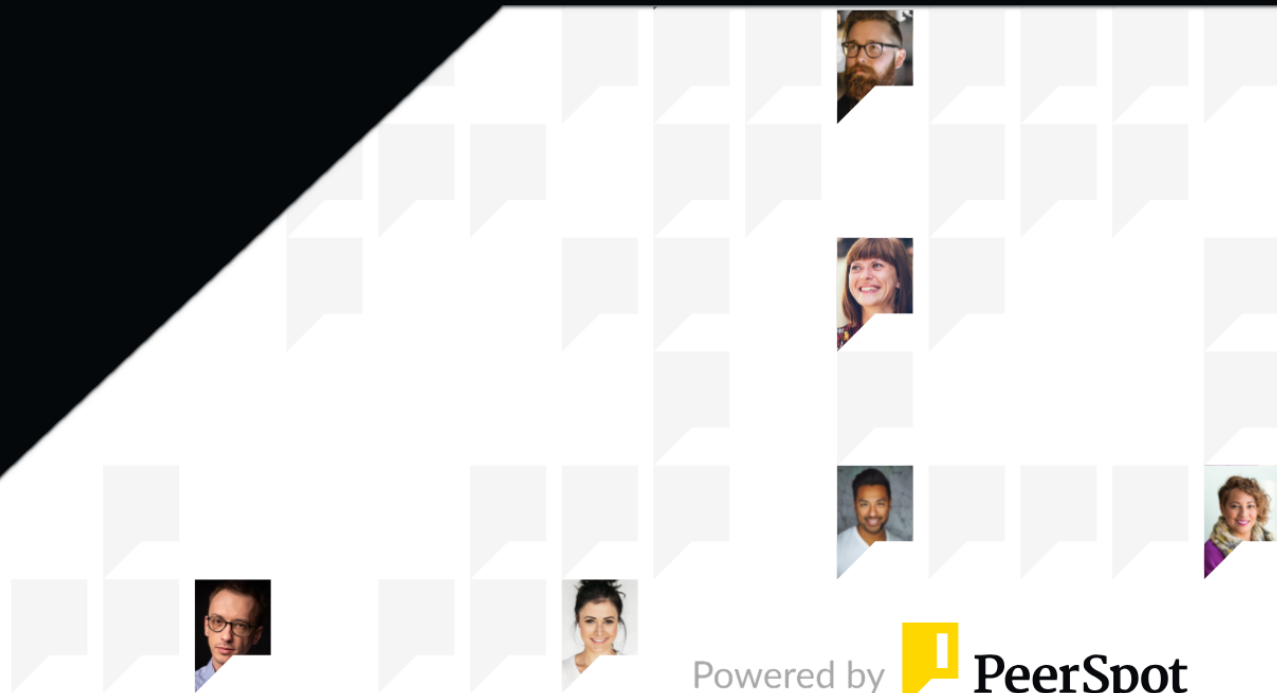


aws marketplace

SendGrid

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



SendGrid

SendGrid Recap

SendGrid is a versatile email delivery platform for sending transactional and marketing emails, with APIs for connecting with existing email marketing software. It is used by Fintechs, e-commerce stores, and event management platforms for sending high volumes of emails while following compliance requirements.

The platform offers easy integration and automation, a stable and scalable solution, flexible API, and a high deliverability rate. SendGrid has helped organizations automate communication with clients for commercial campaigns, marketing activities, and transactional tasks, and is the preferred way to communicate with clients for guaranteed delivery.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“They have pretty good support in terms of any issues.”



Rastu Singh

Technical Consultant - Email Deliverability at Adobe



“The most valuable feature is the conditions in automation.”



John Abelardo Manangan II

Senior Web Developer at a retailer with 1-10 employees



“Easy API documentation is the most valuable feature of SendGrid, including its deliverability rate.”



Dipak Raghuwansi

Director Of Engineering at MakeStories



“The solution scales well.”



Christopher Justice

Vice President of Operations at BL.INK



“My integration team likes that it's very easy to integrate and very easy to automate based on activities that happen on our core banking application.”



Luis Yndigoyen

Senior Product Manager at Momento



“It is easy to set up.”



Sufyan Aslam

Senior Full Stack Developer at Ayraxs Technologies LLP



“The API side of things is valuable. It is flexible enough to handle pretty much anything that needs to be done in an automated manner.”



