



Transactional Email Software Category

WINTER 2026
Customer Success Report





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.

2026 Customer Success Awards

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



Brevo



* Companies listed in alphabetical order



2026

**TRANSACTIONAL
EMAIL SOFTWARE**

MARKET LEADER





ABOUT BIRD (FORMERLY MESSAGEBIRD)



Bird's mission is to create a world where communicating with a business is as easy as talking with a friend. They power communication between businesses and their customers - across any channel, always with the right context, and on every corner of the planet. If you've ever ordered takeaway, returned a package, contacted customer service, or requested a login code, it's almost guaranteed your interactions have been powered by MessageBird's technology.

142

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Bird and Exstream have helped us ensure that transactional notifications are a reliable part of our customer-facing business processes. Their performance reinforces the high expectations and trust Guardian Life’s customers have for our company and brand.”

SHIVANI RAWAT
SENIOR DEVELOPER AND TEAM LEAD, GUARDIAN LIFE

“The Bird team was super responsive and has a quick throughput rate, it inspired us to use communication to improve sales processes in ways we had never thought of before. We achieved a 600% increase in open rates.”

MIZAN MIFTAH
HEAD OF CUSTOMER EXCELLENCE, OLX

“Recruiters don't want to be told the email offer wasn't successfully delivered because, for lack of a better term, their content is considered spammy.”

STEVE CUSICK
DIRECTOR OF CLOUD HOSTING, ICIMS

“Bird’s team was highly responsive and proactive during implementation. They quickly adapted to our needs and delivered key features within weeks.”

CHERYL VENUS
SENIOR PROJECT MANAGER, KOGNITIV

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ABOUT BREVO

Brevo

Brevo, formerly known as Sendinblue, is the leading customer relationship management (CRM) suite designed to fully cultivate long-term customer relationships and to empower businesses to expand in a fast changing digital world. With Brevo, businesses have a unified view of the customer journey in one easy-to-use platform to grow meaningful relationships. Brevo Fun Facts - Founded in 2012 by Armand Thièrge with a mission to help businesses of all sizes build stronger customer relationships and grow beyond their wildest...

139 TOTAL CUSTOMER REFERENCES [VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Brevo has enabled us to transform a scattered flow into an orchestrated pipeline. By reconciling our data in a unified customer view (beyond email) and by combining API and batch ingestion, we have reduced the latency between an event and its activation in Braze. The result is a controlled data stack that performs without sacrificing speed.”

ANTOINE RUCHO
HEAD OF DIGITAL, KFC

“[Brevo] allows us to easily manage our emails and track our lead activity. Using the forms feature has made it possible for us to create new marketing projects, and now we’re developing new sources of content to sustain our leads’ interest.”

PAUL-ANTOINE GERBAY
MARKETING MANAGER, CFAST

“Brevo allowed us to migrate 200 million emails per month with complete peace of mind, with deliverability on point and reactive support that understands our business challenges.”

GERMAIN SIGETY
ENGINEERING DIRECTOR, FIGARO

“Brevo gives us the functionality and flexibility we need to manage our marketing engagement as well as our sales pipeline while saving us \$30,000 annually compared to HubSpot.”

KEVIN YEN
HEAD OF GROWTH, AI CAMP

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ABOUT MAILCHIMP



Mailchimp is an AI powered marketing automation platform designed to help growing businesses and mid market brands scale with confidence. Our all in one solution empowers marketers with advanced automation, audience segmentation, and data driven insights to drive engagement and revenue. With over 11 million users worldwide, Mailchimp delivers enterprise grade marketing tools without the complexity, enabling teams to create highly personalized, multi-channel campaigns that convert. Our platform integrates with over 300+ apps and services, centralizing customer data...

508 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Just use Mailchimp. I've had a couple clients I've switched from other companies to Mailchimp. Mailchimp just makes it streamlined. It's been the easiest platform I've used, and I've done this for almost 8 years.”

WESLEY AULET
DIGITAL MARKETING SPECIALIST, INTERCOASTAL NET DESIGNS

“Mailchimp's robust support and documentation has allowed us to explore unique solutions and evolve with our brand's needs in ways other 'enterprise' marketing platforms should take notice of.”

DANNY PHILLIPS
DIRECTOR, ARKADE

“I love looking at reports to see what products people are buying from our campaigns. Even when we're not offering a deal, we still see revenue come in directly from Mailchimp.”

HANNAH AGATSTON
DIRECTOR OF PARTNERSHIPS AND MARKETING, GREENSBURY

“We've had a Mailchimp newsletter since the beginning—before we had anything to say, even.”

CIARAN LYONS
LITTLE GREEN DOT





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...

