



webpower[®]
marketing gets personal

Use Webpower's SMTP server to send transactional emails

Sending out transactional email through Webpower's SMTP server has numerous advantages. You are assured of the proper deliverability, without having to login to the Webpower platform. The email is created on your end and Webpower will take care of the rest. This includes dealing with ISP's, spam complaints, bounce handling, sender- and IP-reputation.



99,3 % delivery rate



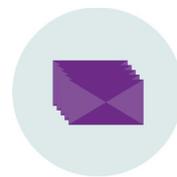
10+ years of international experience



Delivering emails in China is our core strength



Time sensitive emails delivered quickly



High volume transactions

SMTP?

SMTP, Simple Mail Transfer Protocol, serves as an intermediary between the servers of your organisation and Webpower's servers.. Are you sending out large volumes and in need of a safe and quick delivery? Use webpower's SMTP and you do not have to worry about adapting to a new platform.

When to use Webpower SMTP

- You have a lack of capacity on your mail server to send out large volumes.
- You are in need of a quick and safe delivery.
- You value high deliverability without having to setup your own mail server.
- Benefit from a excellent sender reputation.

Transactional emails are time sensitive. An order confirmation, password recovery or best daily offers are mailings you would not want to postpone. With Webpower's SMTP server these emails will be given priority over other emails that are being send through our servers. In this way you ensure a swift and proper deliverability for your customers.

Due to a carefully build and managed sender reputation, Webpower is able to offer larger numbers of emails to the ISP's with an excellent deliverability rate of over 99%. Webpower has dedicated deliverability experts throughout the world, who are in constant contact with the ISP's to maintain this healthy partnership. These experts are first in line when in comes to new anti-SPAM regulations and ISP demands.

Safety is important to us. Our servers located in Europe and Webpower is ISO-certified for data-security and data protection. The protection of your data is something we value highly!

Let's get started

Working with an intermediary sounds complicated, but it only takes a few steps to set it up. This is how you start with Webpower SMTP:

- You place a file on your server, supplied by us, that indicates that a certain IP or domain can send emails on behalf of the organisation.
- Webpower grants you permission to SMTP.
- We make the DKIM-key. This is a digital signature which is used to link the domain to the sender. The ISP of the recipient will recognise the sender of the email.
- Log in and set up the email address on which you want to register bounces, unsubscribers and spam complaints.

The set up is a one time occurrence. From now on you are able to:

- Send mailings through the SMTP server of Webpower
- View the results of your mailing in the statistics, such as opens and clicks.

Want to know more?

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