

# Doubling Email Volume With 99% Delivery: How Nextdoor is Leveraging SendGrid

## About the Company

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Nextdoor is the free and private social network for neighborhoods. On Nextdoor, neighbors create private websites for their neighborhoods where they can ask questions, get to know one another, and exchange local advice and recommendations. The company's mission is to use the power of technology to build stronger and safer neighborhoods.

As Alex Karweit, Engineering Lead at Nextdoor says, "While we can now easily connect with those thousands of miles away, we've lost the connection with the community right in front of us—our neighborhood. Nextdoor is helping revive the local community connection and brings people together. Our platform helps you find that last minute babysitter, get a recommendation on a trusted roofer, or simply meet new people with similar interests."

Since its inception a little more than three years ago, Nextdoor has seen incredible growth and adoption. Today, the company provides a communication platform to more than 69,000 communities in the United States.

## A Solution that Scales

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Nextdoor uses email to notify users of updates in their community that can be incredibly urgent and important:

"We've seen communities alert members of lost pets, dangerous animals, or witnessed crimes. With our partnerships with local public agencies, police forces have come to depend on Nextdoor to get the word out about urgent safety issues. As it has become a go-to communication platform for these agencies, the ability to reach many members quickly—potentially an entire city—is critical." - Alex Karweit

Nextdoor is a many-to-many communication platform that's using email as its primary method of notifying users. Because of the nature of how communication works, email sending volume is growing very fast—50% faster than their member growth. When each member is getting multiple notifications about their neighborhood, it means Nextdoor needs an email platform that can grow with their needs.

## Company

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## Location

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San Francisco, CA

## Website

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

## Industry

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Social Network

## Benefits

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- Easy integration with highly scalable email infrastructure
- 24/7 access to email deliverability experts
- Improved email deliverability and customer response
- Recognized cost savings in time, money, and resources

## A Solution that Scales (cont.)

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Originally, Nextdoor created an email solution in-house, and then moved to a small email provider. Unfortunately, both of these solutions presented a number of challenges:

- Numerous employees were responsible for keeping their email program afloat.
- Messages were constantly being delayed, going undelivered, or being sent multiple times.
- Issues and outages would arise without experts to help correct them.

In light of those challenges, Nextdoor re-evaluated what they wanted for their email program, and decided they needed a more reliable and scalable solution that didn't require so much work from internal engineers. Nextdoor chose to move their email to SendGrid for a few different reasons:

- They're no longer the biggest fish in the pond with a small email service provider. SendGrid has sent over 450 billion emails since its inception, so Nextdoor knows they're not pushing the envelope of what SendGrid can do.
- They had social proof within their company of people who had used SendGrid and thought very highly of it.
- After speaking with SendGrid and realizing they could go to their SendGrid Technical Account Manager, Katie Nelson, with any problems to help them out and get them back to moving email, they realized SendGrid was the right fit.
- They could rely on SendGrid to deliver their email correctly, instead of having their engineers spend time managing it like they did with other companies. This allowed Nextdoor to focus on making their product better.

Since moving to SendGrid, Nextdoor has seen aggressive growth. Not only have they more than doubled their customer base and email volume, they're now sending millions of additional emails.

One of the first things users notice when they sign up for Nextdoor is their email settings are front and center on their dashboard. This allows each user to customize the mail they receive from the company, and it ensures that they're always getting updates they want to read. This means Nextdoor has extremely high deliverability, high open rates, high clicks, and very low spam reports. SendGrid has been able to provide Nextdoor with:

- Deliverability rates that are consistently above 99%.
- Faster delivery by cutting delivery latency by 95%.
- Reliable scalability that handles all the email they want to send.
- Less need for dedicated engineers—their email program went from requiring 4 full-time engineers to needing less than one.

For the Email Infrastructure Owner at Nextdoor, Hussam Mousa, "SendGrid has been instrumental in scaling our email without interruptions. I'm used to working on imperfect systems, so it's nice to have things just work for me. To have an email provider I can contact with any problems or issues and have them troubleshoot has been really, really valuable."

For other companies that are learning about email and what solution they should go with, Alex says "If you're going to be sending a lot of email, you can be comfortable that SendGrid can handle the load. SendGrid works, and it works at scale."