

Happy Grasshopper Case Study

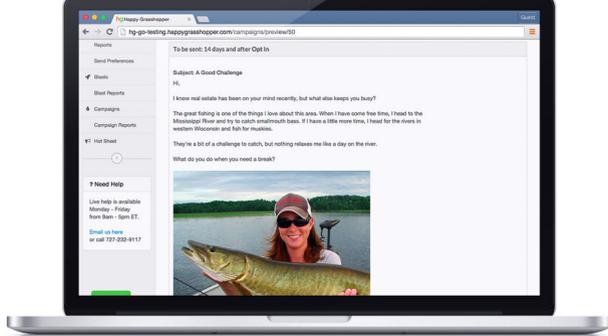
How Happy Grasshopper Optimized their Email Marketing Program with SendGrid Email Delivery Consulting Services

Happy Grasshopper is an automated email marketing platform that provides businesses and entrepreneurs the ability to automatically keep in touch with their contacts. Happy Grasshopper enables its clients to convert more leads, get more referrals, and meet their customer recruiting goals through an optimized email follow-up process.

01 Introduction to Happy Grasshopper

Since being founded 6 years ago, Happy Grasshopper has used SendGrid's scalable email infrastructure as an Original Equipment Manufacturer (OEM) to deliver marketing emails on behalf of thousands of clients in the US and Canada. Happy Grasshopper's email communications include:

- Email nurture or "keep-in-touch message" campaigns for maintaining contact with a client's list of customers and prospects.
- Customized new client acquisition campaigns to facilitate client recruiting and business growth goals.



We are committed to working with smart partners to make sure our clients get the most out of our application. Connecting with SendGrid means that we're connecting with the best minds in the industry.

- Celeste Grupman, co-founder of Happy Grasshopper

02 Identifying DMARC Problems & Solutions

Major ISPs including Yahoo!, AOL, Microsoft, and Gmail have either recently implemented or have announced plans to implement a DMARC strict policy.

As a SendGrid customer whose clients send marketing emails from personal email domains, Happy Grasshopper realized this policy change would lower the sending reputations of many of their customers, potentially resulting in emails being dropped or marked as spam.

"Having an information resource on the policy change was really important to us," said Celeste. "We chose to invest in SendGrid's Email Delivery Consulting Services to ensure we were up to speed on the DMARC policy changes and what changes we should implement."

During their Email Delivery Consulting engagement, SendGrid found 862 Happy Grasshopper clients that were currently violating the new DMARC policy, putting their deliverability at risk. To better manage their sender reputation and improve inbox placement rates, SendGrid's experts suggested those senders move to their own sending domain that they control.

"I can now see the need for this [policy change], the data supports it, but this wouldn't have been something that we could have read or found out on our own," said Celeste.

Gmail DMARC Warning!

Currently 862 "from" addresses within your accounts are from @gmail.com

That full list can be seen as well as all "From" based sending data, within the "Happy_Grasshopper_30_Day_Subuser_Data" spreadsheet (sample below)

from_email	from_group	processed	delivered	delivered_percent	open_pct	click_pct	hard_bounce_rate	soft_bounce_rate	unsubscribe
Patricia.Hessner@happygrasshopper.com	Patricia.Hessner@happygrasshopper.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
The Alex Team - info@alexandria.com	The Alex Team - info@alexandria.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - johnsmith@domain.com	John Smith - johnsmith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Doe - jane.doe@domain.com	Jane Doe - jane.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Doe - john.doe@domain.com	John Doe - john.doe@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Jane Smith - jane.smith@domain.com	Jane Smith - jane.smith@domain.com	100000	100000	100.000000	0.000000	0.000000	0.000000	0.000000	0.000000
John Smith - john.smith@domain.com	John Smith - john.smith@domain.com	100000	100000	100.000000	0.000000				