Frontline Direct Case Study

"A successful email campaign starts with the right hardware and software solutions to ensure deliverability and performance. Hurricane MTA Server delivers an easy to use and high performance MTA solution, perfectly suited for the speed and accuracy we need in our high growth business."

**Kim Reed Perell, President
Frontline Direct**

Frontline Direct
Targeted Direct Marketing Solutions

Industry
Marketing & Advertising

Key Benefits
-Improved deliverability to the large ISPs
-Better IP reputation protection through virtual MTAs
-Real-time insight into email delivery
-Real-time bounce handling and problem alerting
-Direct integration with key business applications through .NET API

Product
-Hurricane MTA Server

Development Environment
- Microsoft Windows .NET

Increasing Email Deliverability

Frontline Direct, Inc., a leading database management and online customer acquisition firm, acts as a media partner with some of the world's most successful brands. Their clients include leading product and service firms, including Fortune 500 companies and top interactive advertising agencies. Their unique email campaign planning, testing, tracking and optimization ensures their partners are as successful as possible in meeting their target ROI.

Each day, Frontline Direct sends millions of targeted marketing emails on behalf of its partners. Their partners rely on Frontline's unique database driven marketing and advertising system to connect them with potential new customers. These targeted email campaigns produce a significant amount of new and ongoing revenue to Frontline's partners. Frontline's goal is to maximize the delivery of these email campaigns to the recipient's inbox, thereby increasing new customer acquisition and revenue for their partners.

The Challenge

Prior to implementing Hurricane Server, Frontline Direct was handling email delivery using multiple MTA vendors. Although Frontline was effective in handling large volumes of email, the lack of standardization and lack of ability to directly integrate with the MTA made ongoing management very difficult. In addition, the volume of email was increasing, so they needed to be able to add additional MTAs quickly to their infrastructure to handle the increasing load.

Frontline needed to find a scalable email delivery solution that was cost effective and had the throughput, deliverability features and could be cleanly integrated into their environment.

Why Hurricane MTA Server?

Frontline evaluated several MTA vendors for a solution that would help them address four critical business requirements:

•Integration with existing data systems
•Ease of use and deployment
•Scalability to support growth
•Maximum ROI

Integration

Frontline Direct's competitive advantage in the market is its in- house email marketing system. Getting data on the delivery of these email messages from the MTA is critical to understanding how effective these campaigns are for Frontline's customers. Because Frontline uses Microsoft .NET to develop its software, it was a natural fit to leverage the front-end Web Services and back-end event-driven .NET API's within Hurricane Server. By plugging their own code into Hurricane Server's event-driven .NET API, Frontline was able to capture email bounces, reply-to's, and delivery failures as they occurred and integrate those results directly into their email marketing platform. Now bounce management and potential problems are handled automatically and in real time.

Ease of Use

For companies like Frontline Direct that rely on a MTA not only as infrastructure but, as a critical component of an overall email deliverability solu- tion, having a MTA that can be easily deployed and maintained is critical to success. Given that Hurricane MTA Server is a pure Windows software server, it was easy and familiar to install. The Web Console provides an easy to understand GUI interface for performing configuration updates, displaying status, viewing log files and displaying reports. Hurricane Server runs on in-house hardware and the Windows operating systems. This created significant ease- of-use for Frontline when setting up multiple virtual MTA's through Hurricane MTA Server's accounts interface, which was a critical part of increasing email deliverability.

Scaling to Meet Growing Demand

Frontline Direct generates and sends several million messages per day. This level of daily email requires that the MTA handle the delivery of a large volume of email in adequate time. Hurricane MTA Server provides that for Frontline by processing up to a million messages an hour through a single MTA. Due to the tremendous growth that Frontline has been experiencing they needed a solution that they could easily grow with. Several MTA solutions Frontline reviewed were either hardware appliance based and/or required investments in expensive hardware in order to grow.

Return on Investment

Through the deployment of Hurricane MTA Server and additional deliverability initiatives Frontline has realized a 30% increase in click thru traffic on the email it sends out. This has resulted in significant revenue increases and new customer acquisition.