TRANSACTIONAL OR MARKETING EMAILS:
MAKE THEM ARRIVE RELIABLY

retarus :

CUSTOMERS LOVE EMAILS THAT ARRIVE …

… QUICKLY, RELIABLY, AND ALWAYS IN COMPLIANCE

Some figures can make you feel dizzy. In 2020, a staggering 306 billion emails were exchanged around the globe every day. What's more, this astronomical amount is still on the rise: according to forecasts issued by statistics portal Statista, the volume of emails transmitted annually is set to exceed 376 billion messages by 2025.

From its humble origins as a simple conversation tool for scientists in 1971, email has evolved into an indispensable means of communication for both individuals and organizations.

Security, inbox placement, and compliance

Nowadays, the security and deliverability of emails is more strategically significant than ever. Transactional emails automatically generated by company software systems along the customer journey and the huge number of emails from marketing applications still need to arrive reliably, despite highly effective spam filters. Newsletters, marketing emails, and especially messages confirming orders, bookings, and appointments are essential. Emails containing invoices or notifying account and policy holders of new documents available in their banking or insurance applications are critical. No matter the message, they all need to be sent, routed, and received securely – and always in accordance with all applicable data protection regulations.

MICROSOFT 365 & GOOGLE WORKSPACE: LIMITED IN CERTAIN RESPECTS

Many email systems are now run as cloud services – information systems are increasingly being "cloudified", as users opt for software-as-a-service (SaaS) models. Microsoft and Google share the largest portion of this pie.

However, it's essential to clearly distinguish between desktop messaging (used to exchange messages between individuals) and application messaging infrastructures, which often gene-rate several million messages a day. With cloud messaging solutions, such as Exchange Online (Microsoft 365) or Gmail (Google Workspace), the sending and receiving options are limited.

On its website, for instance, Microsoft notes their maximum when sending emails is 10,000 recipients a day and 3,600 emails per hour when receiving emails.

DOES IT STILL MAKE SENSE TO RUN YOUR OWN EMAIL INFRASTRUCTURE?

In light of these limitations, many companies are tempted to continue running their own email infrastructures. This is, however, hardly advisable. Especially when messages are sent from business applications, operating one or more SMTP servers proves to be especially tricky. Ensuring the capacities required for coping with peak loads (which likely only occur a few times a year) is both complicated and expensive. In terms of reporting, ensuring that the sent emails are trackable and traceable often requires technical modifications and separate queries. Analyzing the data generated in this way is anything but trivial…

When sending transactional and marketing emails, a wide range of challenging issues need to be considered – sender reputation, throughput and delivery rates, traceability, and reporting quality.

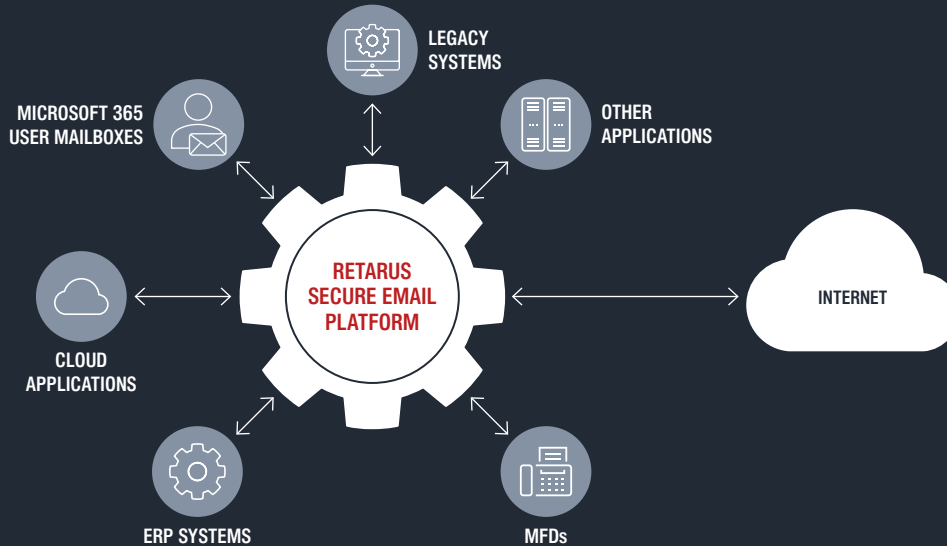BECOMING

INDEPENDENT
OF EMAIL SERVERS

UP TO
10 MILLION
EMAILS
PER HOUR

Retarus Transactional Email facilitates the transmission of large email volumes – up to 10 million messages per hour guaranteed through service level agreements (SLAs), directly from a company's business applications or in the context of their marketing campaigns.

