

How TN Marketing Keeps a Steady 30% Growth Rate During Uneasy Times?

See how the Minnesota-based video streaming wonder, sends 100M's of emails every month with the Ongage Multi-ESP connectivity, and several SMTP relay vendors.

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About this case study

Among the many modules you'll get to use in Ongage, the ability to use several SMTPs/ESPs in the same time, is without a doubt, a game changer.

This case study will help to illustrate the advantages a Multi-ESP connection provides, and talk about the implementation, and how it's been used by TN Marketing.

TN Marketing is one of the many clients who use the Ongage Multi-ESP functionality to great effect, here's their story.





Headquartered in Wayzata, Minnesota

TN Marketing is a video streaming service that streams on-demand how-to content, creating and aggregating online brands and communities.

TN Marketing in numbers

+5,500,000

MEMBERS & NEWSLETTER REGISTRANTS

20,000

VIDEO SEGMENTS 20,000

10M's

WEBSITE VISITORS

+150

COUNTRIES

12

WEBSITES

The tools of the +100M email campaign trade

TN Marketing has seen significant gains and growth since they integrated Ongage. They improved their email operation while balancing the costs of their high-volume email campaigns.

Since the Ongage delivery system adoption, the company has reported sustainable growth and gains of up to 30%, even during the current crisis.



“The Ongage Multi-ESP functionality has been extremely beneficial for our email delivery and engagement performance. Certain ESPs are better with specific ISP inbox placement.”

NEIL RICE
VP of Technology @TN Marketing

What about promotional emails?

Enhanced deliverability

Some delivery vendors are better suited to specific types of operations, while others are suited to broader, more flexible campaigns.

You can optimize and opt for more than one vendor to deliver emails effectively by using an SMTP relay that yields the best results for each list or campaign.

That's why TN Marketing decided to use Ongage to connect to several SMTP relay vendors.



How's the ROI?

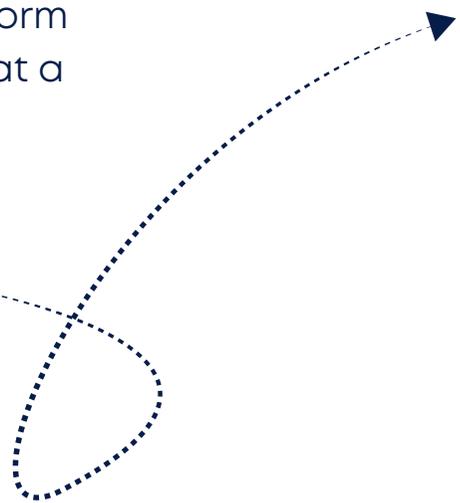
Via leading delivery vendors SparkPost and Dyn, TN Marketing circulates emails containing newsletters, promotional material, and other valuable content to 100's of million emails each month.

As high-volume mailers, the company needed an email marketing platform that promises high deliverability at a reduced cost.

With Ongage, they improved ROI and gained what they called



The justification for spending on prospect acquisition while saving on project management? Well worth it.”





One solution to overcome all cost & deliverability problems

In an ideal world, you should invest your resources in the creative, prospect-engaging aspect of email marketing.

However, many marketing departments find that basic email platform administration eats up a large portion of their time and money.



“We found that Ongage does more than just improve deliverability, they helped us automate tasks that previously consumed a lot of time.”

NEIL RICE

VP of Technology @TN Marketing

Want to grow like TN Marketing?

[Start Your Free Trial](#)

See the results for yourself

When TN Marketing started using Ongage, they quickly found that not only can you send emails at higher delivery rates, but you can also automate the effort with segmented dynamic content that provides valuable insights.

