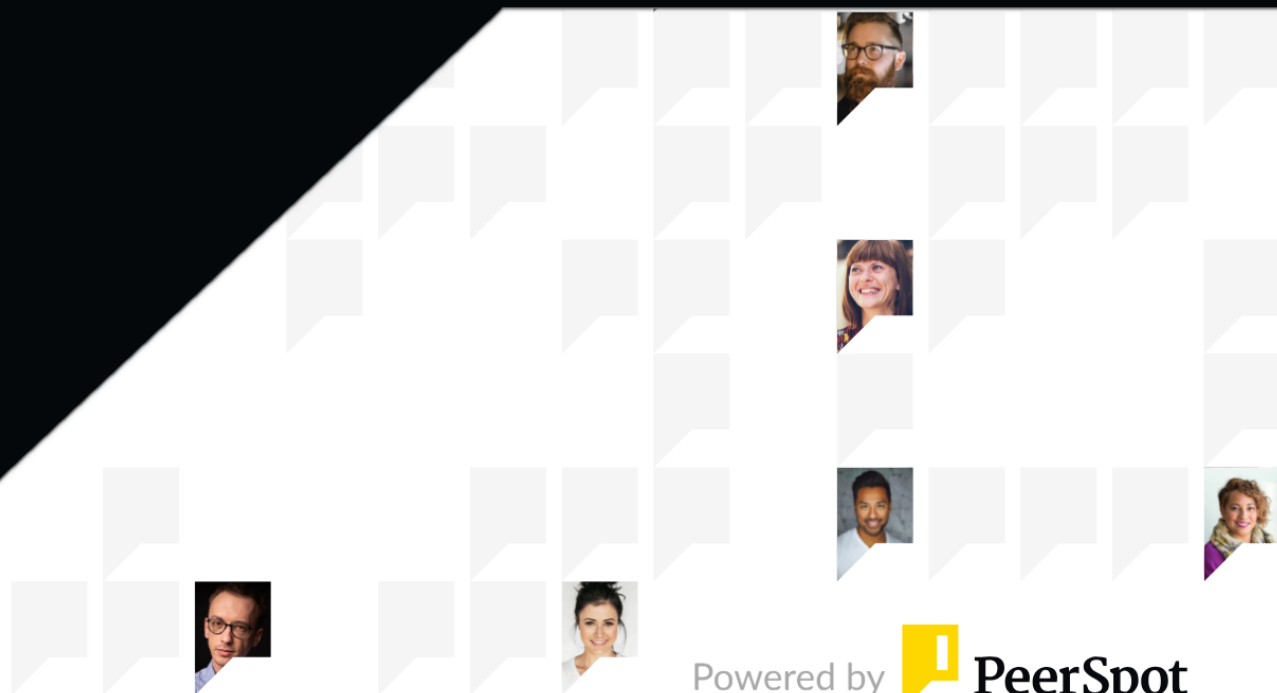


aws marketplace

SendGrid

Reviews, tips, and advice from real users



Powered by  PeerSpot

Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 12

Other Solutions Considered..... 13 - 15

ROI..... 16 - 18

Use Case..... 19 - 22

Setup..... 23 - 26

Customer Service and Support..... 27 - 29

Other Advice..... 30 - 33

Trends..... 34 - 35

About PeerSpot..... 36 - 37

Product Recap



SendGrid

SendGrid Recap

SendGrid is a powerful email delivery platform known for seamless integration with major programming languages, supporting both transactional and marketing needs. It stands out for automation, dynamic templates, email tracking, and scalability.

Highly regarded for its email deliverability and insightful analytics, SendGrid facilitates efficient communication by offering users dynamic templates and automation. Seamless integration with platforms like Microsoft Outlook and AWS, along with comprehensive email tracking features, make it a versatile choice. SendGrid enhances user experience with extensive documentation, aiding in efficient template creation and modification. Challenges include limited reporting features and a user interface that requires enhancements in dashboard usability and advanced features like conditional logic. Pricing may be seen as high, and the platform faces issues with account recovery processes and security processes like MFA in certain regions.

