

Why Choose an Email Service Provider...

Broadcasting email is a deceptively simple task. Anyone with a mail server and some pretty cheap software can send broadcast email. (In fact, anyone with an email box can simply stick a list of names in the "to" or cc/bcc boxes and click "send.") But that doesn't mean:

1. Your mail will get through ISP, IT department, email box, and recipients personal folders or challenge-response systems.
2. Your mail will be legally compliant, including deduping against a CAN SPAM suppression file, and appropriately authenticated as being "from" you for the latest anti publishing system.
3. Recipients will see the message in the format/design you intended, even if it's just text-only.
4. Black lists won't add your mail server's IP to their list in response to your send, so your next mailing won't get through.
5. Your email will be sent at the proper speed through ISP (some ISP's will assume you're a spammer if you send too many messages per minute to their servers. You need to know where to "throttle back" sends.)
6. Names on your list will be updated based on hard bounced messages, unsubscribes, and replies (including the inevitable small but vociferous and powerful group of spam complaints). And, your system retries sends to names with soft bounces an appropriate number of times at appropriate intervals without breaking any ISP rules.
7. You can segment your data base in useful ways, or send automated/triggered messages beyond the basic "new subscriber" auto responder.
8. Your list is secure from hacking or stealing.
9. You receive useful and accurate metrics reports on what happened, and be able to conduct viable tests to learn how to get better response rates.
10. You'll gain consultative advice and an "eagle eye view" from a vendor who services dozens, hundreds, or even thousands of clients' email programs. This is especially valuable for marketers who want to integrate email into their system – such as print on demand, CRM, or WEB analytics. It's a lot easier to work with an outsourced team who's already done this for other clients than to figure it all out yourself.

Excerpt taken from 2007 Marketing Sherpa Report, Choosing an Email Marketing Service Provider