



Published on: May 17 2010

Client: Hungry Girl

Industry: Online Publisher

Situation:

- Company requires an affordable out sourced email platform to replace their current in-house solution that has become unreliable
- Company will also need a transition plan and overall deliverability advice and assistance from experienced team



Hungry Girl Thursday Newsletter

Online Publisher Hungry Girl Finds Recipe for Email Success

Email deliverability is an essential ingredient in Hungry Girl's business strategy.

The online publisher of recipes, reviews and news about tasty, low-calorie food has close to 1 million fans around the world who look forward to receiving free daily email messages telling them about flavorful meals and snacks that won't wreck their diets.

Los Angeles-based Hungry Girl was founded in 2004 by Lisa Lillien, a self-professed food lover who recognized the need for information about low-calorie alternatives to the high-calorie products that dominate supermarket shelves.

"I'm not a nutritionist, I'm just hungry," says Lillien. "I'm an average female, struggling with the same food issues most women struggle with every day. Food is my passion and it has been my lifelong obsession. Because I obsess over food, I learn about it, read about it, research it, dream about it."

Lillien set out to create a multi-media brand and through her unique voice and content – and with recipes that substituted low-cal ingredients like tofu for starchy noodles – she soon found a market with an appetite for her information. The Hungry Girl brand has branched beyond the Internet with three best-selling recipe books and appearances on countless television programs.

Decision to Outsource

All of this exposure has brought hundreds of thousands of people to Hungry-Girl.com, where they can sign up to receive free daily emails.

In 2009, however, the volume of email requests became too much for the company's original in-house email solution to handle. After experimenting with other email solutions that were expensive and complex, Hungry Girl discovered Puresend.

Based in New York, Puresend, a division of Active Network, Inc., is an email service provider that offers state-of-the-art hosted solutions for companies that send large volumes of outbound email. Outsourced email solutions have declined in price over the past several years, making them as attractive from a cost standpoint as packaged software/hardware solutions.

"We're a technology shop that specializes in deploying commercial email," says Cliff Seltzer, General Manager of Puresend. "That's all that we do. Our infrastructure pushes out and reports upon millions of messages each day across our customer base. Moreover, we have established relationships with all the major receiving Internet service providers, including Yahoo!, AOL, and Hotmail. We know how they prefer commercial email delivered to them and what volumes to distribute over a given period of time."

Business Solution:

- Signed on with Puresend and followed their recommended transition plan
- Plan included whitelisting of dedicated IPs, list segmentation, and hands on monitoring



Side Dish: Guilt-Free Groceries Newsletter

Results:

- Major uptick in deliverability, running at 99%
- Full transparency into campaign results, bounces, and complaints
- Low sending costs combined with better deliverability has greatly increased economics
- Client has comfort in knowing questions or concerns get quickly addressed by an experienced client service team

As spam and viruses have become more of a threat to email communication, companies that host large numbers of email accounts for consumers have had to make their requirements for commercial email more rigorous. As a result, it has become more difficult for companies like Hungry Girl to issue legitimate email that people have requested.

“There are a lot of technicalities around the flow of email that you have the option to control,” says Alex Naro, Director of Operations and Client Service for Puresend. “You have to understand proper volume and throttling techniques, connection and retry time strategy, authentication, and more. It’s not an easy thing to tackle on your own.”

Smooth Transition

When Hungry Girl decided to outsource its email deployment, the Puresend team developed a seamless transition plan to move the client’s email files from its overburdened in-house servers and its expensive experiments to Puresend’s dedicated hosting environment.

In the first week, Puresend took a small number of Hungry Girl’s most accurate email files and set them up with brand-new, dedicated IP addresses. Puresend also whitelisted Hungry Girl’s new IP addresses with all the major email companies and set up feedback loops to capture any complaints from recipients of the email messages. The result: more than a 99% deliverability rate from Week One.

In the following weeks, Puresend gradually added more email addresses to its servers until all files were transferred over.

Today, Hungry Girl sends tens of millions of email messages a month to its subscribers without any concerns about deliverability. The company knows that its email will arrive in a timely fashion and can generate reports with a few mouseclicks. When questions arise, Hungry Girl’s information technology staff can reach Puresend by phone or email day or night.

“We couldn’t be happier with our choice to go with Puresend,” said Lillien. “We are confident that our emails are getting to our opt-in only readers each day and that the cost to do so is reasonable. We have been very impressed with the level of service from Puresend and look forward to a long-lasting, mutually beneficial relationship.”

To find out more about how Puresend can help you get more emails to the inbox, contact us at **1-646-862-5210** or email inquiry@puresend.com



“We are confident that our emails are getting to our opt-in only readers each day and that the cost to do so is reasonable.”