NEXTDOOR UNLOCKS 56% BETTER EFFICIENCY AFTER SWITCHING TO SENDGRID MARKETING CAMPAIGNS
A MOVE FOR MARKETING

For years, Nextdoor has relied on its deep and collaborative partnership with SendGrid for its transactional sending, thanks to best-in-class deliverability, scale, and expert support.

In July of 2018, Nextdoor made SendGrid the platform for their marketing communications as well—moving all marketing emails from a well-known enterprise email solution over to SendGrid Marketing Campaigns.

“Emails like new post and comment emails, daily digests, and invitation triggers are fully built into our product; there’s a very real cost to changing them. With Marketing Campaigns, we’re free to send targeted one-to-many emails at any scale—from promotional things like new feature announcements to more critical communications like GDPR and Privacy Policy updates.”

– Tyler Green, Growth Marketing Manager at Nextdoor
In addition to these use cases, Nextdoor also uses Marketing Campaigns to drive innovation and validate hypotheses early in the product development lifecycle.

“It’s a huge advantage that we can use email to run low cost experiments and validate hypotheses without involving engineers” Tyler says.

“We use Marketing Campaigns to quickly assess the level of interest that our members have in potential features. It’s easy to understand where there’s genuine interest or need, simply by using engagement metrics like opens and click-through rates.”

BEAUTIFUL ENGAGING EMAILS IN HALF THE TIME

After diving into Marketing Campaigns, Tyler and his team immediately noticed an impact. First, they noticed how easy it was to send an email. Then came the realization that the tool empowered them to move faster and spend quality time making the emails, themselves, better. Others across the company began to notice too.

These improvements made Tyler and team curious. Marketing Campaigns’ flexible workflow (offering both visual drag-and-drop as well as streamlined code editing), its powerful segmentation and personalization, and the tool’s clear actionable analytics seemed more efficient...but was it? Their team of data-driven marketers wanted proof.

With Nextdoor’s legacy email provider still available to Tyler for a short period of time, he set out to build the exact same campaign—one in SendGrid’s Marketing Campaigns and again in their legacy enterprise email provider. With each, he counted the number of clicks it took to complete. A head-to-head battle of capability, usability, and efficiency. The results were clear.

56% FEWER CLICKS required to build the same email campaign using SendGrid Marketing Campaigns

*Based on a test by Nextdoor

“A click may seem like such a small amount of time, initially, but any marketer realizes the impact that 56% more time can have—especially when expanded out over minutes, hours, days, weeks, months and years. It’s undeniably valuable.”

– Tyler Green, Growth Marketing Manager at Nextdoor