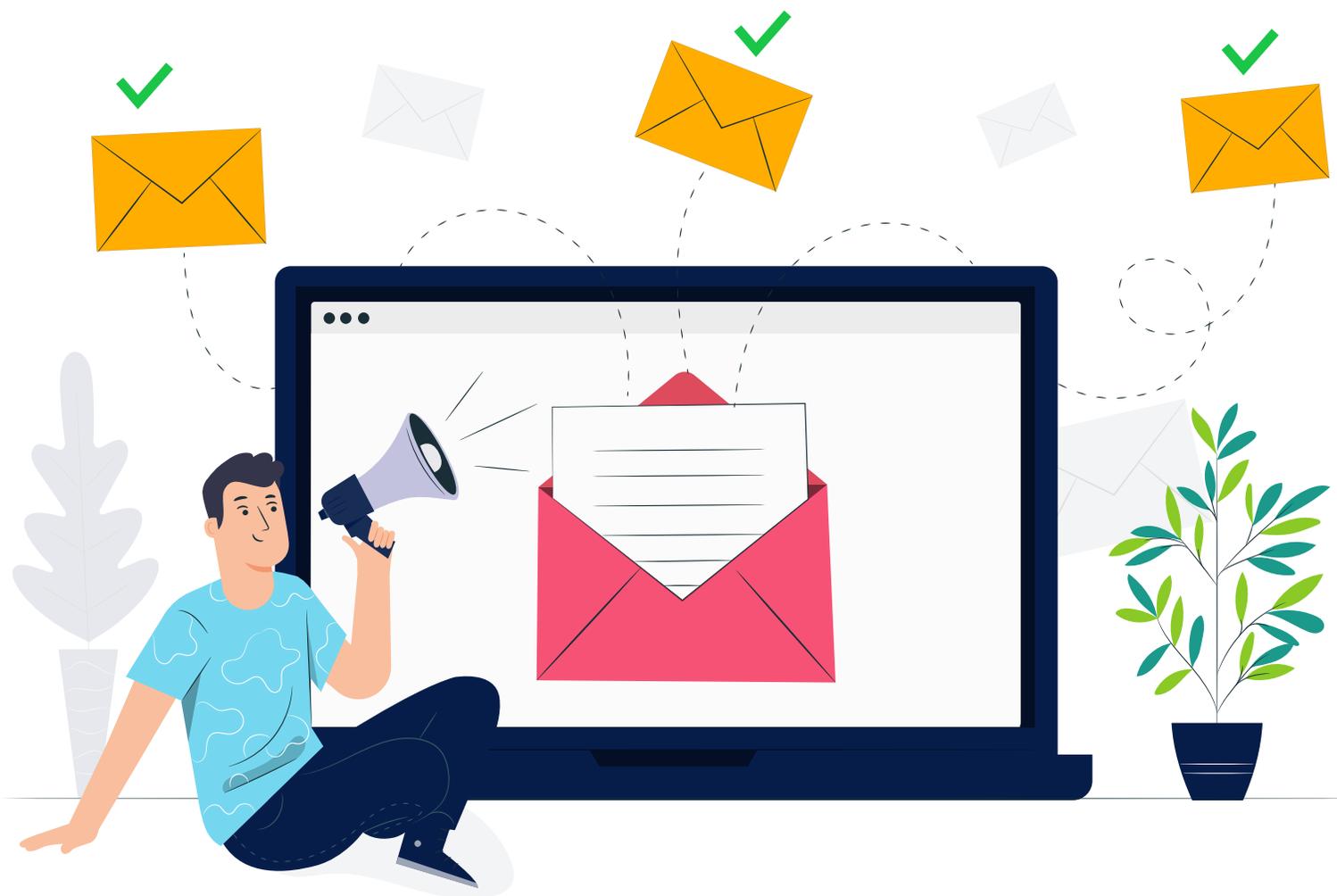
The system aggregates all that data in the analytics dashboard, and then analyzes the results to provide you with actionable insights that don't cost a fortune.

DOMAIN GROUPED BY	SENT	SUCCESS	HARD BOUNCES	SOFT BOUNCES	OPENS	CLICKS	UNSUBSCRIBES	COMPLAINTS	CTR
SparkPost - ...	9,280,017	9,046,563 (97.48%)	346 (0.004%)	227,243 (2.449%)	3,352,774 (37.06%)	125,604 (3.75%)	0 (0.0%)	1,197 (0.013%)	1.388%
gmail.com	3,923,328	3,921,501 (99.95%)	26 (0.001%)	1,784 (0.045%)	1,271,331 (32.42%)	51,230 (4.03%)	0 (0.0%)	0 (0.0%)	1.306%
others	2,619,145	2,391,113 (91.29%)	280 (0.011%)	224,680 (8.578%)	1,131,664 (47.33%)	37,763 (3.34%)	0 (0.0%)	121 (0.005%)	1.579%
yahoo.com	1,772,237	1,770,118 (99.88%)	34 (0.002%)	464 (0.026%)	572,581 (32.35%)	26,055 (4.55%)	0 (0.0%)	661 (0.037%)	1.472%
aol.com	649,446	649,283 (99.97%)	2 (0.000%)	161 (0.025%)	225,276 (34.70%)	6,556 (2.91%)	0 (0.0%)	264 (0.041%)	1.010%
comcast.net	294,043	292,736 (99.56%)	3 (0.001%)	149 (0.051%)	144,482 (49.36%)	3,862 (2.67%)	0 (0.0%)	146 (0.050%)	1.319%
btinternet.com	12,175	12,169 (99.95%)	1 (0.008%)	5 (0.041%)	4,566 (37.52%)	81 (1.77%)	0 (0.0%)	0 (0.0%)	0.666%
yahoo.co.uk	9,643	9,643 (100.00%)	0 (0.0%)	0 (0.0%)	2,874 (29.80%)	57 (1.98%)	0 (0.0%)	5 (0.052%)	0.591%
Dyn - dyn_p...	4,288,374	4,214,956 (98.29%)	27,152 (0.633%)	46,368 (1.081%)	3,311,871 (78.57%)	75,802 (2.29%)	0 (0.0%)	12,087 (0.287%)	1.798%
others	1,298,959	1,226,952 (94.46%)	26,726 (2.057%)	45,351 (3.491%)	1,042,620 (84.98%)	19,484 (1.87%)	0 (0.0%)	1,746 (0.142%)	1.588%
gmail.com	1,231,370	1,230,891 (99.96%)	170 (0.014%)	340 (0.028%)	957,297 (77.77%)	29,991 (3.13%)	0 (0.0%)	19 (0.002%)	2.437%
hotmail.com	633,049	632,521 (99.92%)	0 (0.0%)	528 (0.083%)	453,972 (71.77%)	5,944 (1.31%)	0 (0.0%)	3,608 (0.570%)	0.940%
yahoo.com	607,958	607,789 (99.97%)	169 (0.028%)	0 (0.0%)	450,749 (74.16%)	14,944 (3.32%)	0 (0.0%)	3,022 (0.497%)	2.459%
aol.com	239,751	239,696 (99.98%)	54 (0.023%)	1 (0.000%)	182,770 (76.25%)	2,153 (1.18%)	0 (0.0%)	1,123 (0.469%)	0.898%