What are the key features?

- **Easy Integration:** Capable of integrating smoothly with major programming languages and platforms.
- **Dynamic Templates:** Streamlines email customization and saves development time.
- **Email Automation:** Supports automated email workflows for efficiency.
- **Email Tracking:** Provides comprehensive tracking and visibility through the dashboard.
- **Seamless Scalability:** Easily scales with growing email needs.

What benefits should users look for?

- **Email Deliverability:** High success rate for email delivery.
- **Insightful Analytics:** Access to detailed analytics supports informed decision-making.
- **Time Efficiency:** Template creation and modification are time-saving.
- **Reliable Integration:** Strong integration capabilities with platforms like Outlook and AWS.

SendGrid's integration enables diverse industries to streamline their communication by sending transactional and marketing emails effectively. Organizations rely on its API for tasks like order updates, password resets, account notifications, and marketing campaigns. Sectors such as e-commerce, technology, and customer service benefit extensively from its automation and template design features, ensuring smooth customer interactions across projects.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“SendGrid is a very good, reliable system for handling multiple or high-volume emails.”



Amrit Dash

Automation Engineer at a educational organization with 11-50 employees



“SendGrid has positively impacted my organization by solving the notification problem.”



Niranjana Sharma

Software Developer at a healthcare company with 11-50 employees



“SendGrid offers features that stand out for me, including that it is very easy to use, especially for a developer.”



Bukunmi Bukunmi

Software Engineer at Sync Study

- ✓ “Overall, my experience with SendGrid is quite good; I have used it in a couple of my projects and everything is smooth, from integration to sending emails; the only aspect I have mentioned several times during this interaction is the pricing.”



AliAli12

Research Associate at a consultancy with 1,001-5,000 employees

- ✓ “Since switching to SendGrid, I have seen that time is saved, and the trust of the portals like Gmail and Outlook ensures the emails are received quickly with minimum failure, which increases the business.”



Pramod Kumar

Senior Software Engineer at a recruiting/HR firm with 1,001-5,000 employees

- ✓ “SendGrid has positively impacted my organization by being a trusted partner for sending emails.”



Validated user

Technical architect leader at a tech vendor with 10,001+ employees

- ✓ “The best features SendGrid offers is the template customization, which really helps in creating templates according to client demand and their UI/UX experience.”



Validated user

Senior Software Engineer at a consultancy with 51-200 employees

What users had to say about valuable features:

“SendGrid is very reliable and has good email deliverability. It integrates easily with applications and other platforms. The best features SendGrid offers are the deliverability and how it integrates with other systems.

“The features I appreciate most include the email API, email templates, and basic analytics to track delivery and open rates.

“SendGrid saves a lot of time for my organization. It saves time by automating email sending. Once everything is set up, emails are sent automatically without manual work..”

Validated user

Marketing at a manufacturing company with 201-500 employees

[Read full review](#) 

“In my experience, the best features SendGrid offers include the dashboard, which is very nice to review if emails were delivered or if something was wrong. For example, I did not know that they have templates, but we made our own. We used to send full HTML through our API. We just input the user message into the template, and then it looks beautiful when the email arrives.

“I find the dashboard useful because it is very extensible. You can slice and dice data. You can have a quick peek at the latest information, so you can use it for quick checks but also for deeper investigations if you want to gain more insights.

“SendGrid has positively impacted my organization as we moved to it from our own email servers, though it also gives us less control over everything..”

Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

[Read full review](#) 

“The best features SendGrid offers include the ability to send emails with no lag in email sending and enabling the API component so I can use Microsoft Outlook from my organization. I can use SendGrid APIs to send out emails.

