

# Pinterest Shares Interests with SendGrid and Finds a Great Email Delivery Partner

“Their account management team is responsive and proactive, providing us with the space we need to focus on strategic plans, rather than day to day email management.”

## Our Client: Pinterest

### Organize and share the things that you love.

Pinterest is a virtual pinboard that lets you organize and share all the beautiful things you find on the web. People use pinboards to plan weddings, decorate their homes, create scrapbooks, and organize their favorite recipes. With millions of new pins added every week, Pinterest is connecting people all over the world based on shared tastes and interests using this unique visual medium.

## The Challenge

### More email, more problems.

Pinterest has grown tremendously in the past year and was recently named by Fortune Magazine as one of the fastest growing websites of all time.. Email is a critical communication tool used by Pinterest to send activity updates, weekly digests, notifications and invites. These email messages drive user engagement and therefore it was a necessary requirement to ensure on-time delivery of their email.

As a result of their rapid growth, Pinterest’s small team of engineers were left with the task of managing the flow of millions of emails per month through their systems, and the deliverability challenges that accompany high volume senders. While their engineers were capable of tracking down these issues, their mandate was to strategically grow their operational systems – not manage the day to day flow of email. They needed a solution that could focus on deliverability while they continued to improve the value of their app.

## The Solution

### A proactive account team coupled with a scalable infrastructure.

Pinterest employed two similar solutions to manage their email delivery, but quickly found SendGrid to be the victor in solving their email management challenges. SendGrid provided them with a full service, outsourced solution that not only provided the scalable infrastructure and the tools they needed to instantly monitor deliverability, but also with a dedicated Account Manager to proactively monitor and troubleshoot delivery failures before they happen or immediately thereafter.

## Company



## Location

Palo Alto, CA

## Website

[www.pinterest.com](http://www.pinterest.com)

## Industry

Social Network

## Benefits

- Highly scalable email infrastructure
- 24/7 access to email deliverability experts
- Recognize cost savings in time, money, and resources

For example, after a temporary outage at Gmail, Pinterest found that a significant percentage of Gmail users had stopped receiving email from Pinterest. Since Gmail is one of the world's largest email providers, they needed an immediate resolution to the issue. When they called their Account Manager, they found that she had already noticed the problem and was working with SendGrid engineers to resolve the issue.

## Results

---

### Email delivery becomes a non-issue.

SendGrid has proved to be a great partner for Pinterest. Their engineering team no longer worries about email delivery. Instead, they rely on SendGrid's email expertise to monitor their deliverability and resolve delivery failures with their limited involvement. Plus, SendGrid's platform easily supports their growing user base. As a result, they enjoy a 98.9% delivery rate and can focus on the strategic issues that will ensure their customers continue to find value in creating and sharing pinboards.

## Client Feedback

---

### Ryan Park, Operations Engineer

"Pinterest is growing rapidly and our small team of engineers doesn't have a lot of extra cycles to deal with email deliverability issues. Outsourcing to SendGrid proved to be a perfect solution. Its pricing and scalable infrastructure supports our rapid growth. Best of all, their account management team is responsive and proactive, providing us with the space we need to focus on strategic plans, rather than day to day email management."