

Topic: Third Party Email Services

Question by: Patrick Reed

Jurisdiction: Washington

Date: June 18, 2019

Jurisdiction	Question(s)
	<p>I have a few questions for those doing electronic notices. Currently we send about 50-60k notices per month. We have been doing them using internal resources/server/etc.</p> <p>We are exploring using a third party service to handle the large outgoing email batches.</p> <ol style="list-style-type: none"> 1. Are you sending email batches directly or 3rd party vendor? 2. If yes, have you had any issues with delivery, and does the service keep track of emails sent for later verification? 3. Lessons learned from switching to a vendor vs in-house?
Manitoba	
Corporations Canada	At Corporations Canada we send email batches in house directly.
Alabama	
Alaska	
Arizona	
Arkansas	
California	

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<p>Colorado</p>	<ol style="list-style-type: none"> 1. Are you sending email batches directly or 3rd party vendor? Response: We send them directly. Many years ago we wrote a little java app to do basic email notifications. It pulls from a generic database we created with all the relevant info it would need (what type of email needs to be delivered [e.g., notice of annual report due, delinquency notice, password reset notice, filing notice], to what email address it goes, entity ID, date and time, etc.) At this point it is all template-driven and we use it for all the transactional-oriented correspondence we deliver. This system delivers a couple hundred thousand emails every month. We also use GovDelivery/Granicus for other email subscriptions stuff (press releases, notices of hearings, rules promulgation notices and such) that is not related to individual businesses/transactions. 2. If yes, have you had any issues with delivery, and does the service keep track of emails sent for later verification? Response: Yes! We went a loooong time without ever cleaning up the emails to which we were sending those notices (this was a few years ago). We ended up getting a lot of bounce-backs and we had a couple of email providers (mostly smaller ones) blacklist us and cease delivery. Our solution was to hire a service (we use Informatica) to verify the deliverability of our email addresses (we send them a batch of email addresses every month and they let us know which ones we should NOT try to send). That has eliminated our delivery problems. We keep track of every email we send out, to whom, the content, and when, and our service center staff have the ability to view that information when a customer calls. It is amazing how many customers call to complain they received an email informing them that they now owe a late filing fee but they somehow did not receive the six emails we sent them encouraging them to file on-time! [spoiler alert-they did get them, they just didn't do anything] 3. Lessons learned from switching to a vendor vs in-house? Response: We've looked at moving this to a vendor service and I think we will at some point. At this point our internal system requires little care and feeding, runs fine on our existing infrastructure, and doesn't cost us a dime to send out nicely-formatted, individualized, easy-to-change custom email. We still run our own email servers on-premise (Microsoft Exchange). I believe that when we decide to move to G-Suite or Office 365 (and we are currently looking at it), we are likely to move our email notifications out-of-house as well.

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Connecticut	<p>We use a Pitney Bowes program to do our mass annual report notifications, but we route them through the ct.gov domain. We did have some problems with Gmail throttling our emails when we used another domain, but have not since we switched to the state domain. The Pitney Bowes system works well for us and could handle the volume you mention. It does require you to extract your data in a specified file format. But beyond that, all we do is drag the file to the icon and it churns the emails out. The only downside is Pitney Bowes charges for email template creation - they won't let you create your own email template. So you have to pay a bit for design time, but I have found that it is generally less than \$500 when we have to change the template.</p>
Delaware	
District of Columbia	
Florida	
Georgia	
Hawaii	
Idaho	
Illinois	

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Indiana	<p>Indiana uses a local company call Marketing Informatics to send business entity report reminders and some other bulk messages. They are fantastic! I could not ask for a better vendor.</p> <p>We also use Salesforce for marketing INBiz.</p> <p>We looked into GovDelivery because it was being billed as a shared service for state agencies (no cost), but once I got into the details with them, it was not free. They wanted to scrub the email list and eliminate duplicate email addresses which of course does not work for BER reminders. We looked into paying them for the service, but Marketing Informatics was hands down an easier company to work with!</p> <p>While they are a local company, it's not the reason we chose them or stay with them. I'm sure they would be interested in working with you since it's not technically difficult. We just have a file that generates from our system that we send to them.</p>
Iowa	<p>In Iowa, we send roughly 40k email notifications per month using an in-house built app with Amazon SES as the email provider. We keep a record of emails sent, emails bounced and email "complaints". We don't track anything beyond that.</p> <p>There is some consideration to moving it to a third party service (MyEmma) although that's most because this task may move to a different team and that team uses MyEmma.</p>
Kansas	
Kentucky	

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Louisiana	<p>Our IT staff has provided the answers below for Louisiana:</p> <ol style="list-style-type: none"> 1.) We built shared services that all our applications use to schedule email delivery either in bulk or one at a time. We use AWS SES to send, confirm attempted delivery, and receive bounces/complaints from recipient email systems. Not all email providers provide bounce notifications. 2.) We know that AWS SES attempted to deliver the email and then get some bounce and complaint notification later. Bounce notices are categorized. We automatically unsubscribe complaints and those bounces we decided are "hard" (invalid email address) but not those that are "soft" (mailbox full). 3.) We send in batches of 1000. I recall they throttled our sending if we tried to send all at once
Maine	
Maryland	
Massachusetts	
Michigan	
Minnesota	
Mississippi	
Missouri	
Montana	
Nebraska	
Nevada	
New Hampshire	
New Jersey	
New Mexico	

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New York	
North Carolina	
North Dakota	
Ohio	
Oklahoma	
Oregon	
Pennsylvania	
Rhode Island	
South Carolina	
South Dakota	
Tennessee	
Texas	
Utah	
Vermont	
Virginia	
Washington	
West Virginia	
Wisconsin	
Wyoming	

Additional comments:

Full text of email:

Good morning all! Great to see many of you at the conference.

I have a few questions for those doing electronic notices. Currently we send about 50-60k notices per month. We have been doing them using internal resources/server/etc.

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Thank you!

Patrick

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