Technical Account Management (TAM) Services

WE'RE FOCUSED ON YOUR SUCCESS

The SparkPost email delivery service gives unprecedented performance for marketing and transactional messaging to businesses of any size. SparkPost is built on a rock solid foundation of technology and performance: scalable and elastic cloud architecture, dedicated technical account manager, intelligent delivery queues, and messaging management at multiple levels. From the elastic, on-demand capacity ensuring uninterrupted growth, to high availability and uptime, SparkPost is the only platform capable of delivering both high value and high volume communications quickly and efficiently.

SparkPost's Premium service plan includes enhanced support to provide new customers with continuous access to industry leading expertise through their lifetime with SparkPost. Our first goal is to help new senders get up and running quickly and to help improve all facets of their email program. SparkPost manages the initial setup and service configuration based on carefully defined requirements, on through custom messaging policies implemented to ensure business continuity.

White glove service continues with ongoing support, both technical and business, to ensure that your email program continues to yield great results and includes proactive monitoring to spot and remediate issues before they become a problem.

THE BEST TEAM IN THE BUSINESS

SparkPost's Technical Account Managers (TAMs) are highly experienced advocates and resources dedicated to each SparkPost customer. TAMs are a core part of the team managing the technology that powers 25% of the world's legitimate email. They understand the SparkPost platform inside and out—and they are industry experts who understand the critical nature email at scale. This unique combination of technical and strategic experience ensures business continuity, expertise during times of crisis and compliance with a myriad of technical, policy, and deliverability best practices.

TAMs act as customer advocates marshaling the resources of SparkPost's deliverability services team and engineers when needed. TAMs are backed by a dedicated operations staff charged with 24×7 monitoring of the cloud service—the net result is peace of mind and more wanted email where it belongs: in the customer's inbox.

THE WHITE GLOVE EXPERIENCE

TAMs lead the team that will work with you through a four-stage process: discovery, implementation, go-live, and ongoing support. In **discovery**, we work with you to lay the groundwork for the highest performance of your message streams and to minimize the risk of disruptions during your migration. During this period, your TAM will work with your team to identify key message streams and functional requirements, provide strategy and best practices, and develop a migration plan. The migration plan creates the footing for a positive sending reputation, a key element to the success of any mailer but absolutely critical to those who depend on the revenue and brand engagement derived from email at scale.

Implementation occurs once these key requirements have been identified and addressed, our team will provision and configure your dedicated production environment, begin important deliverability activities such as DNS implementation and IP address warmup, provide technical resources for integration, and establish a deployment schedule and plan. TAMs work closely with several teams to ensure cross-functional compliance to the plan established during discovery while monitoring the IP ramp up to protect and grow the necessary IP reputation required to succeed.

When it is time to make the **"go-live"** switch to production, our team will be on stand-by alert and ready to address any key customer support requirements. With careful monitoring of system and message performance, message streams will be phased into production on the new environment until the migration is complete.

We provide **ongoing support** after production has gone live. Your TAM will continue to work with you to optimize performance, migrate additional message streams as required, monitor deliverability and provide regular performance and roadmap reviews. Our experienced team will support you throughout and help you understand the shifting digital messaging landscape including regulatory changes, policy and privacy, deliverability, ISP updates, evolving technical and messaging security requirements.

THE INDUSTRY'S FIRST SERVICE-LEVEL GUARANTEE

With our enhanced Enterprise service plan, SparkPost delivers guaranteed burst rates, availability, and capacity—backed by an explicit service-level agreement (SLA). No other provider in the email delivery space can make that promise. TAMs are the critical link between our technology and your ultimate success. SparkPost's difference is defined on paper, managed by your TAM, and results in your customers receiving the emails that make a difference to your brand, and their experience of your brand, on time and in their inboxes.

ABOUT SPARKPOST

SparkPost is the world's fastest-growing email delivery service. Our customers—including Pinterest, Twitter, CareerBuilder, LinkedIn, Zillow, and Comcast—send over 3 trillion messages a year, over 25% of the world's legitimate email. The SparkPost service for sending API-driven transactional and marketing email provides the industry-leading performance, deliverability, flexibility, and analytics they need to drive customer engagement for their business.

Follow us on Twitter **@SparkPost** or go to **sparkpost.com**.

TAM Service Highlights

GETTING STARTED AND DISCOVERY

Review current processes and implementation

- Identify key business and technical requirements

Develop a migration strategy

- Design IP warm-up plan
- Plan for cutover by stream and message type
- Plan for recipient issues, such as notification and IP white-listing

Design message stream segmentation framework

- Audit of current messaging
- Includes domain strategy
- Guidance on DNS activities

Provide strategy advice and messaging best practices

- Content and communication advice
- List hygiene activities
- Managing suppressions
- Timing and content considerations

IMPLEMENTATION

Provision dedicated, secure environment

- Set up IP addresses and domains to accommodate segmentation plan
- Manage DNS for message routing and authentication (SPF, DKIM, Dmarc)
- Configure to support customer volume and burst rates
- Implement accounts
- Set up 24x7 monitoring and alerting

Provide deliverability services for new IP addresses and domains

- IP whitelisting with 3rd parties
- FBL set up and registration
- Design monitoring services based on custom thresholds

Provide technical guidance on integration

- Injection methodology
- Data capture for analysis
- Monitoring of transition
- Setting up iOS universal links
- Mobile push messaging
- User management

Define deployment schedule

- Identify critical path milestones
- Prepare extended support coverage plan for Go Live

GO-LIVE

Transition to production

- Management of production cutover
- Volume ramp-up and monitoring

Proactive support and service

- Extended support coverage
- Troubleshooting

ONGOING

Ongoing improvement

- Addition of new message streams
- New feature roll-outs, training, and support

Performance management and advice

- Deliverability monitoring
- Monthly reporting and performance review
- Roadmap updates
- Strategic planning and annual review

Customer support

- Customer advocacy
- Issue resolution