Verified user

Chief Technology Officer at a transportation company with 11-50 employees

What users had to say about valuable features:

“The most valuable feature is the conditions in automation. At each interval, each email can have something like a condition if a certain contact matches the condition, it will proceed to send in the email under the automation..”

John Abelardo Manangan II

Senior Web Developer at a retailer with 1-10 employees

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“The email-sending and validation features are great.

They've added email validation, which is very, very helpful. We've been able to reduce our use of other third-party validation services.


We find the initial setup to be very easy.

It's quite stable.

The solution scales well. .”

Christopher Justice

Vice President of Operations at BL.INK

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“My integration team likes that it's very easy to integrate and very easy to automate based on activities that happen on our core banking application. The ease of integration with an external application is something that we appreciate.

Also, I like the dashboard. You can check one by one if you need to see the messages that SendGrid sent. That was also a nice feature.

The solution is stable. The performance has been good.

It can scale well..”

LuisYndigoyen

Senior Product Manager at Momento

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“Portability to whatever programming language you are using. RESTful API that can be invoked really easy. We use SendGrid from .NET and JavaScript. Don't have to think of HTMLs anymore.

Our UX Designers create the templates at SendGrid web, and they give us (development team) the GUID of the new template so we can use them in our applications.

If any modification is needed, we do not have to make a deploy. The UX Designers make the necessary modifications at SendGrid Web and it's done! The excellent dashboard and information that SendGrid provides at their web of the emails that were sent is a very useful plus..”

Juan Ignacio Michelotti

Developer at a media company with 1,001-5,000 employees

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“It's comparatively quick and easy to configure as compared to other solutions. For example, Mailchimp is a popular competitor. I find it quite easy comparatively, with less configuration is required. You just need to get the key that's embedded in your code, and you are good to go.

Other than that, in one of my projects, I use it to import the pre-configured templates and stuff like that. That was pretty easy, and the simplicity was beyond my expectations. We don't use it, particularly in development. However, we had a good experience.

The UI is fine.

It is easy to set up.

I find the solution to be stable..”

Sufyan Aslam

Senior Full Stack Developer at Ayraxs Technologies LLP

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“There are lots of things that are quite good with SendGrid as compared to other platforms. For example, it is very easy to set up, and it is very clean and simple to use. The email integration is fairly easy, and I can say it is reliable.

It also allows you to implement services from other platforms as well. So you can have multiple things in a single place. We're using the API. They provide certain add-ons, like Azure add-ons. You can connect with Azure as well.

They have decent support in terms of any issues.

They have a nice dashboard as well. It gives almost all information in a single place, and it is scalable. .”

Rastu Singh

Technical Consultant - Email Deliverability at Adobe

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Other Solutions Considered

“Yes. MailChimp and others. But they were more designated for marketing emails. The majority of the emails that we send are for internal and external notifications only. And SendGrid satisfies the two worlds..”

Juan Ignacio Michelotti

Developer at a media company with 1,001-5,000 employees

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“I have been using different email services. However, SendGrid is also one of them.

We work for different clients and different companies. They are basically the decision-makers. Sometimes, we can just suggest a product for certain scenarios. They can compare options and choose what would work best for them..”

Sufyan Aslam

Senior Full Stack Developer at Ayraxs Technologies LLP

[Read full review](#) 

“We switch to SendGrid to lessen the expense of the email solutions because we already tried Klaviyo and Amazon SES previously and they didn't work well. We always use the spam rate and the reports that SendGrid has..”

John Abelardo Manangan II


[Read full review](#) 

Senior Web Developer at a retailer with 1-10 employees

“I've not used many other products, but I have used Mailchimp. We do have a subscription for both for different things. We have different reasons for using Mailchimp. Some of the things that need to be done are better done there.

What we like the most about SendGrid is the way APIs are set up. The API configuration is much cleaner in SendGrid. The marketing and Single Sends are comparable, and I don't see much of a difference. There is a cost difference because SendGrid can be scaled according to what you need, whereas even the lowest rate on Mailchimp is much costlier. .”

