



## CASE STUDIES WITH



**Sarra Papadopoulos**  
Senior Deliverability Manager  
at Moosend/Sitecore Send



## **Delivery** and **deliverability** **rates** are our number one priority.

At Postmastery, we frequently discuss our services and tools with our clients to ensure we stay 100% in sync with their needs. In this case study, we share a talk with [Sarrra Papadopoulos](#), Senior Deliverability Manager at Moosend/Sitecore Send. The main topic is the Postmastery Console and how this tool helps them maintain, send and optimise their newsletter deliverability.

### 1/ Could you please describe Moosend/Sitecore Send and your activities related to email?

Moosend/Sitecore Send is an email marketing platform (ESP). We power enterprises and SMBs around the world with marketing tools made by marketers. Thousands of brands trust Moosend/Sitecore Send to create, send and optimise their newsletters.

### 2/ Could you please describe your initial needs & challenges regarding deliverability management?

No matter what, delivery and deliverability rates are our number one priority. No matter how many features an ESP can offer, at the end of the day, what matters is your statistics, right?

What we were looking for (and found in Postmastery) was a more analytical tool to monitor, observe and then provide help to our customers. It's important for us to know exactly what our customer is doing, and how an IP behaves or issues related to an ISP, without having to check multiple tools or missing critical information.



## Specialist in Email Infrastructure, Analytics & Deliverability

Postmastery helps legitimate email senders to be recognized as trustworthy senders to ensure email delivery to inboxes.

The world-wide client base includes email service providers (ESPs), marketing agencies and other professional senders like: Adestra, Moosend, Microsoft, Wix.com and Booking.com.

Postmastery is global channel partner of Sparkpost in providing PowerMTA licenses, integration services, local support and delivery optimization services.

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*"If you are a deliverability expert and you are looking for a tool that provides analytics for your IPs and senders, this is what you are looking for."*



**Sarra Papadopoulou**

Senior Deliverability Manager at Moosend/Sitecore Send

### 3/ Could you please tell us how Delivery Analytics/ Postmastery's consultancy services assisted you with deliverability management?

We can create our own reports, review the behaviour of ISPs, and isolate incidents and investigate them separately. We can do all this using just one tool. At the same time, we monitor our IPs and our own domain names, and we receive alerts on a daily basis about issues that need our attention. And of course, your support team rocks!  
What else can a woman ask for?

### 4/ Could you please share a few before & after metrics related to your email deliverability and results in terms of delivery performance, efficiency etc.?

One of the things that I would like to highlight happened during the migration process. The Deliverability Console dashboard helped us analyze each IP that was a part of the warm-up plan and we were able to focus on how to increase the sending volume and the sources behind it.

Having a tool that contains so much information in one place, and of course being able to work with that info, **improved the open rate of all our customers by 17%.**

If you are a deliverability expert and you are looking for a tool that provides analytics for your IPs and senders, this is the tool you are looking for.



If you like to talk further about this topic, or need general information, contact us at: **info@postmastery.net** or visit our website: **www.postmastery.com**