“The API component has definitely made my workflow easier, and it has also helped us remain within our compliance reviews. Additionally, it has helped us to integrate it with other third parties, such as AWS services and AWS SES. We are also looking at opportunities to integrate it with some of the IBM components.

“SendGrid has positively impacted my organization by being a trusted partner for sending emails..”

Validated user

[Read full review](#) 

Technical architect leader at a tech vendor with 10,001+ employees

“The best features that SendGrid offers are email sending and the customization of the UI that you will receive at the recipient's.

“This is a great feature in SendGrid because it is easy to customize, it is faster, and we can easily track the delivery report and all the delivery emails.

“SendGrid's impact is very good because previously I was using SMTP email that is server-based, which was not a successful way, as the email was getting failed with no delivery report. Using SendGrid, the emails deliver faster, and they do not go to spam but are directly received in the recipient's inbox.

“Since switching to SendGrid, I have seen that time is saved. The trust of the portals like Gmail and Outlook ensures the emails are received quickly with minimum failure, which increases the business..”

Pramod Kumar

Senior Software Engineer at a recruiting/HR firm with 1,001-5,000 employees

[Read full review](#) 

“SendGrid offers features that stand out for me, including that it is very easy to use, especially for a developer. The APIs are straightforward, and the documentation is excellent, making it one of the easiest solutions available for sending transactional emails.

The APIs and documentation stand out for me because the Python API is mostly what I have used, and it is quite interesting and easy to work with. The webhook for event tracking has also been something I have used extensively, and it was simple to use because it helped other stakeholders in the company view events regarding emails that we send company-wide.

SendGrid has positively impacted my organization because it is the primary tool I use for sending emails, including transactional emails and some marketing emails. It has been easy to use; I basically set up the SMTP client with SendGrid, which is straightforward. I have functions I recall every time for sending emails, which makes the process simple. The documentation is great, and this has impacted the organization positively because new developers have little to no friction when onboarding—the workflow is straightforward for them. Even developers with very low experience using SendGrid are able to easily get into the code and start working with it. That has been helpful. Other teams have also been able to view email events, which is very important because the company uses emails heavily. Being able to see email events and know what next steps to take has been very impactful to the organization as a whole..”

Bukunmi Bukunmi

Software Engineer at Sync Study

[Read full review](#) 

“The best feature that we use right out of the box is the dynamic templates feature and the ability to create a dynamic template from scratch by using HTML code or by using any of the templates from the design library, which makes it very easy to build emails right out of the box with custom parameters that can be passed based on each different user that the same email is going to be sent out to. The second best feature would probably be the activity feed and the email logs that are maintained properly, which shows us when a particular email was sent out, when it got delivered, and when the user opened the email.

“SendGrid also provides the option to create unsubscribe groups, which we set to particular communications so that it won't be spamming people who are not in need of that communication. Users can opt themselves into the subscription or un-subscription group, and they would be automatically excluded.

“We are now able to handle multiple different emails which still belong to the same SMTP because we would ideally be handling everything in a single inbox, but the emails that get sent out would be specific from different brands. For example, a student that is currently enrolled for education subjects would get an email from education@thedomain.com versus a student which is enrolled for a particular UCAT course would be getting an email from ucat@thedomain.com. In that way, we are able to send out emails to multiple people, and the from address can be the same SMTP but different labels or domain names, which helps create a more professional view for the end user.

“Primarily, the best item that has impacted us is the dynamic templates feature, which helps us create a particular template using HTML and CSS along with certain parameters so that we are able to send out the same structured email to multiple different students but with different data points..”

Amrit Dash

[Read full review](#) 

Automation Engineer at a educational organization with 11-50 employees

Other Solutions Considered

“We did not previously use a different solution before SendGrid, as this is a brand new requirement around agentic AI use case that we have not done before..”

Validated user

Technical architect leader at a tech vendor with 10,001+ employees

[Read full review](#) 

“Yes. MailChimp and others. But they were more designated for marketing emails. The majority of the emails that we send are for internal and external notifications only. And SendGrid satisfies the two worlds..”

