HOW HAPPY GRASSHOPPER ADDRESSED DELIVERABILITY RISKS WITH EMAIL DELIVERY SERVICES
ABOUT HAPPY GRASSHOPPER

Happy Grasshopper is an automated email marketing platform that enables salespeople to convert leads and generate referrals through an optimized email follow-up process.

Since its founding in 2010, Happy Grasshopper has used SendGrid’s email infrastructure as the backend engine to deliver marketing emails on behalf of thousands of clients in the US and Canada, sending:

- Nurture or “keep-in-touch” campaigns to help salespeople stay top-of-mind with customers.
- Customized new client acquisition campaigns to drive client recruiting and 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 and CTO of Happy Grasshopper

CHALLENGE

Happy Grasshopper began noticing signals that its overall email deliverability was at risk. As an email company, this risk had the potential to be particularly compromising to their business. They were facing:

- **A drop in overall inbox delivery rates**
  - without a full understanding of factors contributing to this decline.

- Uncertainty about how **strict DMARC policies** by many major ISPs would impact its business and how to respond.
SOLUTION

To address these challenges as quickly and efficiently as possible, Happy Grasshopper engaged SendGrid’s Email Delivery Services to uncover leading-edge insights and guidance. SendGrid’s expert team dug in and provided:

- **Review of 73 subaccounts** to pinpoint which senders were negatively impacting deliverability.

- **Actionable strategies for protecting overall deliverability**, tailored to the greatest risks.

- **Coaching** to help Happy Grasshopper stay abreast of email landscape changes and implications for deliverability best practices moving forward.

RESULTS

SendGrid’s Email Delivery Services helped Happy Grasshopper:

- **Identify 862 clients who were violating DMARC policies**, and successfully guide each of them to compliant sending.

- Implement actionable strategies to **better segment email traffic**, protecting best senders and identifying those needing guidance.

- **Offer additional value to their clients** with email expertise and coaching, informed by the latest email knowledge from SendGrid.

- Increase **overall average open rate by 9%** across all clients

BOTTOM LINE

Happy Grasshopper initially selected SendGrid for its proven scale, deliverability, and customizable APIs. When facing the challenges that result from a growing business and evolving rules of engagement, Happy Grasshopper was able to turn to SendGrid’s Email Delivery Services for:

- **Expertise.** SendGrid’s email experts are embedded at the front lines of the ever-changing email landscape, and work to translate how these changes impact sending best practices.

- **Insights.** By diving into Happy Grasshopper’s data, SendGrid’s consultants identified key problems and the greatest opportunities for improvements and made recommendations.

- **Guidance.** Happy Grasshopper then was able to improve client engagement and growth.

“There’s constantly new thinking about what you can send, how you can send, and how to get your email delivered. The more that we can engage with SendGrid, the more we can learn.”

– Celeste Grupman