



LISTIA TRADES POOR EMAIL DELIVERY FOR INCREASED ENGAGEMENT AND CONVERSION

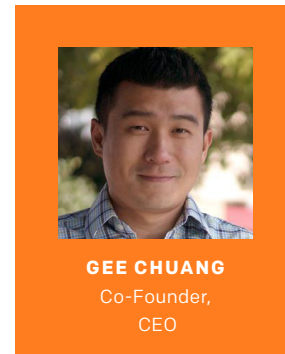


LISTIA CASE STUDY

INTRODUCTION TO LISTIA

Listia is a social online marketplace and mobile application where users can sell and bid on items using credits instead of real money. Co-founded by Gee Chuang in 2009, Listia has grown into a wide community with more than 8 million users.

Listia relies on email to communicate with their users and for traders to communicate with each other in real-time. For example, emails are sent when members outbid one another, when friends join the network, for reminders, and more.



CHALLENGE

Due to the success of Listia's business model, membership rose rapidly causing a **30% increase in monthly emails**. Email blocks at Hotmail and Yahoo! plagued them and they soon found themselves on on blacklists. Gee and his team started to receive complaints from their users that they weren't receiving email and, as a result, experienced a lack of engagement among the community and interferences in their users' trades.

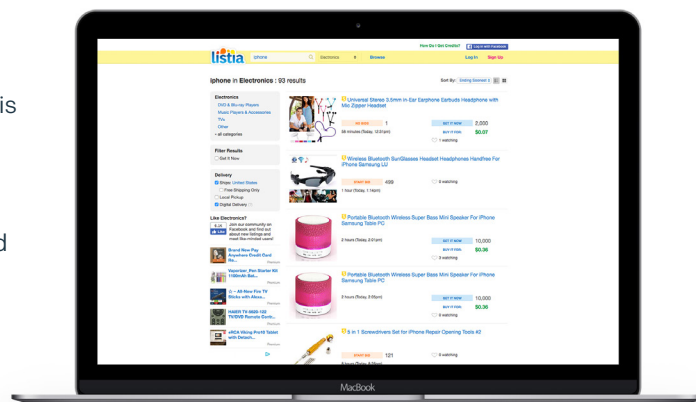
In an attempt to solve their deliverability problem, Listia switched to authsmtp.com, but they realized they needed more capabilities from their ESP such as:

- **Technical infrastructure** built to inherently address deliverability health.
- **Visibility into email metrics and analytics** to assess their entire email program.
- **Expertise to troubleshoot** and prevent deliverability problems.

Gee and his team didn't have the time and resources to handle the complexity of email deliverability, but **with 20% of Listia's email being blocked**, they needed to act quickly.

SOLUTION

Listia turned to SendGrid as its email delivery partner. Gee and his team instantly gained access to a platform whose infrastructure and tools inherently addressed deliverability health. Listia moved to a dedicated IP address to better monitor their reputation, and then implemented DKIM so ISPs could identify them as legitimate senders.



With detailed insights into their email campaigns and the help of SendGrid's team of email experts, Listia also gained the ability to experiment with their messages and actively respond to delivery issues before they negatively impacted their sending.

RESULTS

After implementing SendGrid, Listia saw:

- A **25% increase** in email deliverability.
- **Increased engagement and conversion rates** amongst their users. For instance, their signup verification emails increased by over **10%**.
- **Considerable email costs savings** from moving to a wholly outsourced solution.

“SENDGRID IS THE MOST COST EFFECTIVE WAY TO SEND TRANSACTIONAL EMAIL EVEN WHEN COMPARED TO IN-HOUSE SERVERS AND ENGINEERING RESOURCES. SINCE IMPLEMENTING SENDGRID WE’VE SEEN A DRAMATIC INCREASE IN OUR SITE TRAFFIC, EMAIL DELIVERABILITY AND RESPONSE RATES.”

- GEE CHUANG, CO-FOUNDER & CEO

BOTTOM LINE

SendGrid is a perfect fit for Listia because of our:

- **Deliverability.** SendGrid’s products are built for email deliverability, making sure critical messages reach the inbox
- **Data analytics.** SendGrid’s dashboards provide easy access to real-time analytics and performance feedback for quick, well-informed decision making.
- **Expertise.** SendGrid offers the world’s largest team of deliverability experts with over 50 years combined experience in email, ready to support any email program.

“[WITH SENDGRID,] WE NO LONGER THINK ABOUT SERVERS AND HARDWARE OR WONDER IF OUR EMAILS ARE REACHING OUR USERS. INSTEAD, WE’RE FOCUSED ON IMPROVING OUR COMMUNITY AND INCREASING OUR ONLINE TRADES MAKING SENDGRID’S COST AND VALUE A WINNING SOLUTION FOR US.”

- GEE CHUANG, CO-FOUNDER & CEO