How does Ongage deliver this solution?

Previously, TN Marketing was locked into a single ESP, and this, combined with a diverse and sizable subscriber base, resulted in a less than optimal email deliverability rate and ROI.

However, by using Ongage and splitting segments based on the ESP that suited their needs best, TN Marketing was able to save a lot on costs and ensure that their content reaches the right people, at the right time.



Ongage enables highly deliverable, super customizable, and trigger-based automated email campaigns by separating front-end development from back-end delivery systems, allowing companies to use multiple delivery vendors at once. It was precisely what TN Marketing needed.



“The total cost investment for sending email has dramatically reduced. That, combined with our improved deliverability to the inbox, is a significant success story for TN Marketing.”

NEIL RICE

VP of Technology @TN Marketing

Furthermore,

the intuitive, feature-rich Ongage dashboard makes it easy to segment and personalize email lists in granular detail.

Users can streamline campaign management, weave in dynamic content, and garner insights from ongoing analysis. As such, even campaign managers with limited development knowledge can create and deliver sophisticated email campaigns from end to end.

Citing TN Marketing as the perfect example of Ongage's capabilities, **CRO Danny Tal said:**

”

“High-volume mailers frequently spend a lot of time and resources crafting and distributing campaigns.

Our system is designed to streamline that burden, cutting the number of resources needed on both ends. By making it easier to customize and segment campaigns, the content creation process is a lot easier. And by splitting the ESPs, we can improve deliverability and reduce costs. This is what proved to be the real winner in the case of TN Marketing.”

Danny Tal
CRO at Ongage



Our SMTP Vendors



PowerMTA

ORACLE + Dyn



SPARKPOST
BY MESSAGE SYSTEMS

And many more...

Built for Deliverability and Speed



Eat the cake and having it too

Enjoy the strengths of each SMTP, there's no need for trade-offs.



Sending high-volume emails non-stop

Your SMTP is down for maintenance or review? Continue sending with another one.



Efficiently manage your email operation

Access all of your SMTPs data and manage your email campaigns from one feature-rich dashboard.



How to Achieve a 30% Annual Growth Today?

After testing all of the leading full suite email platform solutions, Ongage topped TN Marketing's list as the vendor that was best able to fulfill its needs.

Since signing up with Ongage, TN Marketing has significantly reduced its email send investment while maintaining consistently high deliverability and performance.

Discussing the company's decision to adopt Ongage, **Rice said:**



"Originally, the most crucial feature consideration had to do with Multi-ESP, since, with the volume of emails we send each year (excess of 1 billion), we have to challenge ESP delivery performance at an ISP level. But the additional features like list segmentation, email marketing dashboard, email creative UI, and on-boarding functionality, allow us to improve our performance even today continuously."

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With the help of Ongage, TN Marketing has been able to achieve its impressive 30% annual growth rate.

“Our 30% annual growth rate is connected directly to our ability to send emails with improved inbox deliverability, and reduced cost. It's a success story for TN Marketing. What's more, Controlling who you are using to send your email (ESP) and at the ISP level is how you will get control of performance improvement within your digital marketing strategy and solution delivery. If you do not garner that control, you likely will be risking growth.”

Our Clients Take Email Marketing Seriously



Want to grow like TN Marketing?

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