Verified user

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Chief Technology Officer at a transportation company with 11-50 employees

ROI

Real user quotes about their ROI:

“I haven't calculated an exact ROI. We'd have to compare against someone manually doing the work; however, it's not easy to compare since SendGrid is 24/7 for \$90 a month, and having a person available wouldn't be possible at that price, so it's a no-brainer..”

LuisYndigoyen

Senior Product Manager at Momento

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Use Case

“We use the solution to send the client emails. We create different email templates for various use cases using it. Thus, instead of coding multiple emails in the back end, we just set the template in SendGrid..”

Uddeshya Kumar

Product Owner at SecLogic Limited

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“We have two separate things. One is marketing, where the contacts are maintained and certain emails are sent to people, and the second one is automated emails through API..”

Verified user

Chief Technology Officer at a transportation company with 11-50 employees

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“We primarily use the solution for the mail-sending functionality.

We send high volumes of email, over a million messages a year, for an event management platform..”

Christopher Justice

Vice President of Operations at BL.INK

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“The usage depends on the project and different scenarios. Most of the time, we have been using it to embed and forward emails.

Specifically, I've been using it in one of my e-commerce stores. I use that, too, for e-customer orders, customer invoices, follow-ups, and things like that. I've been using SendGrid for that purpose.

I work with a Germany-based client. They are also using SendGrid to forward training-related emails, marketing campaigns, and stuff like that. We have been using SendGrid there too..”

Sufyan Aslam

Senior Full Stack Developer at Ayraxs Technologies LLP

[Read full review](#) 

“They provide the APIs. So either you can use their platform to send the emails, or you can use the APIs, and you can connect it with your existing EMS, your Email Marketing Software. With that connection, you can send emails through the APIs.

I work with multiple clients. Based on their needs, my company uses this product. Basically, it is for sending bulk emails to customers. It is a legit bulk email – not any kind of spam. SendGrid is pretty restrictive on that. We follow all the compliance requirements and send via SendGrid..”

Rastu Singh

Technical Consultant - Email Deliverability at Adobe

[Read full review](#) 

“John Abelardo Manangan II:

Within the first three years, I only used SendGrid for email sending and for the custom applications I made previously. There are transactional emails and some of the marketing parts in the first three years. Then I got a client that wanted to transition into using SendGrid because they have been using Klaviyo, which is expensive on their budget. I think in 2020, and then I asked them how they wanted to use SendGrid. They told me that they wanted to use the solution for their email marketing. Also, they are an e-commerce store. They have an e-commerce store, so they want all the transactional emails that are related to their customer orders, and order updates, they want to be integrated with SendGrid.

I used the solution with WordPress. It's easy to integrate the solution with WordPress. My supervisor asked me if maybe it's possible to segment the customers from each other because they have several stores. I recommend using a contact list. For each signup form, and each campaign they want, we make a separate contact list, and then they ask me to integrate this with custom coding..”

John Abelardo Manangan II

Senior Web Developer at a retailer with 1-10 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The solution's initial setup is straightforward. It takes only a few minutes. Once you upload the sample code to your back end, you can begin using the solution..”

Uddeshya Kumar

Product Owner at SecLogic Limited

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“The initial setup is easy. Actually, The deployment takes 10 minutes to one hour. It depends on the domain and the type of the domain. Most of the time, when you add a domain on SendGrid, it seems like it's real-time. I have no problem with it..”

John Abelardo Manangan II

Senior Web Developer at a retailer with 1-10 employees

[Read full review](#) 

“The solution is very straightforward and simple. It's easy compared to other products I've used.

I'd rate the ease of setup nine out of ten.

The deployment is just a matter of a few clicks. I just used it to get the API key and use that in my code. Other than that, for building templates, creating funnels, and stuff like that, I'm not handling that. I have not used that portion. .”

Sufyan Aslam

[Read full review](#) 

Senior Full Stack Developer at Ayraxs Technologies LLP

“It was straightforward. It was not very difficult. The SendGrid documentation is good enough, and its setup is fine.

There are two different sides to it. The marketing and email side is straightforward. It is there by default. You just upload the customer contacts and start writing things. On the automation side, integration needs to be done. The documentation is straightforward.

In terms of duration, the marketing bit is off the bat, so it doesn't matter. For the API bit, it was not really a matter of any integrations to be done from the SendGrid side. It was just that the solution from our side took some time, but integration was never a problem. It was straightforward. Overall, I would rate its setup a four out of five..”

Verified user

[Read full review](#) 

Chief Technology Officer at a transportation company with 11-50 employees

“The initial setup is very simple and straightforward.

Their documentation is pretty good. If you go through that, you'll be able to easily set it up properly.

The first part of the deployment is a bit tricky. When you apply and fill in the signing form, they review it to see whether or not you are registered – which is a good thing since, nowadays, people are spamming a lot.

If a spammer gets access to a platform like this, they will be able to send multiple emails, and it could harm people. That's why they do due diligence, and they would like to know your history, how you want to send the email to people and whether the people you are sending to signed up with you or not. If they find that you are a legit sender, then only they will approve your account. That's the part that takes some time. Once it is approved, then it hardly takes a single day or two to finish the rest of the setup..”

Rastu Singh

[Read full review](#) 

Technical Consultant - Email Deliverability at Adobe

“The implementation process varies in difficulty. If you only want to try to connect it with something very simple, it's easy. It's based on the applications that you have on your side and the complexity of the message that you want to send.

You need to develop a tree of communication, and also that will be a factor. If the tree is complex, the setup will be complex.

For example, if you want to only send an email each time a client buys something and send a thank-you message after the purchase, and you don't need to personalize anything, that will be very quick. If you are on the other side and based on a lot of complex rules, maybe for a financial investor on a stock change and you need to send a lot of warnings on the information of operation, that could be tougher.

That said, in general, it's very easy to integrate, and it's something that, even if you didn't work with it in the past, you could learn easily.

Since it's software as a service, we only need to check that it's working. When the endpoint sends an error message, we need to check on that. Other than that, it doesn't require maintenance. .”

LuisYndigoyen

Senior Product Manager at Memento

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Customer Service and Support

“I'd rate the technical support for SendGrid as seven out of ten because it's not chat support, so you have to wait for about two days to receive a response..”

Dipak Raghuwansi

Director Of Engineering at MakeStories

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“Technical support has been helpful and responsive.

Sometimes there are some gaps, so we have to wait for a longer period. Once we get a response, they end up solving issues very fast..”

Rastu Singh

Technical Consultant - Email Deliverability at Adobe

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“I had to contact support one or two times, and whenever I've reached out, they have been helpful and responsive.

A long time ago, I might have had an issue where they were slow, however, that was very long ago..”

Sufyan Aslam

Senior Full Stack Developer at Ayraxs Technologies LLP

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“We haven't used support much. We used them a little three years ago, and it was okay. When we set up our subscription, we signed an agreement with the technical support of SendGrid, and they assigned someone to help us. At the end of the month, this person will send us the total hours logged and our usage of the support, and they charge based on that..”


LuisYndigoyen

Senior Product Manager at Memento

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“The only issue where we needed troubleshooting was the login issue for people in Nigeria, and the SendGrid team wasn't able to resolve it. The support people were quite helpful, but they couldn't solve it because the product itself doesn't allow them to solve it. There were probably some regulatory elements within Nigeria that caused that, and some people would get it and some wouldn't. It was not necessarily in SendGrid's control but because they didn't have any other way of doing it, they couldn't fix it. Overall, I would rate them a three out of five..”

Verified user

[Read full review](#) 

Chief Technology Officer at a transportation company with 11-50 employees

Other Advice

“It's a good product as it is scalable and fulfills all our use cases. Even if there is any email drop, we can learn and find the reason immediately.

I recommend the solution to others and rate it as an eight..”

Uddeshya Kumar

Product Owner at SecLogic Limited

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“I'd advise new users to understand email deliverability exceptionally well.

It does everything we need. It's got templating. It's got email validation. It's great. I'd rate it a ten out of ten. .”

Christopher Justice

Vice President of Operations at BL.INK

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“I am an end-user.

I'm not sure which version of the solution I'm using.

I would recommend the solution to others. I find it pretty easy to use, and working on it is fast. Anyone can use it.

I'm a happy customer. Therefore, I would rate the solution nine out of ten..”

Sufyan Aslam

Senior Full Stack Developer at Ayraxs Technologies LLP

[Read full review](#) 

“I've been using the V2 API of SendGrid. I started with V1 API and then moved over to V2 API.