72

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“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

“Mailgun totally abstracts away everything to do with emails. At Parse, we deeply understand the benefits of this, as we ourselves abstract away servers for our customers. Everyday, developers cry out in pain as they try to understand the twists and turns of managing a mail server. Mailgun removes this pain for us.”

PARSE

“We use Mailgun to notify people when their drawings have finished processing, to notify people when projects are updated, to notify people when they are invited to a project, to notify people when stuff fails. We use it for EVERYTHING.”

PLANGRID
PLANGRID BUILD

“We use Mailgun Routes to update our internal dashboard and status site from alert emails from Pingdom. Our experience has been great. Easy to setup and the service has been rock-solid.”

37SIGNALS

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CINEMARK™



dribbble

customer.io



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.

71

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“With Mailjet, we have found a strong partner thanks to whom we have been able to integrate emailing features as a white label to our solutions, with the API. This helps us to focus on our main field of expertise and to offer to our customers powerful emailing features, all in one place.”

WOLFRAM LEFÈVRE
FOUNDER AND GENERAL MANAGER, DIGIDOR

“Mailjet allowed us to launch our AI email assistant – something that simply wasn't possible before. It unlocked an entirely new feature and revenue channel for us.”

ALEX RAINEY
CHIEF TECHNOLOGY OFFICER, MY ASKAI

“Mailjet won us over with its user-friendly platform and excellent customer service.”

CHARLOTTE ROTHLÄNDER
MARKETING MANAGER, BOOK-N-DRIVE

“Mailjet has streamlined our outreach and kept our members engaged from day one.”

JIM MEDLOCK
CHINGU

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Burson



Chingu

exoticcã



mentionme



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.

85

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“I've successfully setup email verification emails using postmark and I can't believe how simple it was compared to Mandrill and SendGrid! Your API is simple and succinct, but provides everything needed, compared to the archaic mess of Mandrill. To cut costs I attempted to switch to SendGrid, but their integration verification stage repeatedly failed for me, and customer support just brushed me off. So I took my business elsewhere and that's how I found you guys, what a great service you're running here. I'm currently encouraging all my clients to switch to Postmark.”

THOMAS LUFF
CTO, DFINANZ

“I've used Postmark before, and one of the things I love is it scales to each project. Even when I've only sent a few emails a day with other projects, I still got every feature Postmark offers. This makes it really easy to scale up email by purchasing extra credits as you need them, without having to worry about overages or paying for email we don't use in a month on a big monthly plan.”

RYAN WOOD
CTO, MOONCLERK

“We use Postmark for the important emails: password resets, order confirmations, email confirmations. These are the emails our users, and their customers, can't afford to miss.”

SPENCER FRY
FOUNDER, PODIA

“Postmark has been incredibly easy to use, is unfailingly fast and reliable, and the Wildbit team is always around for fast, efficient help.”

MIKE RIESS
OWNER, RIESS GROUP

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enflow

Bary

billQ





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.

276

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Twilio has a well-established global footprint and is the most reliable provider in terms of deliverability, and traceability of their best-in-class API platforms. But it was just as important to have a partner who knew the best local methods and could guide us around regional specific requirements.”

JARRON AIZEN
CEO AND FOUNDER, HAPANA

“SendGrid’s flexible APIs provided the tools to integrate our two platforms in a way that protected our customers’ private information and ensured maximum email handling.”

DAVID STYS
SENIOR VICE PRESIDENT, PRODUCT DEVELOPMENT,
TURNKEY SPORTS AND ENTERTAINMENT

“Twilio SendGrid’s APIs are very well documented and complete. We’ve been able to build exactly what we want on top of their email platform.”

MATT CHESLER
DEVOPS ARCHITECT, THE LADDERS

“Twilio is a good value for us, and therefore, it’s a good value for our customers.”

NANCY LIBERMAN
VP OF MARKETING, JRNI

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**TRANSACTIONAL
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TOP PERFORMER





ABOUT AMAZON SES



Amazon Simple Email Service (SES) is a cost-effective, flexible, and scalable email service that enables developers to send mail from within any application. You can configure Amazon SES quickly to support several email use cases, including transactional, marketing, or mass email communications. Amazon SES's flexible IP deployment and email authentication options help drive higher deliverability and protect sender reputation, while sending analytics measure the impact of each email. With Amazon SES, you can send email securely, globally, and at scale.

163

TOTAL CUSTOMER REFERENCES

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ABOUT CUSTOMER.IO



Customer.io is a leading customer engagement platform designed for organizations to create personalized customer journeys that engage, convert, and scale. Orchestrate messages across all channels, including email, in-app, SMS, push, and webhooks. Over 7,500+ companies, including Notion, Typeform, and Angi, rely on Customer.io to power their messaging needs.