Juan Ignacio Michelotti

Developer at a media company with 1,001-5,000 employees

[Read full review](#) 

For one of my projects, I used AWS Simple Email Service, as they provided the provision of sending 50,000 emails, and for that client, price was quite a concern, so I decided to switch from SendGrid to Amazon SES since the backend was already hosted on AWS, and it offered a higher percentage of volume per month and lower pricing compared to SendGrid.

AliAli12

Research Associate at a consultancy with 1,001-5,000 employees

[Read full review](#) 

“I was not the person choosing the tech stack, but at least to me, SendGrid is the option I would choose. There are also others, such as Twilio. In our company, we search for multiple options and spend some days to evaluate which one is better for our team and which covers our needs the most..”

Adrian Gaborek

[Read full review](#) 

Software Engineer at a tech services company with 51-200 employees

“I previously used Mailgun, and I switched because of the limits and some issues with deliverability. The documentation was not as comprehensive compared to SendGrid. I have also used Brevo before, but I did not directly switch from Brevo to SendGrid..”

Bukunmi Bukunmi

[Read full review](#) 

Software Engineer at Sync Study

“In terms of other communication platforms, such as Mailchimp, SendGrid is probably quite good in terms of being the market leader and also having capabilities of Twilio that recently acquired SendGrid. All of that combined makes it a very good tool for handling marketing campaigns or any emails. SendGrid is a very good, reliable system for handling multiple or high-volume emails.

“Considering Twilio acquired SendGrid, it comes as a good package deal, and someone looking to make their entire communication flow streamlined should definitely opt for it..”

Amrit Dash

Automation Engineer at a educational organization with 11-50 employees

[Read full review](#) 

ROI

Real user quotes about their ROI:

“I have seen a return on investment with SendGrid, mainly through improved email deliverability and reduced manual work. Fewer failed emails and less maintenance helped justify the cost..”

Validated user

Marketing at a manufacturing company with 201-500 employees

[Read full review](#) 

“I can speak to the time saved, which has been good. I have also experienced faster onboarding where new developers get onboarded quickly with little to no friction, especially for developers unfamiliar with SendGrid..”

Bukunmi Bukunmi

Software Engineer at Sync Study

[Read full review](#) 

“Since using SendGrid, I save money, and it is a good investment. The time is also saved, as it is really hard to send emails one by one to multiple people. Using SendGrid makes it easy..”

Pramod Kumar

[Read full review](#) 

Senior Software Engineer at a recruiting/HR firm with 1,001-5,000 employees

“There is both price reduction and time savings. It is easy to implement, and the developer saves much more time on implementation as it also has a cheaper rate, which is a big thing that the requirement is better for us..”

Faisal Ejaz

[Read full review](#) 

Senior Software Engineer at a tech services company with 51-200 employees

“I haven't calculated an exact ROI. We'd have to compare against someone manually doing the work; however, it's not easy to compare since SendGrid is 24/7 for \$90 a month, and having a person available wouldn't be possible at that price, so it's a no-brainer..”

LuisYndigoyen

[Read full review](#) 

Senior Product Manager at Memento

“I cannot speak to the return on investment from using SendGrid because I am not involved in that. It is also very hard to see the effect of implementing it. SendGrid gives us some business opportunities sometimes if someone reaches out to us through emails sent through SendGrid. It is really hard to estimate..”

Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

[Read full review](#) 

Use Case

“I use SendGrid for transactional emails and marketing. I have used SendGrid in different projects, mostly to send automated emails like account confirmations, password resets, and notifications..”

Validated user[Read full review](#) 

Marketing at a manufacturing company with 201-500 employees

“My main use case for SendGrid is sending transactional emails. A quick specific example of a transactional email I send with SendGrid is a welcome email to an application, as well as passwords, login, OTP, and reset passwords. I send emails through the application, mostly around onboarding. I also try to send job alerts with SendGrid, which I would classify as transactional emails. Additionally, I send a bit of marketing emails..”

