



## Simple Managed Migration

The process of transitioning from one email platform to another is filled with complexities and must be carefully executed to avoid damaging the sender's reputation. SocketLabs' Simple Managed Migration (SMM) process eliminates these concerns and ensures that email traffic is scaled to full production volumes with outstanding success. SMM is a proven system executed by our deliverability team to ensure success. It starts with a custom-tailored project plan and concludes with a carefully monitored IP-warming process. This process reliably strengthens a customer's sending reputation and optimizes the path to full production volumes.

### Key SMM features include:

A customized migration plan that optimizes speed, sender reputation & performance

Stream-specific delivery rules and ramp-up schedules

Carefully monitored scaling decisions based on daily performance

### SocketLabs deliverability team helps our customers:

#### 1) Create an optimized migration plan

Our experts determine the unique schedule that allows each customer to reach maximum sending volume in a matter of weeks. We manage the whole process and do all of the heavy lifting, so customers can focus on running their business.

#### 2) Define unique mail streams

We identify the distinct mail streams that comprise the customer's sending patterns and objectives. One or more IP addresses are then assigned depending on our analysis.

#### 3) Ensure email authentication

We help customize the sending domain by updating DNS records and establishing DKIM and SPF records. Defining a DMARC policy then ensures that everything is validating between those IPs and their domain and of course the sending environment.

#### 4) Define custom delivery rules

The nature of the mail streams and mailing patterns determine how we meter message delivery to match mailbox provider's unique filtering rules. Our deliverability team throttles message speeds up or down based on the feedback that we're seeing from the ISP.

### 5) Create high-volume warm up schedule

Based on objectives defined in the project schedule, sending volume is increased carefully. Each customer's warm up experience will be different and is adjusted as necessary in response to observed content, list quality, delivery rates and success signals.

### 6) Prioritize high-engagement traffic

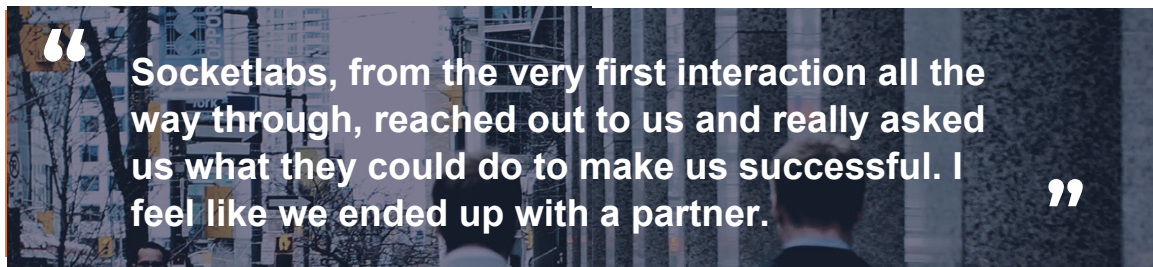
Since mail is flowing from new IPs, we begin by targeting segments of recipients with strong opening and clicking history. As these recipients interact with the mailings, the customer's sending reputation starts to grow and less-engaged audiences are incorporated.

### 7) Conduct daily review of performance & engagement

Deliverability team members manually review each server on a daily basis to evaluate key performance metrics such as volume, sender reputation, engagement and complaint levels.

### 8) Make well-educated ramp up decisions

Based on ISP responses to each mail stream, decisions are made regarding if and when volume increases are merited. We slowly open the throttle on each stream and for each destination ISP until full production volumes are reached.



“Socketlabs, from the very first interaction all the way through, reached out to us and really asked us what they could do to make us successful. I feel like we ended up with a partner.”

**Patrick Dyson - Chief Technology Officer, SignUp.com**