



**TOOJAY'S REALIZES DELICIOUS REWARDS WITH
SENDGRID'S IMPLEMENTATION SERVICES**



TOOJAY'S CASE STUDY

ABOUT TOOJAY'S

TooJay's is a New York-style delicatessen, sandwich shop, and bakery founded in Palm Beach, Florida in 1981. With old school flare, TooJay's now serves customers at almost 30 locations using technology to provide an efficient, enjoyable experience for customers and employees alike.

Stephanie Skora is the Marketing Manager at TooJay's. A multi-hat marketer, Stephanie's most recent focus is running the operations and strategy of TooJay's new Delicious Rewards loyalty program, including its email components.



STEPHANIE SKORA
Marketing Manager

"We started our loyalty program to stay top of mind when our customers are considering where to eat. Email is a critical channel to drive awareness of new menu items, product news, and special promotions to keep our customers engaged."

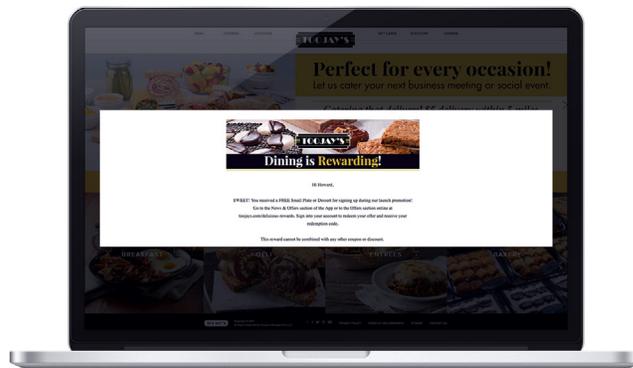
– Stephanie Skora, Marketing Manager

CHALLENGE

Since TooJay's loyalty platform provider [Punchh](#) already used SendGrid, it made sense for Stephanie to migrate TooJay's other promotional email, such as product and store news, to SendGrid's [Marketing Campaigns](#) to manage email under one roof.

Previously, TooJay's used a managed email service for sending promotional email. Even with previous experience managing email, Stephanie wanted to refresh her knowledge in the ever-changing email landscape with additional guidance in:

- **Staying in compliance** with rules by internet service providers (ISPs) and anti-spam laws to create a healthy, secure email program with strong deliverability.
- **Quickly learning and navigating the SendGrid system** as efficiently as possible.
- **Building her own mastery** on sending best practices for her industry.



SOLUTION

To get their email program started on the right foot and optimize their sending practices, TooJay's decided to engage with SendGrid's [Implementation and Strategy Services](#).

These engagements provided Stephanie and her team with:

- **Implementation guidance** for email authentication and IP configuration to streamline TooJay's architecture for deliverability.
- **A point-of-contact for questions** with extensive email expertise and deep understanding of TooJay's business so Stephanie could move quickly with confidence.
- **Delivery expertise and email best practices** with SendGrid's consultants, who coached Stephanie with actionable, best-practice ideas to improve her program now and in the future.

RESULTS

According to Stephanie, "From the get-go, everything was very well organized and thorough, with detailed recaps and next steps after calls to make sure our time was well spent. SendGrid's team was instrumental for us and understood what we were working with and what we wanted to accomplish with our loyalty program."

With the help of SendGrid's Implementation team, Patti was able to launch TooJay's Delicious Rewards program without a hitch. TooJay's healthy email program now sees:

99.9% DELIVERY
RATE

40.1% OPEN
RATE

THE BOTTOM LINE

SendGrid is a perfect fit for TooJay's email program because of its:

- **Expertise.** SendGrid's experts have over 95 years combined experience with email, helping new and experienced senders optimize their email programs every day.
- **Guidance.** With dedicated experts and extensive resources, SendGrid's team empowers senders to drive results with their email program.
- **All-in-one platform.** SendGrid's proven APIs and marketer-friendly sending tools deliver for the whole team's email goals.

"I want to make sure that we're efficiently utilizing all of the tools available to us – that we are being smart marketers in understanding and targeting our guests. If you don't have an experienced email marketer on your team, SendGrid's Implementation and Strategy Services is invaluable for efficiently and effectively driving the success of your email program."

Patti Cullen, Senior Brand Manager