Bukunmi Bukunmi[Read full review](#) 

Software Engineer at Sync Study

“My main use case for SendGrid is to send emails to my clients.

“A specific example of the kind of emails I send to my clients using SendGrid is that we ask them about what their software license entitlement is, and we ask them to respond back to us. The email categories are notifications; we send them notifications, and we also ask them to follow up. We have defined email templates that we use to reach out to them..”

Validated user

[Read full review](#) 

Technical architect leader at a tech vendor with 10,001+ employees

“SendGrid is used to maintain all dynamic templates that are used throughout various channels and modes of campaigns and communication channels for student relations, parent relations, or any brand of education that we want to highlight or push promotions and campaigns. It serves as our email aggregator and email services management system, which we use to build our email reputation and send out communications.

“SendGrid is mostly used for email campaigns, and we also use it for mass mailing to students and parents. For example, if we are observing a class that is going to get canceled for a particular holiday on a particular day, we would want to send out an email campaign to those particular classes getting affected so that the students are properly notified, along with the parents..”

Amrit Dash

[Read full review](#) 

Automation Engineer at a educational organization with 11-50 employees

“My main use case for SendGrid is sending emails using SendGrid. I also design some templates to send to customers, and from time to time, according to the schedule, we send the templates.

“My client has taken a paid SendGrid account, and we go into the account section and design some emails. In our code, we use the token key, and based on the token key, we receive the sender information, receiver information, the email body, and subject, and then we send the email.

“Regarding my main use case with SendGrid, there are a couple of ways to send the email. One way is that I need to send the certificate details to the students as part of my software. After completing their certification, we send the certificate detail over the email using SendGrid, and the email body is dynamically updated using the code so the student receives the certificate..”

Pramod Kumar

Senior Software Engineer at a recruiting/HR firm with 1,001-5,000 employees

[Read full review](#) 

“Our main use case is integrating SendGrid with Sentinel, and we use the .NET API.

“For SendGrid with the .NET API, any use case can work. We can accomplish anything, but for example, contact forms with some Lambda functions. We are using it for more simple sites.

“When a user submits a form, it is a perfect use case because when you create an account, there are very well-defined instructions on how to integrate with the API using your specific language that you have a project in. When a user submits the form, it uses the SendGrid client and secret token. It sends a request to SendGrid backend, and there the magic happens.

“I do not have anything specific to add about my main use case or anything unique about how my team uses SendGrid..”

Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

[Read full review](#) 

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The solution's initial setup is straightforward. It takes only a few minutes. Once you upload the sample code to your back end, you can begin using the solution..”

Uddeshya Kumar

[Read full review](#) 

Product Owner at a tech vendor with 11-50 employees

“The initial setup is easy. Actually, The deployment takes 10 minutes to one hour. It depends on the domain and the type of the domain. Most of the time, when you add a domain on SendGrid, it seems like it's real-time. I have no problem with it..”

John Abelardo Manangan II

[Read full review](#) 

Senior Web Developer at a retailer with 1-10 employees

“When we are setting up a new account, we have to do all of the DNS setup, the API keys, and all the webhook configurations, which might be a little intimidating for someone who is just starting out and may not have a technical background. Considering our company and the team that uses SendGrid is primarily the tech team, they did not really have an issue with this..”

Amrit Dash

[Read full review](#) 

Automation Engineer at a educational organization with 11-50 employees

“The solution is very straightforward and simple. It's easy compared to other products I've used.

I'd rate the ease of setup nine out of ten.

The deployment is just a matter of a few clicks. I just used it to get the API key and use that in my code. Other than that, for building templates, creating funnels, and stuff like that, I'm not handling that. I have not used that portion. .”

