



Sinch Expands the Mailgun Product Suite with Mailgun Optimize and Mailgun Validate to Transform Email Deliverability

SAN ANTONIO, Texas and STOCKHOLM, Sweden – October 25, 2023 – Today [Sinch](#) (Sinch AB (publ) – XSTO: SINCH), which powers meaningful conversations between businesses and their customers through its Customer Communications Cloud, announced that Mailgun Optimize, the first deliverability solution built on an email sending platform, and Mailgun Validate, the fastest and most accurate address verification solution, are now part of the [Sinch Mailgun](#) product suite. Mailgun is an industry leader in email delivery, with over 400 billion emails sent every year for the world's biggest brands and technology providers. The expanded product suite improves every part of the email management lifecycle, all through one integrated platform and global Super Network, versus relying on piecemeal third-party solutions that lack insights at scale.

Email deliverability is extremely complex and poised to become even more difficult with upcoming policy changes from major inbox service providers. Following a dramatic increase in email volume that started in 2020, [Google](#) and [Yahoo!](#) will implement increased identity validation and other spam-prevention requirements for high-volume senders, matching established best practices such as DMARC, SPF and DKIM. Reaching users will be harder than ever, making sender reputation and strong deliverability practices the keys to successfully driving ROI. Mailgun Optimize and Mailgun Validate work seamlessly with Mailgun Send to bridge the complexities of delivery and deliverability, ensuring emails are reliably sent and landing in the primary inbox.

"Mailgun takes the guesswork out of reaching the inbox, setting the stage for unmatched ROI for every email sent," said Daniel Morris, Chief Product Officer, CPaaS, at Sinch. "By bringing together Mailgun Send, Optimize and Validate into a single platform, we are now the most reliable, scalable, and impactful email solution for enterprise brands and innovative technology companies."

A 2023 [Forrester Consulting Total Economic Impact™ Study](#) found that for a composite organization of customers interviewed, the three-year incremental impact of using Mailgun for sending and deliverability was \$627,000 due to 20.6 million additional emails being delivered and opened. Mailgun found that deliverability customers have a 97.4% average delivery rate, significantly outperforming the industry average of 84.8%, with bounce rates dropping to just 0.42% and open rates increasing by upwards of 21%.

Introducing the Mailgun Product Suite

[Mailgun Optimize](#), formerly known as InboxReady, maximizes inbox placement by helping customers build and maintain their sender reputation while avoiding disruptions like blocklisting with advanced monitoring, reporting, and visualization. While Optimize is email service provider (ESP) agnostic and can be used on any platform to get actionable deliverability insights, leveraging it as part of the full Mailgun solution

unlocks added benefits such as:

- Automatically integrated Microsoft SNDS IP data
- Real-time bounce classification
- Simplified inbox placement testing
- Expanded spam trap monitoring

[Mailgun Validate](#) verifies email addresses on demand to ensure customers are protecting their reputation by sending to the cleanest list possible. Validate uses real-world send data, rather than broken SMTP handshakes, combined with an industry-leading proprietary process for more reliable results. This multilayer verification approach includes MX record validation, grammar and typo checks, domain analysis and more.

[Mailgun Send](#) empowers businesses to send, receive and track emails effortlessly. Built by developers for developers, Send makes integrating a world-class cloud sending infrastructure easy through our RESTful email APIs, maintained SDKs and global compliance policies. With 99.99% server uptime and 24/7/365 support, even the largest enterprises can build impactful customer experiences on their terms.

To learn more about the new product suite and try Mailgun for free, visit mailgun.com.

About Sinch Mailgun

Over 100,000 companies worldwide use Sinch Mailgun to create powerful email experiences for their customers through world-class infrastructure. Brands like Lyft, Pinterest, NHL, and Etsy trust Mailgun's innovative technology and reliable infrastructure to send billions of emails every year. Built with development teams in mind, Mailgun makes sending, receiving, and tracking emails effortless for senders of all sizes. For more information, please visit www.mailgun.com.

About Sinch

Sinch powers meaningful conversations between businesses and their customers through its Customer Communications Cloud. More than 150,000 businesses – including many of the world's largest tech companies – rely on Sinch and its global super network, which is the most secure and reliable network for messaging, voice and email. Sinch has been profitable and fast-growing since it was founded in 2008. It is headquartered in Stockholm, Sweden, with shares traded at NASDAQ Stockholm: XSTO:SINCH. Learn more at www.sinch.com.

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