With Retarus' entirely cloud-based Secure Email Platform, companies save on the costs associated with maintaining and running SMTP mail servers. The emails are transmitted automatically and reliably, are fully traceable, and achieve maximum deliverability. Sophisticated reputation management effectively prevents senders from being blocked by internet providers.

CLOUD-MESSAGING –
SUPERIOR IN SO MANY RESPECTS

LEGACY SYSTEMS

MICROSOFT 365 USER MAILBOXES

OTHER APPLICATIONS

CLOUD APPLICATIONS

RETARUS SECURE EMAIL PLATFORM

INTERNET

ERP SYSTEMS

MFDs

Retarus Transactional Email facilitates the transmission of emails straight from business applications, while also managing any potential bounces (undelivered messages) – by way of a single, secure access point hosted in the cloud.

In Europe, the solution is accredited by the Certified Senders Alliance (CSA), meaning that emails sent via the service will automatically be assessed positively and not subjected to further filtering.

Emails are transmitted using the sending company's own domain. The sender address shown to the recipient is thus identical to the technical address, meaning that SPF and DKIM sender checks succeed perfectly. Splitting up the stream of email traffic over multiple sender domains and IP addresses also substantially counteracts the effects of potential blocklisting.

RETARUS
TRANSACTIONAL EMAIL
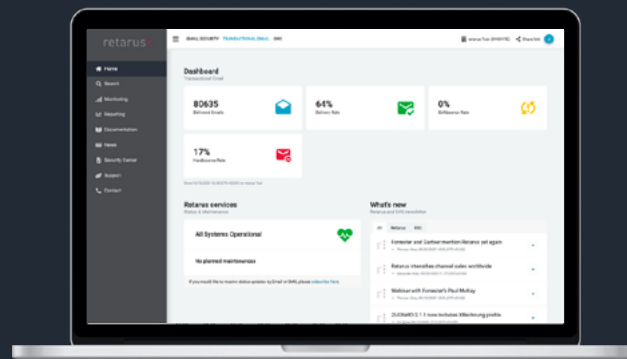
FIND OUT MORE

ORANGE ESPAÑA RELIES ON RETARUS
FOR ITS TRANSACTIONAL EMAILING

●●● The automated transmission of invoices, complaint resolution, password notifications, or marketing messages of all kinds poses a huge challenge for every company.

For the 6,000 employees at their Spanish subsidiary, French telecommunications corporation Orange chose to rely on Retarus to consolidate 21 communication processes, which generate up to 20 million transactional emails for their customers. The company had previously been addressing its customers via SMS but was looking to reorganize the communication more efficiently by way of email.

Non-stop operational throughput: over 500,000 emails per hour

●●● Orange España opted for Retarus Transactional Email as a centralized, secure, cloud-based communication gateway for the transmission of large volumes of transactional emails. The actual capacity of the Retarus service implemented for the telephone company amounts to more than 500,000 emails per hour and regularly exceeds 10 million messages per month. The company is also set to start sending marketing and informational emails as well as legally relevant documents, raising the total volume to over 20 million emails per month.

As a multi-partner project (Orange España uses Microsoft Office 365), Retarus Transactional Email integrates technologies to automatically generate content, BI analyses, and REST web services as an interface to their IT system's APIs. Notifications about email delivery, open rates, and link tracking are fed back seam-lessly into Orange's systems by the Retarus cloud platform. The results are a record-breaking delivery rate for Orange España and the reassurance that the company will maintain its good sender reputation. ●●●

IN GOOD
COMPANY

Over 40 percent of the companies listed in the S&P Global 100 rely on Retarus – not only for sending transactional messages, but also to ensure more effective and secure business communication across the enterprise.

FIND OUT MORE

retarus: