

# Transactional Email Software Category



## Transactional Email Software Category

Transactional email software delivers email notifications in response to actions taken by users. For instance, a welcome message after the creation of a new social network account, an email receipt for an e-commerce purchase, or an acknowledgement email for a fresh newsletter subscription. Companies use this platform to automate personalized or customized emails as transactions happen. You can also utilize it to monitor metrics like emails delivered, received, bounced, and opened, as well as the results of your campaigns.

Transactional email software is helpful for teams managing public relations, marketing, sales, and customer retention. It smoothly integrates with other tools like e-commerce, email marketing, social media, and CRM solutions to maximize its effectiveness.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

## CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

## COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



## 2021 Customer Success Awards

Check out this list of the highest rated Transactional Email Software based on the FeaturedCustomers Customer Success Report.



### MARKET LEADERS



### TOP PERFORMERS



### RISING STARS



\* Companies listed in alphabetical order

2021



SPRING 2021

Transactional Email  
Software Category

**MARKET LEADERS**



43

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT MAILGUN



Mailgun is a developer-focused email delivery platform that empowers companies to send, receive, and track transactional and marketing emails through an API. Founded in 2010, Mailgun became a Y-Combinator success story later acquired by Rackspace. In February 2017, Mailgun spun back out as a standalone business focused on building best-in-class email deliverability solutions. Mailgun enables developers to tightly integrate email into their apps, i.e. give real email mailboxes to their users, their web pages or any objects in their apps. Customers like Slack, Lyft, Github, and Reddit rely on Mailgun to deliver email to their customers.

### Featured Testimonials

“At Handy.com, we use Mailgun to send all our transactional and promotional emails. Mailgun helps us manage our email subscriber lists and track the efficacy of our email newsletters by providing open and click-through rates for each of our emails, so we always know what's working well and what's not. Mailgun makes it super simple to send email and manage list subscribers, and abstracts away all of the difficulties of managing a mail server. It was incredibly easy to set up, and their support team replies almost instantly any time we have a question.”



HANDY

“Mailgun is our primary provider for email. We use Mailgun because it concentrates on transactional emails (of the sort that we send) rather than other mail services which are more geared towards bulk mailings. Other services end up sending massive amounts of emails for large mailing lists which causes periods of slow delivery. We are very vested in timely delivery, whereas most other services are concerned about not being blocked as spam. Mailgun is consistently fast.”



PAGERDUTY

“At Exec, we use Mailgun to send all our transactional and promotional emails. Mailgun helps us manage our email subscriber lists and track the efficacy of our email newsletters by providing open and click-through rates for each of our emails, so we always know what's working well and what's not. Mailgun makes it super simple to send email and manage list subscribers, and abstracts away all of the difficulties of managing a mail server. It was incredibly easy to set up, and their support team replies almost instantly any time we have a question.”



EXEC

“Mailgun makes it easy to track the delivery of emails without maintaining our own email infrastructure, subscribing to spam feedback loops, or developing our own bounce detection software. In the future, we're hoping to take advantage of Mailgun's inbound email capability to enable our site's SMS interaction.”



ANYVITE

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145  
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT SENDGRID



SendGrid has developed a cloud based service that solves the challenge of email delivery by delivering emails on behalf of companies. SendGrid eliminates the complexity of sending email, saving time and money, while providing reliable delivery to the inbox. With over a decade of thought-leadership backed by a stellar record of delivering email, SendGrid is climbing to new heights.

Featured Testimonials

“[SendGrid has] the tools to help you effectively manage your transactional and marketing email as well as the credibility and expertise to help you build campaigns that will get you the results you deserve.”



DAN ELLIS  
DIRECTOR OF DEVELOPMENT - SR. DEVELOPER - TECHNICAL ARCHITECT, GOFOBO

“SendGrid was super easy to implement and our results are amazing. Whereas we used to spend a few hours a week on email management, we no longer have to dedicate any time or resources to the matter. The delivery rates for our newsletter and transactional emails are close to 100% and our bookings are up 50% since we've been on the SendGrid platform.”



ALIX TAFFLE  
CO-FOUNDER, MORNING CROISSANT

“SendGrid helps us deliver on our promise by getting our emails delivered to customer inboxes on time. We now have access to the data and tools we need to ensure our email notifications are being received by our customers and are eliciting a response—all from a pretty slick dashboard. The SendGrid support team is extremely responsive and our conversion rates from the free trial have increased by 12% since making the switch to SendGrid. We're not only building a strong business with SendGrid's help, but also saving money and time to boot.”



