



Things to Consider When Comparing ESPs

Your Environment:

- ✓ Get a list of integrations and see if your software and tools are pre-configured
- ✓ Consider whether you need a campaign management function, to create emails, pull lists or create segments
- ✓ Make sure you understand whether you need an SMTP-Relay or API and choose accordingly. Find out more about that [here](#)

Ease of Use:

- ✓ Open a free account or ask for a “sandbox” to get a feel for how easy it will be to use
- ✓ Is there support available 24/7?
- ✓ Is the support free? If it is included in some plans but not others, when does it kick in?

Migration:

- ✓ Find out if the ESP will help you with migration; real help, not links to documents
- ✓ Find out if the ESP will help create an onboarding warm-up plan

Deliverability Support:

- ✓ Look for deliverability expertise and availability of support for inbox delivery
- ✓ Is deliverability support included, or do you have to pay extra at consulting rates?

Fees:

- ✓ Take a close look at the support options; whether you must pay for support or if it's included only at certain volumes of email
- ✓ Is the support handled by the company or outsourced?
- ✓ Look for any hidden fees and check overage policies
- ✓ When you look at CPM pricing, don't compare apples to oranges. Make sure that you consider support, reporting, consultative help, etc.

Reporting:

- ✓ Check on the availability and depth of the reports; ask to see examples
- ✓ Find out if the reports are real-time, or you can expect a delay (some ESPs have a 24 hour or more delay)

Notes:
