Intelligent Queue Management
The Smarter Approach to High Volume Sending for ESPs

Momentum from Message Systems has unique Intelligent Queue Management technology that gives you unprecedented ability to avoid ISP blocks, protect your reputation and keep your mail flowing.

LEAVE THE BAD OLD DAYS BEHIND
For email service providers (ESPs) and other high-volume senders, maintaining a stellar sending reputation overall — and for individual IP addresses — is critical to message deliverability. One approach is to segment traffic to separate IPs, which allows you to protect one type of message (say transactional mail) from another (marketing messages). Yet open source MTA solutions and many commercial message server applications make effective traffic segmentation difficult, forcing you to use a single monolithic queue or a handful of shared queues to manage traffic. This approach creates major stability problems when any one of the traffic streams encounters problems.

TARPITS & BLOCKS
When receiving domains deem certain content or sending practices suspect, they tarpit traffic from the offending sender - slowing the acceptance of mail to a crawl. This preserves receiver resources while consuming those of the sender. Worse still, tarpitting causes messages queued behind the offender to back up, delaying everything else in the shared queue. Clearing or sidelining the problem traffic can alleviate the issue, but determining which messages in a shared queue are causing the problems is extremely time consuming. You can try to manually schedule mailings to avoid interference. But if you’re managing more than one traffic stream, can you effectively coordinate them all for optimal delivery periods?

IF YOU CAN’T SCALE, PROFITABILITY SUFFERS
Many ESPs try working around these challenges by assigning senders to different servers. You can avoid system contention with this approach, but can you afford to spend your way out by simply buying new servers all the time? In addition, as your traffic volume grows, you’re going to need to dedicate more administrative resources just manage the problems. Growth becomes more expensive, profitability declines.

QUEUING AND IP MANAGEMENT SIMPLIFIED
Momentum with Intelligent Queue Management easily solves the thorniest deliverability challenges. It enables you to designate outbound IP addresses for specific traffic, so transactional messages such as welcome messages or password resets can be sent from one virtual IP address while marketing traffic can be sent from another. A key differentiator between Momentum and other commercial or open source solutions is that as traffic is processed, Momentum creates a set of receiving domain queues for each virtual IP. Each queue is then independently processed in parallel with the others. For example, a mailing with 50,000 messages that is throttled by the Gmail queue for one virtual IP will never cause delays to Gmail queues of other virtual IPs. Transactional or bulk traffic will have no impact on any of the other traffic streams. Any queuing problem is limited to a tiny, easily detected fraction of the overall traffic.
FLOW WITH MOMENTUM
Momentum gives you the ability to write business logic to select delivery IPs, providing ease of integration, granular control, and the ability to recognize and resolve delivery issues before they can damage your sender reputation. Momentum manages down to the receiving domain of each sending IP address so that it can easily provide diagnostic statistics at the same level of granularity. The Momentum reporting console sorts data by number and percentage of activity, giving you a clear view into which traffic stream has the higher bounce rate, and providing the insight you need to immediately remediate issues as they arise.

ADAPTIVE DELIVERY: THE NEXT GENERATION IN DELIVERABILITY MANAGEMENT
Adaptive Delivery from Message Systems is an industry first — it auto-tunes your outbound email delivery parameters in real-time to optimize delivery, safeguard your reputation and improve effectiveness in managing deliverability. Email programs executed with Adaptive Delivery produce consistently higher success rates. Deliverability is optimized and campaigns perform better. Problems are avoided or quickly resolved, and sender reputation with ISPs soars.

INTELLIGENT TECHNOLOGY, NOT A BLUNT INSTRUMENT
Some commercial MTA products can automatically stop an in-progress mailing if it encounters blocks or other issues. That’s nice, as far as it goes. But taking an “if you’re a hammer every problem looks like a nail” approach won’t get your email to the inbox. Adaptive Delivery provides a rich set of features that enables you to establish a stellar sender reputation, and improve it over time to reach consistently excellent inbox performance.

- **IP Warm Up:** Establish a good sending reputation for IP addresses before use.
- **Smart Threshold Management:** Automatically suspend or throttle down traffic based on real-time results for Feedback Loop complaints and hard bounces.
- **Alerts:** Auto-generated alerts ping you when issues arise that require immediate attention; all system actions are summarized for your subsequent review.
- **Live Rule Updates:** Stay up to date with the latest ISP rules, policies, bounce and error codes - continually refreshed, automatically downloaded for you.
- **Real-Time Traffic Shaping:** Adjust for domain-specific rules or limits, changing requirements and deferral responses as they happen.
- **Mail Stream Segregation:** Segment and manage your outbound email — by type of mail, client or business unit, customer segment, domain/sub-domain or other parameter.

“"We saw real, tangible and measurable results 30 days after we started using Adaptive Delivery: 6% increase to Outlook.com/Hotmail addresses, 4% lift in Yahoo!, 5% increase in Comcast deliverability, and in certain edge cases a whopping 300% lift to AOL!””

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Call Message Systems today toll-free at 877-887-3031 or learn more at messagesystems.com.