LUCIAN DANILIUC  
FOUNDER & CEO, MONITIVE

“Our entire application sits on top of SendGrid and they are doing an exceptional job of managing our email infrastructure and delivery needs. Since switching to SendGrid, performance has been outstanding, plus they have an entire team dedicated to email; expertise we couldn't afford to staff in our organization. With SendGrid, we can focus on our core product because we know that once we hand it off to SendGrid, the process will be flawless and our emails will get delivered.”



PAUL REINARZ  
CEO, REZORA

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\*\*\* 22

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT SENDINBLUE



Sendinblue is now an all-in-one sales and marketing platform. In early June 2019, they unveiled what is probably the biggest update to their product and brand since the company was founded in 2012. From the beginning, they've always aimed to help SMBs grow. Now, they have scaled up, adding a collection of new marketing and sawles features to help new businesses get off the ground. These features include customer relationship management (CRM) software, Facebook ads, retargeting display ads, live chat, and collaborative mailboxes for teams.

### Featured Testimonials

“We use Sendinblue for transactional SMS messages and emails. We were especially attracted by the quality product and support offered.”



BENOIT RICHARD  
CEO & FOUNDER, MARCEL

“Sendinblue has allowed us to take our email marketing initiatives to the next level. With responsive design and the transactional email option, we are now sending powerful emails to our customers in the moments that matter most. Thank you Sendinblue for creating an easy to use email platform – we have been so happy!”



KATE SANDERLIN  
MARKETING MANAGER, 3 MEN MOVERS

“I added Sendinblue to my eCommerce site in a few clicks! Now I can automate campaigns and track conversions in real-time.”



JULIEN BERGIS  
CO-FOUNDER, LES RAFFINEURS

“After benchmarking and testing some similar solutions, we finally chose Sendinblue since it provided the best fit for our needs and performance criteria, the responsiveness of its customer service, the deliverability of e-mails, and the time saved thanks to the platform. We are pleased to be able to take advantage of their best practices in IP management and for our campaigns!”



STÉPHANIE BOUZITAT VERGUES  
CHIEF MARKETING OFFICER, FRANÇOISE SAGET

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Transactional Email  
Software Category

**TOP PERFORMERS**



47

Total Customer References

VIEW ALL REFERENCES

ABOUT MAILJET



Mailjet is an all-in-one solution to send, track and deliver both marketing and transactional emails. Its cloud-based infrastructure is unique and highly scalable with a proprietary technology that optimises email deliverability. Mailjet can be accessed either via an easy-to-use online drag-and-drop interface or via APIs that allow developers to integrate its features within their online app or service, or its sophisticated SMTP relay. Mailjet has offices worldwide (including Paris, London, Berlin and New York) and 40k+ clients and partners across the 150 countries.

Featured Testimonials

“At MileIQ, email is an important part of our engagement strategy. On a monthly basis, we are sending about 10M emails, powered by Mailjet. The majority of emails are transactional and lifecycle as the user engages with the service. We were looking for a partner that could offer really solid customer support and service as we figured out how to design this service, and we needed an ESP that would scale with us over time. For me, the key reason to work with Mailjet is we know we have a partner that wants to scale with us as we grow our business and I think that's really important.”

IAN ANDERSEN
MARKETING DIRECTOR, MILEIQ

“Mailjet provides our system with an exceptional emailing service, not only for transmitting transactions, but also for increasing users' commitment and conversion of registers. The main reason that persuaded us to choose Mailjet was undoubtedly that it's the supplier that provides us with the highest degree of email deliverability through its email marketing system.”

ALEJANDRO TORRES
MARKETING DIRECTOR, UNSHEEPING

“A comprehensive and user-friendly API has helped us create a solid service offering using Mailjet's email delivery engine. Mailjet's support team has gone above and beyond what we've experienced with previous providers. From day one, they were quick and effective. When we first started using Mailjet, we had a very unique configuration we were looking for that isn't offered out of the box. The support and developer relations team took the time out to understand our needs and work with us to create a custom solution.”

RIPUL AGARWAL
FOUNDER, SNIPANDSHARE

“We have chosen Mailjet for several years now for its commercial flexibility and deliverability quality. We chose Mailjet for its user interfaces and its support in 4 languages for our customers. Moreover, Mailjet's rapid GDPR compliance confirms our choice. Finally, the evolutions of services proposed for the campaigns and the transactional make it possible to follow the major trends of the affinity email as well as the opening of the services to external tools (via API). In short, Mailjet: an indispensable service today in the implementation of digital strategies.”

KEVIN GALLOT
CHIEF EXECUTIVE OFFICER, INFLEXIA

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Total Customer References

VIEW ALL REFERENCES

ABOUT POSTMARK



Postmark delivers your transactional email to your customers, on time every time. Your emails are important, get them to the inbox. Trusted by thousands of developers, Postmark is a fast and reliable transactional email service.