Sufyan Aslam

[Read full review](#) 

Senior Full Stack Developer at Ayraxs Technologies LLP

“It was straightforward. It was not very difficult. The SendGrid documentation is good enough, and its setup is fine.

There are two different sides to it. The marketing and email side is straightforward. It is there by default. You just upload the customer contacts and start writing things. On the automation side, integration needs to be done. The documentation is straightforward.

In terms of duration, the marketing bit is off the bat, so it doesn't matter. For the API bit, it was not really a matter of any integrations to be done from the SendGrid side. It was just that the solution from our side took some time, but integration was never a problem. It was straightforward. Overall, I would rate its setup a four out of five..”

Validated user

[Read full review](#) 

Chief Technology Officer at a transportation company with 11-50 employees

“The initial setup is very simple and straightforward.

Their documentation is pretty good. If you go through that, you'll be able to easily set it up properly.

The first part of the deployment is a bit tricky. When you apply and fill in the signing form, they review it to see whether or not you are registered – which is a good thing since, nowadays, people are spamming a lot.

If a spammer gets access to a platform like this, they will be able to send multiple emails, and it could harm people. That's why they do due diligence, and they would like to know your history, how you want to send the email to people and whether the people you are sending to signed up with you or not. If they find that you are a legit sender, then only they will approve your account. That's the part that takes some time. Once it is approved, then it hardly takes a single day or two to finish the rest of the setup..”

Rastu Singh

[Read full review](#) 

Technical Consultant - Email Deliverability at Adobe

Customer Service and Support

“I'd rate the technical support for SendGrid as seven out of ten because it's not chat support, so you have to wait for about two days to receive a response..”

Dipak Raghuwansi

Director Of Engineering at MakeStories

[Read full review](#) 

“I never had to contact SendGrid's customer support. There is nice documentation that answers a lot of questions, as well as frequently asked questions and a lot of examples outside of the documentation. Usually, everything is covered..”

Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

[Read full review](#) 

“Technical support has been helpful and responsive.

Sometimes there are some gaps, so we have to wait for a longer period. Once we get a response, they end up solving issues very fast..”

Rastu Singh

Technical Consultant - Email Deliverability at Adobe

[Read full review](#) 

“I have never had to contact SendGrid's customer support except maybe once because there was a problem with the name of the company on the paperwork. Someone else had to contact support, but it was not me, so I cannot really provide details about that experience..”

Validated user

[Read full review](#) 

Marketing at a manufacturing company with 201-500 employees

“I had to contact support one or two times, and whenever I've reached out, they have been helpful and responsive.

A long time ago, I might have had an issue where they were slow, however, that was very long ago..”

Sufyan Aslam

[Read full review](#) 

Senior Full Stack Developer at Ayraxs Technologies LLP

“The only issue where we needed troubleshooting was the login issue for people in Nigeria, and the SendGrid team wasn't able to resolve it. The support people were quite helpful, but they couldn't solve it because the product itself doesn't allow them to solve it. There were probably some regulatory elements within Nigeria that caused that, and some people would get it and some wouldn't. It was not necessarily in SendGrid's control but because they didn't have any other way of doing it, they couldn't fix it. Overall, I would rate them a three out of five..”

Validated user

[Read full review](#) 

Chief Technology Officer at a transportation company with 11-50 employees

Other Advice

“My advice to others looking into using SendGrid is to explore your use cases, and then reach out for help if needed. Additionally, cost plays a factor, and there are other players in the market also offering the same services. I gave a rating of nine out of ten because there is some scope for improvements..”

Validated user

Technical architect leader at a tech vendor with 10,001+ employees

[Read full review](#) 

“SendGrid is a most powerful third-party tool to use for email sending, and it improves the delivery rates compared to other services. I would advise others looking into using SendGrid that it is the most reliable resource and provides the best services through email, with no emails bouncing except for some due to a lack of an email address, it being invalid, or the network not being fine; SendGrid is the best solution..”

