



**HighGround sends millions of case-specific transactional emails all easily designed with ExpressPigeon's email editor.**



## **Deliverability**

ExpressPigeon implemented private white-labeled IP addresses and strictly monitored deliverability and inboxing to bring open rates in excess of 50%.



## The Company

Highground is a performance management and employee engagement software that revolutionizes the way that employees develop, recognize and reward one another and functions as a complement to existing Human Capital Management systems. Their mission is to transform the way companies motivate, develop, and recognize their employees by providing solutions to drive engagement from workplaces around the world. This involves hundreds of various templates for transactional messages as subscribers interact with different features.

## The Challenge

Transactional emails, a foundational component of HighGround's client experience, needed to be able to be designed with ease and sent from a reliable platform. ExpressPigeon was the only transactional email solution with an advanced drag and drop editor allowing for deep personalization based on an array of client demands.

## The Partnership

HighGround partnered with ExpressPigeon in an effort to reduce the amount of time spent on design and development of hundreds of transactional email templates. With ExpressPigeon's drag and drop editor, they were able to save countless hours on the coding and design of templates. Upon learning of ExpressPigeon's platform HighGround was able to abandon a projected weeks-long integration with another provider and completed integration with ExpressPigeon in a single day.



## The Result

After migrating to ExpressPigeon's transactional email platform, HighGround, relying heavily on transactional email communications, experienced increased deliverability while saving hundreds of development hours. Using ExpressPigeon's advanced editor to create templates rather than spending time coding and using ExpressPigeon's flexible API HighGround is able to stay up to date in real time with their community.



**Tuan Pham-Barnes**  
**HighGround, Inc.**

What I like best about ExpressPigeon is the ease of use, the clarity, the templates that are found to choose from, the professional look of the newsletters, the ability to track in details the analytics of the campaigns after sending them to clients, and the blog section that gives helpful information and tips.

## Recognitions



Contact us at  
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