Featured Testimonials

“We needed a solution specifically for transactional emails and improved deliverability. After researching all of the options for our user emails, we landed with Postmark as the clear choice for transactional emailing.”

SHALOM STARK
CO-FOUNDER, INVOICE NINJA

“You go above and beyond to make sure your customers understand transactional email. The educational material you provide make me want to use you. But then there is also the fact (which made me seek you out in the first place) that you take deliverability very seriously. You fixed a problem I had with deliverability in Mandrill. An awesome service.”

TIM HORTON
PARTNER, SUCCESSION LINK

“My customers are so confident in their transactional email now, that they no longer include 'check in your spam box' in their website messaging anymore. Account email confirmations and missing invoices are a thing off the past. The activity feed gives myself and my customers total confidence in using email for important tasks again.”

JONATHAN MALKO
OWNER, SHOUTMEDIA.NET

“Using Postmark's great documentation and API, we implemented their transactional email system and fixed 99% of our email issues.”

DEAN MATHEWS
FOUNDER, ONTHECLOCK

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42

Total Customer References

VIEW ALL REFERENCES

ABOUT SPARKPOST



SparkPost is the world's #1 email sender, trusted to send 37% of the world's B2C email. Their data-driven platform optimizes email performance and helps leading enterprises drive top-line results. The SparkPost Email Delivery Platform is built to help your business deliver more value. It has a wide variety of features to choose from.

Featured Testimonials

“When we decided to build our Launchpad marketing technology, the email aspect of the platform was our priority. We researched various commercial and open-source MTAs on the market and selected PowerMTA™ for its lightweight code, ease of integration, flexible configuration, IP-based sending control and VirtualMTA technology.”



RAY ESTEVEZ
CHIEF INFORMATION OFFICER, V12 GROUP

“SparkPost's delivery mechanism is robust and fast. The messages actually get delivered, hit the inbox, and are authenticated properly. It's incredibly important that these messages don't go to spam. SparkPost helps us make sure the people that really need the information receive it.”



TY ROCCA
LEAD SOFTWARE ENGINEER, QUORUM

“SparkPost provides us with the real-time email metrics we need. We can dynamically adjust our content and how we send email based on live feedback. All messages are one-to-one, based on users' interests.”



SETH WEISFELD
ENGAGEMENT MANAGER, PINTEREST

“SparkPost's API and reliability have been solid. SparkPost can handle surges in our email volume any time those bursts occur, such as when we need to deliver messages for the time-sensitive weekend open house and buying cycle.”



JUSTIN FARRIS
DIRECTOR OF PRODUCT, ZILLOW

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2021



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Transactional Email  
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**RISING STARS**



#### ABOUT DOPPLER RELAY

### Doppler Relay

Doppler Relay is an Email, Automation & Data Marketing tool that allows you to manage your Campaigns and enhance your Online Marketing actions to Attract, Convert and Loyalty your prospects. Automate your shipments based on various criteria, use their free Templates and personalize them through a powerful Editor, virtualize your pieces on Social Networks and measure the impact of your actions in real-time.

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Thanks to Doppler Relay, we reduced by 34% the logistical costs involved in the traditional mailing of each customers’ credit card statements. We have also improved the payment collection and customers’ loyalty, thanks to the correct arrival of their credit card statement.”



ALEJANDRA GUILLE  
MARKETING MANAGER, FAVACARD

“Doppler Relay has allowed us to simplify and optimize the monthly sending of our customers’ credit card statements. This is not only a significant save of time and money, but also the possibility to keep track of each email thanks to the detailed reports.”



DIEGO ALEJANDRO BONINI  
INFORMATION SYSTEMS MANAGER, BANCO PROVINCIA

“With Doppler Relay we have improved the quality of our service thanks to the high deliverability rate and the detailed reports. The integration and configuration process has been really easy, and every time we have any question we receive personalized attention from the support team.”



OCTAVIO OCAÑA  
BUSINESS MANAGER, BUZONE

“Doppler Relay gives us a great option at reasonable cost that solves all our logistics costs of sending transactional emails with an excellent percentage of email deliverability.”



NATALIE SIERADZKI  
PRODUCT MARKETING MANAGER, LYNKOS

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#### ABOUT GREENARROW



GreenArrow is for senders with lofty goals. When you choose GreenArrow, you get better control over your technology. You gain clearer visibility into the results and they always offer their personal support when you need it. They give you the tools and knowledge to better connect to subscribers and grow a more effective business.

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Spikemail chose GreenArrow over a number of competitors to partner with for our email delivery platform. Their team is by far the best technical department to support the email campaigns for our clients in New Zealand to send to recipients worldwide. Their ability to interface with ISPs across the globe and provide outstanding customer service is second to none.”