Faisal Ejaz

Senior Software Engineer at a tech services company with 51-200 employees

[Read full review](#) 

“SendGrid is very useful overall. It saves a lot of time and integrates very well. I would say it is best for developers, startups, and companies that send large volumes of automated emails. I am very happy with SendGrid as a stable and reliable email delivery platform. It saves time by automating transactional emails and integrates easily into applications. Costs are reasonable at first, but they increase with higher volumes. Overall, it provides a good return on investment through reliability, time savings, and improved communication. I would rate this review an 8 out of 10..”

Validated user[Read full review](#) 

Marketing at a manufacturing company with 201-500 employees

“My advice for others considering SendGrid is that it is very stable and the documentation is excellent. If you implement SendGrid, you will save developer time. I would recommend that people switch to SendGrid, but also encourage them to read the documentation carefully. The documentation is similar to [Twilio](#) documentation, so if you are familiar with [Twilio](#), you would easily be able to set up SendGrid. If not, you should read the documentation thoroughly to understand what you need and what you need to set up. I would rate SendGrid an eight out of ten overall..”

Bukunmi Bukunmi[Read full review](#) 

Software Engineer at Sync Study

“My advice to others looking into using SendGrid is to think about whether you actually need to use it or if you can use something different. Spend time researching other options. Then, if you are sure you need SendGrid, spend time

designing the code architecture so that it is easy to send emails from anywhere in the code and it is not hard-coded. Consider integrating with templates, as they are available. [Make](#) sure that everything is configured correctly. Spend time reading the documentation and learning the tool properly before attempting to do something, because it can cost you money and time later to refactor.

“I think SendGrid is also useful for solo developers or people who want to learn web development and need a tool to allow them to send emails without setting up their own server, which can be difficult and also be spam-filtered. There is also a free tier for people like that, so it is great to learn it. I would be happy if another company that I join in the future will be using it. I give this product a rating of nine out of ten..”

Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

[Read full review](#) 

“SendGrid allows us to handle multiple different emails which still belong to the same SMTP because we would ideally be handling everything in a single inbox, but the emails that get sent out would be specific from different brands. For example, a student that is currently enrolled for education subjects would get an email from education@thedomain.com versus a student which is enrolled for a particular UCAT course would be getting an email from ucat@thedomain.com. In that way, we are able to send out emails to multiple people, and the from address can be the same SMTP but different labels or domain names, which helps create a more professional view for the end user.

“Primarily, the best item that has impacted us is the dynamic templates feature, which helps us create a particular template using HTML and CSS along with certain parameters so that we are able to send out the same structured email to multiple different students but with different data points.

“I would rate SendGrid an 8 out of 10..”

Amrit Dash

Automation Engineer at a educational organization with 11-50 employees

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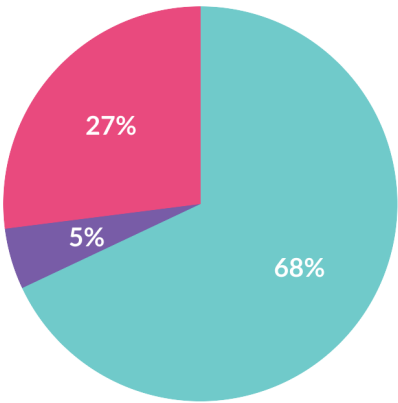
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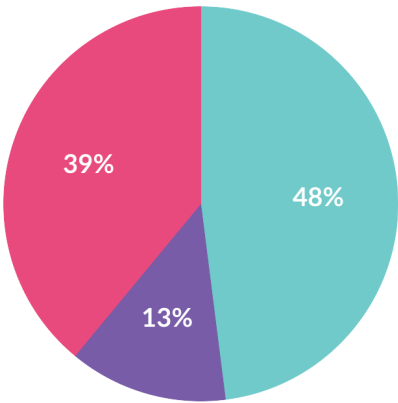


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