SMX

Bulk Outbound Email
Getting through first time, every time.

We will ensure the reputation of your sending account remains high so spam filters and technology that strip away unwanted and unsolicited emails won't stop your messages from getting through.

What's Driving a Need for Bulk Email Sending Services?

Most email users are now protected by some form of spam filtering technology that removes unwanted and unsolicited emails. This means that many legitimate bulk senders of emails can be blocked if the reputation of the senders' email account is in question.

If you need to send bulk email for any of the following reasons you will want to maintain an excellent sending reputation:

- Customer support updates
- Invoice runs
- Retail offers
- Newsletters
- Machine to machine email (IoT)

Three Ways to Avoid Earning a Poor Sending Reputation.

❶ Do not use poor quality sending lists with out of date or illegitimate addresses that create high volumes of bounced messages.

❷ Develop good message content. Don't include copy that appears dangerous or spammy, links pointing to dangerous sites or links that don't match the text.

❸ Ensure sending party's email conforms to email sending standards and or the sender is not incumbered by their sending reputation because of points 1 and 2 above.

Stop your bulk email messages from being blocked

A poor sending reputation eventually results in degradation of your IP address reputation and your emails do not get through.

Do not risk your brand, get Active IP Reputation Protection with SMX

Does your current solution protect your IP reputation? SMX provides a secure bulk outbound email relay with high reputation IP address management.

SMX Bulk Outbound Mail Relay is a cloud service designed to send large volumes of outbound email reliably and securely.

Emails sent via SMX's Bulk Outbound Mail Relay service are scanned for malware and spam before being delivered and are trackable in the SMX management portal. The service provides platform adaptive delivery functionality to ensure your email has the best chance of being delivered successfully. Features include:

- Mail Stream Class of service (prioritisation)
- Adaptive rate limit thresholds
- Monitoring and Reporting

A platform that is proven and scalable - one customer alone delivering over one million emails a month.