



Fooda increases open rates in outbound marketing campaigns to over 60% by migrating to ExpressPigeon's platform.



The Success

The client increased their open rates in outbound marketing campaigns to over 60% by migrating to ExpressPigeon's platform.

The Challenge

Fooda is faced with an ongoing need to get their messages not only delivered but opened. Their previous provider was unavailable and unwilling to assist them with delivery issues and would regularly lock their account. With email being the direct line of communication to their clients, their business would fail without consistent deliverability. Fooda was additionally challenged by their internal scheduling system being highly integrated with their previous providers API and not having the resources to allocate for transitioning to a new platform.

The Partnership

Fooda partnered with ExpressPigeon in an effort to maintain the continuity of their email outreach. ExpressPigeon staff implemented a direct integration of Fooda's internal scheduling system with the ExpressPigeon API and worked on a daily basis to track and communicate deliverability issues to the Fooda staff. Fooda was also assigned a private white-labeled IP pool for optimal deliverability.

The Integration

Fooda granted ExpressPigeon's technical team direct access to their internal scheduling system to complete the API migration for them. After the API integration was complete, Fooda was allocated a private pool of IP addresses which resulted in a 15% increase in open rates within weeks. By then white-labeling those IP addresses and working with receiving ISPs to get Fooda's messages whitelisted, ExpressPigeon was able to gain an almost immediate 25% increase to Fooda's open rates which average an astounding 60% today.



Jason Stulbert
COO

ExpressPigeon is a great email service - everything you'd expect from a business-critical service. It's reliable, consistent and easy to use. The best feature is the support from the EP team. After years of poor support from other email services, being able to talk with the EP team when issues or questions do arise is refreshing.

The Results

After migrating to ExpressPigeon's platform, Fooda experienced exponential growth. Their need for a long term provider with a high level of service and consistent deliverability monitoring was met with a managed migration of their internal scheduling system to ExpressPigeon's API and ongoing live support for scores of users in multiple markets. Fooda achieved an astounding increase in open rates from their previous provider, which fueled unprecedented growth that continues to today.

Recognitions



ExpressPigeon customers rate us at nearly 5 stars!

