



MAILGUN OPTIMIZE

Email applications and professional expertise that drive results

Create an email program that delivers

Don't let an underperforming email program disrupt key business objectives across your organization.

From day-to-day decision making to long-term strategic planning, we provide the perfect combination of insight and expertise needed to build and maintain a high-ROI email program.



A dedicated email advisor

We don't take the word 'experience' lightly, our Technical Account Managers (TAMs) have over 320 years of combined email experience and help deliver over 400B emails every year for some of the largest brands in the world. From highly strategic planning and implementation to issue monitoring and remediation, your dedicated TAM is with you every step of the way.



Tailored email strategies

A good email strategy goes a long way. Our team of experts take the time to understand your business and your unique needs; we help craft and implement a tailored email strategy that's centered around your long-term success and ROI. From there we monitor, measure, and advise to maintain unmatched performance no matter how your business evolves.



Powerful email deliverability tools

Landing in the inbox is easier said than done. Mailgun Optimize email deliverability tools can be integrated into your team's day-to-day email routine when it comes to testing, monitoring, and decision making. From email verification to inbox placement testing and more, Mailgun Optimize tools provide the insight your team needs to deliver winning email campaigns that reach more subscribers.

Customers using Mailgun Optimize have:

Decreased bounces

21%

Increased open rates

65%

Increased clicks

100%



"For us, at the volume we're sending - every fraction of a percentage means a potential customer, and as a community of designers, it's our job to create meaningful touchpoints. High deliverability ensures that our messages and our reach are seen; any improvement in our email program has a huge effect on our business."

Michael Sacca, Vice President of Product at Dribbble

Form meets function

Deliverability Applications

Email Verification

Remove invalid and high-risk email addresses from your list before you send to reduce bounces and improve your sender reputation.

Inbox Placement Testing

See where your emails are most likely to land before you send to identify delivery issues and improve email performance ahead of the big release.

Email Preview

Preview your emails across 100+ devices and clients (including dark mode) to identify formatting and rendering issues before its time to send.

Spam Trap Monitoring

Protect your sender reputation and avoid deliverability obstacles by monitoring how often you are sending to known spam traps.

Blocklist Monitoring

Monitor your IPs and domains across our curated list of blocklist providers to identify problems in real time and avoid major disruption to your email program.

Reputation Monitoring

Integrate your Google Postmaster Tools and Microsoft SNDS account to monitor all your essential reputation and deliverability data in one convenient location.

Deliverability Services

Dedicated Senior Technical Account Manager	Tailored warmup strategy and implementation guidance	Disruption monitoring and remediation guidance
Customer Success Manager	Weekly deliverability consulting calls	Response time SLA
Dedicated Slack channel with TAM	Weekly deliverability reports	Throughput and delivery SLAs
24/7/365 ticket system access	Quarterly business review	Third party integration guidance
Guided onboarding	Annual team deliverability training	Early access to new features

Leveraging our platform to achieve significant results

According to an independent Forrester Consulting study commissioned by Sinch, a composite organization based on interviewed customers:

[Read the full 2023 Forrester study: The Total Economic Impact™ of Mailgun by Sinch](#)

Increased email deliverability by

20.6%

Achieved a three-year ROI of

264%

Reduced the average cost to send email by

50%

Over 100,000 companies are building great apps and email programs with Mailgun.

Etsy

 State Farm®

dribbble

vodafone

McKinsey
& Company

chargify

AXIOS



Over 100,000 companies worldwide use [Sinch Mailgun](#) to create elegant email experiences for their customers through world-class infrastructure. Brands like Microsoft, Lyft, and Etsy trust Mailgun's innovative technology and reliable infrastructure to send billions of emails every year. Built with development teams in mind, Mailgun makes sending, receiving, and tracking emails effortless for email senders of all sizes.

For more information, please visit www.mailgun.com.