CREATING A CUSTOM ENGAGEMENT TOOL
WITH SENDGRID
ABOUT MYSMARTPRICE

MySmartPrice is a price comparison and product discovery platform that helps users make the right shopping decision by providing real-time information about product pricing and nearby availability. Founded in 2010, MySmartPrice is an Indian based startup that serves 11 million unique and over 20 million total monthly website visitors.

Arun Chinnachamy, VP of Engineering at MySmartPrice, leads the team managing the email program, which is critical for driving customer engagement and retention.

“EMAIL AS A SYSTEM HAS CREATED A TREMENDOUS ADVANTAGE FOR US. IT’S THE ONLY WAY I CAN REACH OUT TO GAIN REPEAT USERS EVERY DAY. IT’S NOT A GUARANTEE, AND IF I SEND OUT A BAD EMAIL A CUSTOMER MAY NOT COME BACK, BUT THERE IS NO OTHER SYSTEM I CAN USE THAT CAN SCALE THIS WELL.”

- Arun Chinnachamy, VP of Engineering

CHALLENGE

Customers receiving unwanted email and unsubscribing is a huge risk to long-term customer engagement for MySmartPrice.

Arun and his team are therefore incredibly thoughtful about creating personalized content their recipients value. His team wanted to build a custom campaign management tool to programmatically determine email content and frequency based on real-time user engagement and preferences.

Requirements for this tool included being able to:

- **Predict** which products will appeal to users based on past email engagement.

- **Intelligently adjust promotional content** to avoid fatigue (at the same time reducing unsubscribes and improving deliverability), as seen in the example chart below.

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Customer follows item on MySmartPrice → Customer receives price drop alerts → If no response to 3 consecutive emails, removed from flow → Frequency reduced to 1x/month
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14 days
SOLUTION

MySmartPrice built their custom email platform on top of SendGrid’s delivery engine, which allowed them to achieve whatever capabilities their business required.

Additionally, MySmartPrice’s email analytics program, powered by SendGrid, informs Arun and his team about user behavior and the health of their program overall.

They use both the actionable analytics provided within SendGrid’s customer portal as well as SendGrid’s Event Webhook to easily track and digest information such as spam rates, unsubscribes, engagement, and mobile device usage across their customer base.

“The minute we have the data in the dashboard, we monitor engagement and stop sending to people who don’t engage,” Arun says. “We only send to people who engage.”

RESULTS

Armed with data, Arun and his team created a highly effective engagement program with:

- **99.72%** Delivery Rate
- **4.3%** Overall Open Rate
- **11.35%** Overall Click Rate

Email continues to be a key business driver at MySmartPrice. According to Arun, “Email is very important for us. We send 50M emails and get 2M customers back...Without email, it’s difficult to get people coming back to us.”

BOTTOM LINE

SendGrid is a perfect match for MySmartPrice’s triggered and marketing email program because it’s:

- **Customizable.** The developer-friendly API is easy to integrate with and allows precise functionality to fit any unique business need.
- **Analytical.** With a strategic analytics dashboard and Event Webhook, SendGrid offers the in-depth engagement analytics needed to understand customer behavior.
- **Scalable.** SendGrid’s proven ability to scale ensures smart email growth.

“USING SENDGRID’S CUSTOMIZABLE APIS, MYSMARTPRICE HAS HAD FREEDOM FROM THE BEGINNING TO TOTALLY INTEGRATE EMAIL WITH THEIR IN-HOUSE SYSTEMS. THEY’VE BUILT AN IMPRESSIVE EMAIL PROGRAM THAT’S OPTIMIZED FOR THEIR BUSINESS, ENJOYING THE CONFIDENCE THAT COMES FROM HAVING SENDGRID’S DELIVERY INFRASTRUCTURE AS THE BACKBONE.”

- Ioana Cozianu, SendGrid Customer Success Manager at SendGrid