







## SparkPost Email Delivery Service

### DEVELOPER-FRIENDLY EMAIL. ENTERPRISE-GRADE DELIVERY.

SparkPost is the email delivery service trusted by developers and enterprises to send transactional messages—password resets, confirmations, status updates, receipts, notifications and more—from the cloud. With great APIs, flexible templating, and advanced analytics, SparkPost provides the high deliverability, robust scalability, and expert support that drives engagement and growth for today’s apps and services.

“SparkPost provides us with the real-time email metrics we need. Combined with our own A/B testing, we can dynamically adjust our content and how we send email based on live feedback. There’s no more batch campaigning. All messages are one-to-one, based on users’ interests.”

SETH WEISFELD  
ENGAGEMENT MANAGER,  
PINTEREST

-  **Email delivery built for developers, by developers.** An amazing RESTful API? Powerful SMTP injection? We’ve got you covered. SparkPost helps developers hit the ground running to work with email, because we’re built for developers by developers to get email integration right.
-  **Unmatched deliverability to the inbox.** No one delivers better than SparkPost, with the industry’s proven best inbox placement. Why? Our experienced email deliverability team and sophisticated technology for global email delivery is unmatched.
-  **Actionable data and analytics for measured performance.** Email doesn’t stop with the send. Measure and improve your email performance with 35+ real-time email metrics that assess sending, delivery, and customer engagement. SparkPost’s email analytics give you the information you need, exactly when you need it.
-  **Reliable support from the hardest-working team in the business.** Our first priority is ensuring you rarely need technical support—but we’re here when you do. From great documentation to responsive support and prompt resolution, you can rely on SparkPost’s email pros to help you succeed.
-  **Flexible templating and dynamic personalization.** Personalize email with developer-savvy variable substitution and flow control. SparkPost’s email templates give you the flexibility to programmatically tailor each message at the individual recipient or list level. Our powerful and adaptable template language gives you total control.
-  **Reliability and scalability with a true cloud platform.** More than 25% of the world’s non-spam email is sent with our technology. We’ve been building high-performing email infrastructure for more than 15 years. And today, you can rely on a 100% cloud-based platform that is instantly scalable and elastic, with stringent security by design.

### THERE’S NEVER BEEN A BETTER WAY TO SEND EMAIL

There’s a reason why SparkPost is the fastest-growing email delivery service. We’re built for the cloud to work the way developers work today—and to provide the performance the world’s largest email senders require. In fact, the performance of our innovative technology is matched only by the strength of our talented team, the most experienced email professionals in the industry.

With cost-effective rates for every sending volume, we have flexible pricing to fit how you send. SparkPost makes it easy to start fast, spend less, and deliver more. There’s never been a better way to send email.

# SparkPost Feature Highlights

## API & INTEGRATION

- ✓ Easy onboarding and setup
- ✓ RESTful cloud API
- ✓ Powerful SMTP injection
- ✓ Client libraries for Node, PHP, Python, Java and more
- ✓ Webhooks for rich data streaming and inbound message processing
- ✓ Pre-built integration with key cloud platforms

## ANALYTICS

- ✓ 35+ real-time email metrics
- ✓ Analytics visualization and dashboard
- ✓ Message Events API to query message status
- ✓ Real-time webhooks data stream

## TEMPLATES

- ✓ Manipulate templates from API or UI
- ✓ Dynamic content personalization
- ✓ Substitution variables in headers, HTML, and text
- ✓ Flow control with logical conditionals and loops
- ✓ Familiar handlebars-style syntax
- ✓ Automated template conversion tools

## DELIVERABILITY

- ✓ Proven industry-best inbox placement
- ✓ Industry's most experienced deliverability team
- ✓ Shared or dedicated IP address options
- ✓ Full support for email authentication and security standards
- ✓ Adaptive Email Network (AEN) optimized global delivery

## SUPPORT

- ✓ Quick-start guides and developer documentation
- ✓ Responsive email support with priority options
- ✓ Developer community support
- ✓ Dedicated support options for every type of sender
- ✓ Live system status monitoring

## RELIABILITY

- ✓ 100% cloud-based platform built on AWS
- ✓ The world's most performant email infrastructure
- ✓ Instantly scalable and elastic
- ✓ Guaranteed burst rates for enterprise senders
- ✓ Stringent security and denial-of-service mitigation

## ABOUT SPARKPOST

SparkPost is the world's fastest-growing email delivery service. Our customers—including Pinterest, Twitter, CareerBuilder, LinkedIn, Zillow, and Comcast—send over 3 trillion messages a year, over 25% of the world's non-spam email. The SparkPost service for sending API-driven transactional and marketing email provides the industry-leading performance, deliverability, flexibility, and analytics they need to drive customer engagement for their business.

**Get Started Today!** Call **877-887-3031** or email **hello@sparkpost.com**.

Follow us on Twitter **@sparkpost**, or visit us online at **sparkpost.com**.

