Dyn

CASE STUDY

Secret #425: Daily Secret & The Quest For The Holy Grail Of Perfect Deliverability

The Company

If you've ever grown bored of your usual haunts and have yearned for an exciting new adventure all while staying in your hometown, allow us to let you in on a secret.

Daily Secret provides the inside scoop on events, restaurants, activities, and more that are normally hush-hush, all straight to your inbox – perfect for the urban explorer on the go.

The company's own secret is that it didn't start out with the intention to become the worldwide company it is today. Starting as a positive energy project, their team wanted to reintroduce the city of Athens, Greece, to its citizens, allowing them to discover different places and activities they never knew existed, all close to home.

After expanding from Athens to Istanbul, Daily Secret's audience began to grow rapidly. About two new cities are added every month and 156 different newsletters are sent each week to people in 20 countries. Within just a short 18 months, the member base has grown to almost 1.5 million subscribers.

The Challenge

Growing globally and sending out millions of emails can become pretty daunting, especially when it seemed like Daily Secret went from 0 to 60 miles or 0 to 100 kilometers per hour (depending on in which Daily Secret country you're in) in just a short amount of time.

Their operations revolve around its curated email newsletters, the number one way that their audience finds out about new secrets. We spoke with CEO and co-founder Nikos Kakavoulis about his company's rapid growth and the growing pains that came along with it.

"For a business that is active in many parts of the world, it was important that whatever we did [for our email

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DAILY SECRET

WEBSITE
dailysecret.com

HEADQUARTERS
New York, NY
Athens, Greece

FOUNDED
2010

INDUSTRY
Daily Newsletter

delivery service] was priced appropriately," Kakavoulis stated. "The majority of US-based EMS providers don't get this."

Kakavoulis went on to explain how they had been finding that many providers charged based on US CPMs (cost per thousand emails). As a company with the majority of revenue coming in from non-U.S. sources, it did not make sense for them to be paying a U.S.-based cost since it eventually got to be too high.

Although Daily Secret enjoyed working with their previous delivery service, they decided it was time for them to move on to a provider that made more sense financially and functionally for the growing business.

The Dyn Difference

Moving email providers was a huge decision for Daily Secret and the transition was no small task given that they send up to 10 million emails a month. The team fully understood that there would be a lot of heavy lifting required so the pressure was on to make the right decision.

"We are all about research and processes at the Daily Secret "Factory". We did an extensive, exhausting, and over-the-top market comparison, but to be completely honest, it was Kelly [Lavoie] who manages our account who made the killer move."

Kelly Lavoie, Senior Account Representative at Dyn, had developed a relationship with the Daily Secret team when they came on board as a Dyn Managed DNS user. Although Lavoie was trying to pitch Daily Secret on the Dyn Email Delivery product at the time, she went out of her way to alert Kakavoulis of a major outage with another provider, and the ways she and her team could help them.

Suffice It To Say, The Daily Secret Team Was Impressed.

"We were so impressed by her reflexes – even though that was not the core product she was trying to sell to us – we thought that if the tech team is as savvy as the sales team, then there's definitely something interesting for us there," he said.

YOU'LL FIND DAILY SECRET IN...

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In the end, it came down to the technology and the people that finalized the decision for Daily Secret. They wanted to have an intimate relationship with the development team, which they soon found out was also a priority of Dyn's.

"We love the fact that we are so close with the team [at Dyn]," claimed Kakavoulis. "For businesses trying to stay on the forefront of their respective fields like we are, the heat is on. It's very important to be able to work with a vendor that understands that you're working with an ever-evolving product and a company that shares your sense of urgency. We feel that both Dyn's tech team and the sales team are very supportive and very responsive."

The Results

Daily Secret prides themselves on their high deliverability rates and knows that even small improvements in deliverability can make a world of difference for their performance.

"It's as if we're shooting free throws in the NBA," explained Kakavoulis. "Very small differences in performance mean a lot. So when we improve from 99.7% [deliverability] to 99.8%, that's a big difference for us."

Although it takes time to improve an almost-perfect deliverability score, Daily Secret can see that they're steadily moving along that path.

"We've seen improvement in the overall performance of the platform and we're getting closer to our goal of perfect deliverability -- the holy grail of our business," stated Kakavoulis.

"Providing the best deliverablity possible to our customers is one of our main goals," explained Mike Veilleux, Director of Email Product. "Being able to work closely with a company like Daily Secret that takes as much pride in deliverability as we do has been both rewarding and enjoyable. Working with Daily Secret has kept us continuously developing the best Email Delivery product possible."

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