guest bookings 3-10X. Above average engagement with 25.2% open rates and 12.3% click rates

"

Segment allows us to connect the dots and fill in the blanks. With just a traditional email reporting funnel, you're missing the opportunity to capture the full value that an email program provides. SendGrid empowered us to prove the value of investing in our email program. We are getting bookings we may not have gotten otherwise.

G Scott Stukey
Director of Marketing Analytics

vacasa

Shopify helps retailers built deep customer relationships

Twilio use case

Promotions, Alerts
& Notifications,
Customer Loyalty — Email API

**Twilio-powered
differentiator**

Reliable delivery at scale,
Data dashboards

Impact and ROI

Powers 1.7 million
retailers email marketing
programs. Delivery
expertise boosted
average delivery rate
to 99.5%

shopify

"

There are a ton of subtleties with email delivery that are hard to grasp just by doing your own research. There's a rabbit hole of information. It starts easy, but when everything collides with each other, that's when you need your expert. Having access to SendGrid's deliverability experts has helped us learn everything from DKIM, DMARC, to SPF and how they interact.

Sébastien Lavoie
Development Manager, Notification Platform

shopify

Klaviyo helps retail business build deep connections with customers

Twilio use case

Promotions, Alerts & Notifications, Customer Loyalty — Email API and Programmable Messaging

Twilio-powered differentiator

Reliable delivery at scale, Automated welcome flows, Data dashboards

Impact and ROI

Doubled email volume year over year to 10 billion/month with a 99.9% delivery rate

KLAVIYO

"

Our customers don't have to worry about what's going on under the hood. Through our partnership with Twilio and [Twilio] SendGrid, we've been able to provide a very high caliber, high quality product that our customers are rating very well on a regular basis through NPS and CSAT.

Andrea Wan
Head of SMS

KLAVIYO

Glassdoor helps people everywhere to find a job and company they love

Twilio use case

Alerts & Notifications, Customer Loyalty — Email API Expert Services

Twilio-powered differentiator

Reliable delivery at scale, Data-driven personalization

Impact and ROI

Unique open rates north of 30% due to relevant content
Email volume has tripled over the last 3 years

glassdoor

"

Deliverability is more of an art than a science — the landscape is constantly changing. We're a lot more confident knowing we have someone in our corner at the leading edge of what's happening in the deliverability space. SendGrid is an extension of our team — their deliverability insight let's us focus on delivering great content and experience to our users.

Nonso Maduka
Director of Product Management

glassdoor

World's largest social network for neighborhoods

Twilio use case

Customer Loyalty, Account Notifications
— Email API

Twilio-powered differentiator

Deliverability, scalability, team of email experts

Impact and ROI

— Decreased internal resources required to manage down to 1 engineer
— 95% reduction in latency for faster, more reliable email delivery
— Exceptional deliverability rates consistently above 99%

nextdoor

"

We started sending tens of thousands of emails per day with SendGrid. We're now sending more than that per minute. Email plays a critical role on our platform and SendGrid provides a vital partnership in ensuring reliable delivery as we scale.

Prakash Janakiraman
Co-Founder & Chief Architect

nextdoor

Leading brands build customer engagement with Twilio SendGrid

Business solutions	Travel & transportation	Health & wellness	Retail	Real estate
glassdoor	Uber	yelp	ebay	realtor.com
intuit	Hertz	HELLO FRESH	QVC	nextdoor
shopify	ANA Inspiration of JAPAN	Massage Envy	Lulus	airbnb
EY	carsforsale	UnityPoint Health	SOUNDCLOUD	Zillow
AdvancedMD	AutoTrader	STRAVA	1-800 flowers.com	LOWE'S
lumahealth	Booking.com	ibotta	CAPCOM	CBRE

Thank you!