

# IS IT BETTER TO BUILD OR BUY YOUR EMAIL INFRASTRUCTURE?

TWILIO  
**SendGrid**

VS

**ON-PREMISE SOLUTION**



## DELIVERABILITY

Twilio SendGrid was built to solve the **email deliverability** challenge and make email easy for companies like yours. We provide you access to all the tools and expertise at our disposal so your messages are delivered correctly.

With your email system in place, you'll have to monitor changes in inbox provider requirements, sign up for **feedback loops**, and authenticate your IPs. These are just the basics, and once in place, maintaining a clean email list and monitoring blacklist placement will become a priority.

## DELIVERABILITY

For SendGrid customers who want to make sure their email is authenticated correctly, we provide **Sender Authentication tools** as well as how-to docs in our **Knowledge Center**.

Prior to sending your email, you'll need to properly authenticate your email by setting up protocols like **SPF, DKIM, and DMARC**. From there, you should set up "postmaster" and "abuse" mailboxes for all your domains.

## AUTHENTICATION

Utilize **Expert Services** for help warming up your IPs, setting up email authentication, and improving email deliverability. With **different levels of Expert Services**, there are a variety of ways you can receive assistance from working directly with our knowledgeable team to receiving monthly insights reports.

If you find that your email has a low deliverability rate, or are stumped with how to set up email authentication, you won't have a team to lean on for advice and insight.

## EXPERT SERVICES



## SCALABILITY

SendGrid ensures that as your business grows, you will always be able to scale your email program easily. In 2018, **we sent 2.9 billion emails on Cyber Monday with a median speed of 2.6 seconds**, demonstrating our ability to quickly and successfully deliver large quantities of email.

Once again, with an on-prem solution, maintenance is up to you. As your business grows, you will need to add tech to handle your email campaigns, and your in-house team will need to dedicate their time and effort to ensure your solution can consistently scale with your business. This includes handling installation and any ongoing upgrades.

## PERFORMANCE & SCALE

## UPTIME VS. OUTAGES

SendGrid has created a well-oiled machine with reliable performance metrics to prove it. Our uptime of 99.999% ensures you can successfully send your emails without the worry of an outage affecting your message delivery.

It takes some trial and error as well as bandwidth to reach an uptime of 99.999%. The creation of your own on-prem email solution will most likely run into outages as you build, grow, and scale. When email is a revenue-driving communication, an outage can be detrimental to your business' revenue.

## REGULATION COMPLIANCE

As privacy becomes a larger part of the communications you send, it's important that you are compliant with global rules and regulations. SendGrid follows the **General Data Protection Regulation (GDPR)**, as well as international laws like, **CAN-SPAM** and **CASL**. We stay up-to-date with any changes in email communication laws.

As your contact base grows beyond the U.S. or your main location, you'll need to stay on top of any new international as well as local laws and regulations to ensure your email is meeting legal requirements across the board.



## SUPPORT

SendGrid is known for providing **industry-leading support** to our customers. We have a team of email experts who are ready to answer nearly any email question that can be asked. If there's a problem with your email, you can get in contact with someone at SendGrid 24/7.

Developing an on-premise email solution means there isn't a support system to rely on if (and when) things go wrong. Support and problems need to be handled by your developers and any email experts you hire.

## SUPPORT

## RESOURCES

We want to help you get answers to questions as quickly as possible. We are continuously updating our **Knowledge Center** and **SendGrid Blog** to help you solve problems when they arise.

These resources are available to everyone. While the documentation in the Knowledge Center is often SendGrid-specific, the content in our blog covers a lot of email best practices.



## COST

Purchasing, maintaining, and upgrading are handled by SendGrid for you. From our 24/7 support team to up-to-date software, and an abundance of servers, you never have to worry about the hardware, software, and time required to build your email program.

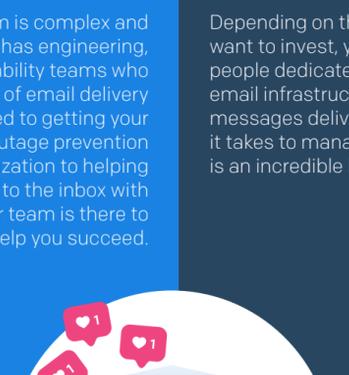
Purchasing and maintenance will have to be taken into account over the life of your email program. This includes elements like servers, ports and power, and the maintenance of the hardware. For software, you're looking at licenses, application bundles, and support fees. If you write your own software, you'll need to stay on top of updates and industry trends.

## HARDWARE & SOFTWARE

## STAFF

The email ecosystem is complex and evolving. SendGrid has engineering, product, and deliverability teams who are on the cutting edge of email delivery best practices, dedicated to getting your email delivered. From outage prevention and performance optimization to helping you get your email to the inbox with deliverability tips, our team is there to help you succeed.

Depending on the amount of money you want to invest, you may have one or two people dedicated to monitoring your email infrastructure and attempting to get messages delivered. The amount of time it takes to manage an email infrastructure is an incredible lift for your team,



## OTHER CONSIDERATIONS

## METRICS

With SendGrid, you have visibility into your **sending statistics** as soon as you log into your account. You can see aggregate delivery metrics and engagement stats in your dashboard, as well as the **email activity feed**.

With an on-prem solution, you need to figure out a way to log metrics and measure your email to see if it's successfully engaging your customers. Storing and querying these stats can be expensive to build and maintain, but not having access to these stats could be detrimental to your email program.

## METRICS

## SECURITY

With SendGrid, you can control your program and provide **different levels of access** to people in your company for them to view metrics while limiting access to elements like API keys or email templates. **Subuser management** is also available as a way to organize your email sending as well as control the different levels of

It's unlikely that you'll be able to provide different levels of access to others in your company, requiring you to continually pull metrics from your platform, make updates to templates, and adjust email copy.

## CONTENT MANAGEMENT

SendGrid's templates provide easy-to-use tools to build and maintain both **transactional templates** and **marketing templates** outside of your API code. This allows your developers to easily offload email template creation, design, and content management to the right person.

Developers at your company will need to dedicate time to building, testing, and updating email templates. This might be manageable in the short term, but is impractical in the long run.

Interested in moving forward with Twilio SendGrid? Take a look at our guide, [Setting Up Your Email Infrastructure With Twilio SendGrid](#) for next steps on account creation and set up.

TWILIO  
**SendGrid**