

3 Reasons Why Hybrid Email Solutions are better than SaaS and On-Premise

Last year, over 180 billion daily emails were sent. By 2017, that number is expected to reach over 206 billion.

With 54% of emails being marketing emails, it is no surprise that email marketers are always searching for tools, tips, and tricks to get the upper hand.

Performance marketers, marketing agencies, companies who market their own brand, and ecommerce outfits all compete to find email marketing solutions that will best support their email marketing activity.

Choosing the right email marketing infrastructure for your business is a crucial decision that will affect your operation, costs, deliverability and performance. So what are your main options?

Email Service Providers

ESP services may vary, but in general they provide email marketing services which include sending email messages and other features and functionality such as campaign management, segmentation, etc. These are usually cloud-based services, also referred to as SaaS solutions (Software as a Service, see definition in side bar). Examples of ESPs include Mailchimp, eCircle, Constant Contact, Campaign Monitor.

SMTP Relays

SMTP relays provide a service of sending email messages, but lack the front-end features that enable professionals to control the campaigns and gain reporting insights. SMTP Relays are also SaaS cloud-based solutions. Examples of SMTP Relays include Dyn, SMTP.com, SendGrid and Amazon Web Services.

On-Premise MTAs

On-Premise MTAs is an On-Premise software which is locally installed at the client and which provides email message sending functionality. Similar to SMTP Relays, these solutions don't have a front-end to manage the email marketing activity. Examples of On-Premise MTAs include PowerMTA, Message Systems and Green Arrow.

SaaS vs. On-Premise

Email marketing experts may not always agree about which type of solution is better. Cloud advocates tend to emphasize the benefits of lower cost of entry, responsibility for IT infrastructure and security, and scalability; while On-Premise supporters rely on the granular control, visibility, and configuration options that On-Premise systems offer the email marketer.

To eliminate the need to dissect which option is better, let's skip ahead and discover the option that is the best. Hybrid email solutions like those offered by Ongage and Postmastery are the ultimate win-win for email marketers. Our customers do not have to compromise on the benefits of either the SaaS or the On-Premise model.



What is SaaS solution?

Software as a Service (SaaS) is software that is licensed and hosted by a vendor and is made available to customers on a subscription basis. Unlike programs that need to be installed locally, SaaS applications are stored in the cloud and accessed through the internet.

Hybrid Email Solutions: The Best of Both Worlds

SaaS has been disrupting many software offerings for a while now. Like Salesforce's application for customer relationship management (CRM), SaaS has been proven efficient and effective in many industries.

In email marketing, too, Software-as-a-Service has taken our vertical by storm. Though it is certainly not right for every application, it does offer concrete benefits for many marketers.

And yet, many large players prefer to stay the on premise MTA course and benefit from those features and advantages. By combining both options in a hybrid email solution, you essentially get the pros of each service and settle for the cons of neither.

These three elements provide the framework for the hybrid email marketing solution built by Ongage and Postmastery. By addressing each of these issues and optimizing the benefits of both SaaS and On-Premise models, our hybrid solution is the new frontier in email marketing.

1. Flexible Email Delivery Provider Routing:

The hybrid solution allows email marketers to seamlessly route emails through your own On-Premise MTA as well through ESPs and SMTP Relays. For example, you can flexible route your high engaged recipients to your own On-Premise MTA and less engaged to other channels. In this way you can easily avoid any IP/ domain reputation damage on your preferred channel.



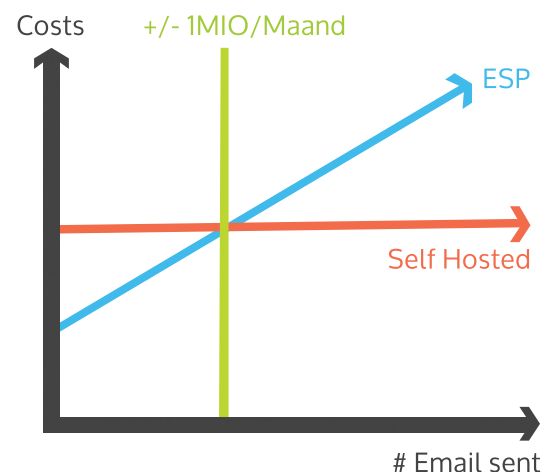
2. Cost Effective & Scalable

Research shows that above a certain volume (approx. 1 million emails per month), a self-hosted MTA is, in general, more cost effective. You pay once for the license and infrastructure, but you have no ongoing CPM cost.

However, while finances are an important factor, few enterprises can resign to choosing their email marketing system based only upon cost. For these companies, the ones that want the cost-effectiveness to be coupled with other elements (features, security, scalability, control, etc.), a hybrid like the one offered by Ongage and Postmastery offers the perfect balance:

A cost-effective solution that does not compromise on quality.

When it comes to scaling with On-Premise solutions, companies must invest in additional equipment. To scale in the cloud, companies usually need to pay more for more seats, users, or data. Scaling up your email volume with the hybrid solution offered by Ongage and Postmastery gives you much more flexibility with costs.

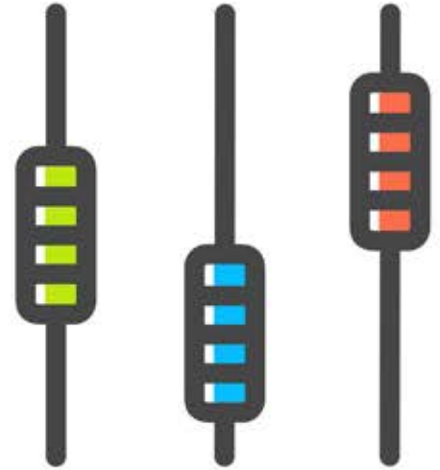


3. Advanced Customization and email deliverability insights

On-premise solutions offer extensive configuration capabilities when compared with the basic configurations offered by SaaS vendors.

With Postmastery setting up PowerMTA, the tool is customized to your environment and supports optimal alignment of both your recipient domains and sender domains (FROM name domains, envelope FROM domains) and mail streams. On-Premise solutions can be more easily integrated with internal systems, which is a big benefit and can save many hours of integration work. If required, the customization can support IP warm-up, bounce and complaint processing, managing throttling, settings and more.

Beyond customization, today's email marketers need transparency in email delivery. The hybrid solution provides real-time access to delivery data and results that are actionable.



About Ongage

Ongage is the most advanced front end in the market. A vendor-agnostic email marketing platform that easily connects you to more than 40 of the world's leading email delivery providers and On-Premise email solutions. We transform SMTP relays and On-Premise solutions into fully functional Email Service Providers, enabling advanced campaign management functionality with our fast-evolving feature set, including: List management, Personalized and Dynamic Content, Multi-View In-Depth Analytics, Triggered Emails & Drip Automation, A/B/C/D/E Testing Tools, Email Designer, Advanced Segmentation Tools and much more!

About Postmastery

Postmastery offers optimization services and solutions related to e-mail infrastructure, email configuration, and email deliverability. Postmastery's client base includes Email Service Providers, marketing agencies and brands. They are located all over the globe. Our clients come from almost every sector – the only thing they all have in common is that they send legitimate marketing and transactional emails on a professional basis.

Try Us Out!

Get full access to the Ongage platform
Contact us today to start your 14-day free trial.

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