

TheLadders Have Found that SendGrid “Just Works”

More than 11 years ago, [TheLadders](#) began as the go-to job site for professionals looking for positions earning at least \$100,000/year. Since then, they have expanded their service to provide job-matching for all types of positions for more than 7 million job-seekers, and more than 86,000 employers and recruiters.

In order to keep up with their email communication requirements, TheLadders began by creating an in-house email infrastructure. Unfortunately, this solution wasn't scalable and required valuable time and resources. TheLadders knew they needed an email engine that would be flexible and provide the personalization they needed to successfully deliver their email.

TheLadders moved to a full marketing communications suite to handle their email, and while this solution provided a lot of bells and whistles, it didn't provide what they really needed: reliability, flexibility, and cost-effective scalability.

TheLadders' engineering team led the charge to find the best email service provider (ESP) for their company, and they turned to SendGrid. Matt Chesler, DevOps Architect at TheLadders says “SendGrid's APIs are very well documented and complete. We've been able to build exactly what we want on top of the SendGrid email platform.”

TheLadders now uses SendGrid as their delivery engine to send over 170 million transactional emails, newsletters, and other types of marketing emails to their 7 million users every month.

A Unique Situation

As a job site, TheLadders faces unique problems and requirements for their email program. Because high engagement with users who are actively seeking new positions drives their business, they need to provide highly-personalized email content. SendGrid's APIs and webhooks allow TheLadders to send custom emails based on things like:

- Location
- Job title
- Goals
- Salary

SendGrid is an ideal email solution for TheLadders because our email deliverability platform is built for scaling companies with a large (and growing) user base. Marketing Manager at TheLadders, Paige Tintle, says, “We're confident that our critical email campaigns are going to be sent every single time with SendGrid's simple, but very sophisticated capabilities.”

Company

The Ladders®

Location

New York, NY

Website

www.theladders.com

Industry

Job Site

Benefits

- 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

An Email-Focused Feature Set

When TheLadders switched to a full-service marketing tool from their in-house email solution, they discovered that they were paying for a lot of features they weren't using and didn't need. SendGrid solved that problem by providing a robust email solution that offers a few key features to effectively send customized email:

- [Subusers and Dedicated IPs](#) - By segmenting the types of email they send, TheLadders is able to use SendGrid's subuser accounts and dedicated IPs to ensure they have the highest deliverability and engagement rates possible.
- [Event Webhook](#) - TheLadders uses SendGrid's Event Webhook to retrieve engagement data every time email is sent. With the Event Webhook, they're able to see which of their users open, click, or even unsubscribe.
- [Technical Account Management](#) - As a high-volume sender, TheLadders also has an expert Technical Account Manager who monitors their sending and deliverability to help ensure that their emails are reaching recipient inboxes.
- [Documentation](#) - SendGrid values transparency, and provides world-class documentation for all of our products and features. This means that TheLadders' engineers can dive into our resources to learn exactly how their email is being handled.

Ultimately, a successful email program is essential for any growing business. While it's difficult to associate their email with a specific monetary impact, TheLadders knows that email delivery and engagement drives traffic to their site, which in turn drives sales, account upgrades, and other types of revenue.

By using SendGrid, TheLadders has been able to set up their email program and throw everything they have at it without any issues because according to them, "SendGrid just works." To learn more about SendGrid's transactional and marketing email solutions, visit our [Email Solutions page](#), or learn more about [TheLadders by visiting their homepage](#).