Five to six applications rely on the SendGrid email service. My company has a technical team with five people that takes care of the maintenance of the tool.

I'd advise anyone thinking about using SendGrid for the first time to go for it, but you need to account for all the setup processes and do the setup correctly..”

Dipak Raghuwansi

Director Of Engineering at MakeStories

[Read full review](#) 

“I'm a customer and end-user.

Our company decided to use this solution due to the fact that it's a stable and easy integration. Also, from the user perspective, when we talk about our email delivery

people, they are not tech-savvy people. Therefore, if I ask them to do a complex configuration, they will get confused. However, this product makes everything very simple. At least with our platform, we did not face any issues. We followed the documentation and integrated it with our [CRM](#).


Apart from that, SendGrid provides lots of things within the tool.

They have a feature called Auto Warmup IP, so we don't have to do it for every single client manually. We have the Auto Warmup feature enabled, and it will automatically warm up all the IPs. It also supports sub-user management. We can have 30 or 40 people working on the same thing and we can create multiple users and give them their own credentials to work on a separate account. It makes it very easy to track everybody to see who is doing what.

I'd rate the solution a nine out of ten. .”

Rastu Singh

Technical Consultant - Email Deliverability at Adobe

[Read full review](#) 

“I give the solution a seven out of ten because it is the most reliable email sending I have been using for the past few years, and seven also because there are some features that are not available in the SendGrid, but it is also seven because other competitors are more advanced or they have more tools to cater. A seven also because of the pricing. SendGrid is the most cost-effective solution that I have been using.

Using the solution in the first two years was okay because my client was using credit from SendGrid. They are a startup and it came from venture capital. They were granted credit and we made use of it. Once the credits were all exhausted, my client told me that we needed to adjust the budget for the plans on SendGrid, and this is where we have something to do with SendGrid. My client's website and

stores have colossal traffic every day, so they have trouble with contacts exceeding the plan limit. They asked me to solve the contact issue with the alert level showing on the dashboard on SendGrid which is a little bit of a hassle to do for clients who don't want to upgrade their plan. I think SendGrid is not ready with the email marketing part because, unlike Klaviyo, which has a diagram that you can drag and drop what happens to an email, and then there is also conditioning. SendGrid is all plug-and-play. You can add something like an interval on each email. I think that's the SendGrid automation. You can just set which contact list to use for the automation. I think it's not really that possible with email marketing. I think the easiest way to work with SendGrid is with segmentation and the deeper filtering of the emails when you want to send to some customers that already have this, or already received their orders. Also in the filtering of different emails or contacts that have something like data that might be unique from each other contact.

We are a startup company and all of our stores use SendGrid which is made up of three users.

If you are thinking of using the solution for the first time you can start with the SMTP if you are just testing. If you want to have a dedicated IP so that your emails can have almost 100% deliverability, you can sign up for their plan, and also buy the dedicated IP. If you want to automate the emails for your customers, I advise you to use the automation feature in SendGrid..”

John Abelardo Manangan II

Senior Web Developer at a retailer with 1-10 employees

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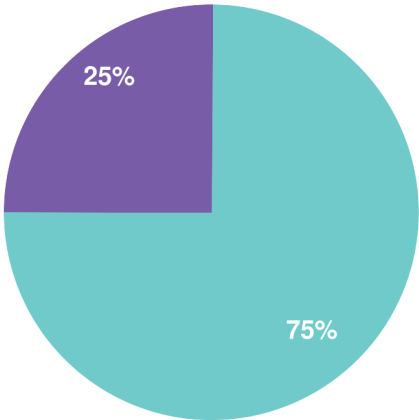
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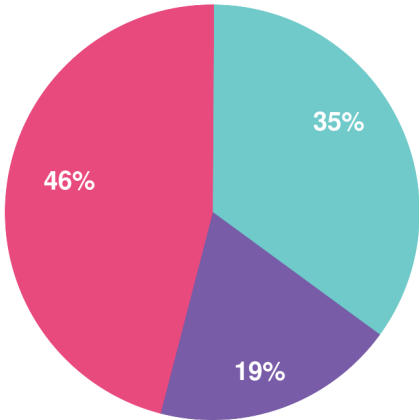


Company Size

by reviewers



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Large Enterprise Midsize Enterprise Small Business

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