GLENN EDLEY  
CEO, SPIKE

“Unlike typical mailing software systems, our customers benefit from high speed and high volume deliveries with the added benefits of automated and configurable Bounce Processing, delivery and speed throttling at the ISP level, private virtual mail servers for each of our clients, and more. Additionally, DRH's detailed deliverability analysis capabilities enable us to specifically identify problems with a client's list or mailing and even help identify which segments of a mailing list are responsible for generating sales, complaints, or no activity at all.”



PETER ROEBUCK  
PRESIDENT OF MARKETING, ALL WEB PROMOTION

“I am extremely happy with both the software and the service. We're sending at least three times faster than we did with our previous email platform. The software is extremely easy to use and the service we've received is amazing.”



MARK KUPFERMAN  
VICE PRESIDENT, INSIGHTS & INTERACTIVE MARKETING, SIX FLAGS

“Their deliverability, their integration abilities, customization, especially for the price is above and beyond what we were expecting.”



MARCUS BOINTON  
SYNCHROMEDIA LIMITED

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#### ABOUT PEPIPOST

## Pepipost

A Netcore Product

Pepipost offers powerful APIs and SMTPs that are super easy to integrate and send emails. They are passionate about emails and use AI and ML to get your emails to the inbox. But that's not just the reason why developers and enterprises love them. They are the world's only ESP (Email Service Provider) that gives Cashback on all emails opened. Isn't that the best way to reward you for your efforts :) They are on a mission to build the world's largest community of good email senders and want to create a better email ecosystem.

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Pepipost enables me to securely send e-mail from my newly built website to the internal sales inbox. The domain verification process is fairly extensive, this gives me great comfort that security is a number 1 priority.”



DARRYL CROSSLEY  
TECHNICAL DIRECTOR, ASHTON LAW

“I must say.. Pepipost is awesome stuff! Set it up tonight for a new upcoming coming project and Jenny helped me every step of the way via live chat. Very friendly and helpful. Having to deal in the past with support for Mandrill and Mailgun for clients and dealing with Pepipost was a much better experience. They really treat you like a customer, not just another user id.”



MIKE EDGE  
XENFORO DEVELOPER COMMUNITY

“The Pepipost team is terrific; we have excellent communication. They are really smart and extremely adept at helping with configurations. We view them as an important ally. We really like the Pepipost pricing model. It rewards good senders with its cash back, making them very price competitive.”



SCOTT WOLF  
CHIEF EXECUTIVE OFFICER, ARCAMAX

“We just ditched Sendgrid for Pepipost and saved almost 80 dollars a month. So far so good. I really enjoy the dashboard.”



BRENT W.  
XENFORO DEVELOPER COMMUNITY

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ArcaMax

ASHTON  
ASHTON LAW PC



traveloka



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Total Customer References

VIEW ALL REFERENCES

ABOUT SMTP2GO



SMTP2GO's mission is to provide the fastest, most reliable SMTP service on the market, while supporting the community and environment. With data centers in the USA and Europe, their customers span over 130 countries. SMTP2GO is proud to have featured in the Deloitte Technology Fast 500 Asia/Pacific every year from 2012 to 2016.

Featured Testimonials

“The intuitive web reports make tracking down email issues very easy. We had always struggled with sending email reports and alerts from our proprietary equipment before finding SMTP2GO. SMTP2GO has removed the complexity of dealing with all of the different SMTP requirements of each ISP that our customers use. The flexible number of available communication ports allows our equipment to work on almost all network configurations.”

JEREMY LEWIS
OPW ELECTRONIC SYSTEMS

“The reports are easy to read, and the website easy to navigate. SMTP2GO is a sure-fire way to stabilize your outgoing email and get back to work making money. Thank you! Ever since we teamed up with SMTP2GO, we get notified if any machine in our extended network has an issue with spam due to a virus or vulnerability. It also gives us the confidence to identify and disable the affected machine without affecting our other clients.”

ANDY PIZER
MILLENNIUM GROUP

“SMTP2GO has made configuration and administration of all email communications a breeze with great reporting capability. We have used SMTP2GO for all system generated email including all campaign driven email communications across our entire South East Asian business. I highly recommend SMTP2GO to anyone who wants to centralize their outbound email communications.”

DARREN SIMPSON
VIRGIN ACTIVE

“We've used SMTP2GO for several years now for executing a substantial number of emails on a regular basis. The service has been reliable and the support outstanding. We are always updated if our account nears our quota and the delivery reports and enhanced features are great.”

TOM CASALE
SIMPLIFIED ALERTS

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