99

TOTAL CUSTOMER REFERENCES

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ABOUT GETRESPONSE



GetResponse is the complete online marketing software that helps you grow your audience, engage with your customers, and boost online sales. With over 30 tools in one easy-to-use platform, you can transform your online marketing and bring tangible results.

271

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“GetResponse was instrumental in transforming our vision into reality. Their intuitive platform, powerful automation tools, and exceptional customer support enabled us to build a community, educate our audience, and drive sales effectively. We owe much of our success to their comprehensive solutions.”

CSILLAGKÖNYV

“GetResponse has amazing templates, so you are not starting from scratch. You have a template, and you can move things around and adjust them as you need. (It) can really help somebody who may feel a little nervous about the tech side of things.”

SHARVETTE MITCHELL
CHIEF EXECUTIVE OFFICER, MITCHELL PRODUCTIONS

“With GetResponse, we’re not just sending emails—we’re strengthening relationships, keeping our audience informed, and making the hiring process more seamless for both candidates and companies.”

JOE MCCLUNG
PRESIDENT, FLOODGATE MEDICAL

“I chose GetResponse because it’s easy to use, even for people that don’t know about email marketing. Also, the pricing is fair for what it offers, as compared to other email providers.”

GABRIEL URSAN
MARKETING MANAGER, ABEAUTY CLINIQUE

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ALEX TERRIER



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.

67

TOTAL CUSTOMER REFERENCES

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ABOUT SOCKETLABS



SocketLabs powerful software & unique consultative methodology, you avoid the many pitfalls that erode email effectiveness. proven approach optimizes your email performance, maximizes your audience engagement, & helps you achieve your business objectives. This value is being realized every day by professionals across all business functions - from IT, Marketing, Sales, & Service to Commerce, HR, Operations & Procurement - and by leading software/CRM vendors & application developers. SocketLabs has email delivery "down to a science".

23

TOTAL CUSTOMER REFERENCES

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2026

**TRANSACTIONAL
EMAIL SOFTWARE**

RISING STAR





ABOUT DYSPATCH



Dyspatch is an email production platform where teams create and change emails faster without writing code. In Dyspatch, you can create a template visually - based on how it will look, rather than its code. In fact, creating beautiful, interactive, and mobile-responsive templates in Dyspatch requires no coding.

42

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“With Dyspatch, we were able to do what we were good at. And we were able to let more people create while knowing with confidence that we will get eyes on it with the approval processes, themes, and templates. It’s just really productive guard rails.”

SJ CRAWFORD
HEAD OF GROWTH MARKETING, CODA

“The Dyspatch Onboarding experience was a simple and straightforward process that quickly allowed us to start creating the product communication strategy that we needed for a new product launch that was quickly approaching.”

DAVID VALLEJO
DIRECTOR PRODUCT MANAGEMENT, BLUEBEAM INC.

“The move to Dyspatch was mostly driven by the need to be GDPR compliant. But it was also better architecture for us because it eliminated any need for another third party in the critical path of sending an email.”

DAVE GREENSTEIN
CHIEF ARCHITECT & HEAD OF GROWTH, URBANDOOR

“[Dyspatch] has enabled us to create consistent email designs across the business, but also the ability to create more engaging email templates.”

MUSTAFA MEYZIN
CRM MANAGER, MULTIVERSE

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ABOUT ELASTIC EMAIL

Elastic Email

Elastic Email started working together with the goal of making email more efficient. While many email service providers pay third parties to actually deliver their email, they have written every line of the Elastic Email platform down to the protocol level. This has resulted in a fast, flexible and cost-effective service that benefits their customers.

33

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Elastic Email was recommended to us by the team of web developers who created our website. We have been distributing our newsletters via different ESPs before, but were told that Elastic Email is the best solution in terms of price, simplicity of the solution and the customer service. Now, after years with you, we can say nothing else but recommend Elastic Email to all our clients and business partners.”

ANDREA KOVACOVA
FOUNDER, O DOKÁE MAMA

“I love the Elastic Email interface. It is a pleasure to use it. It is definitely the easiest system I have ever used. The Elastic Support is great as well - my questions are always answered promptly and the team is so helpful.”

JANE
FOUNDER, DAILYSTEP

“Email allows me to share meaningful content with people directly. [It] feels more personal than posting on social media platforms.”

DOUG J. MOORE
FOUNDER, THRIVE AND AWAKEN

“Elastic has helped us adapt to new realities and continues to help us carry out our work.”

DMYTRO PEREPELYTSIA
CEO, CO-FOUNDER, NA UROK

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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.

11

TOTAL CUSTOMER REFERENCES

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