turboSMTP

Email marketing & DELIVERABILITY according to

Valerio Fioretti

special guest for **TurboSMTP**

"I started geeking out with computers when I was 12 years old and haven't stopped since!"

Valerio Fioretti is an elite member of Italy's marketing and **web marketing** industry. He opened his own firm in 2000 and has been working as a **consultant** for leading brands ever since.
He's an **author** and **trainer**, and his blog provides dozens of must-read content pieces every week.
Valerio Fioretti is one of the most influential players in the Italian digital scene and a frequent **guest** and speaker at the biggest **national and international events**.
AND HE'S OUR GUEST.

AWARDS AND PRIZES

Best Corporate Advisor 2022 in Italy from an Academy of more than 35,000 registered entrepreneurs.

BRANDS VALERIO FOLLOWS

Apple Italy, CONI, GreenVision, Invidia1973 and many other businesses and professionals in Italy and abroad.

EMAILS SENT

About 300,000 - 400,000 every month but up to 2 million during a product launch.

The Problem

I'd tried **every platform** on the market and had grown tired of seeing the **results** of my campaigns **suddenly and steeply plummet**. Every time it was the same story: delivery is guaranteed but the reality is very different.

I absolutely had to solve the **PROBLEM OF DELIVERY** of **emails in Italy** to Italian addresses.

Email mktg & **DELIVERABILITY**

Email marketing is everything in a digital strategy. Personally, I work almost entirely with emails.
My **mailing list** has tens of thousands of subscribers and allows me to gather a great deal of **valuable information** about my audience. Knowing this data is critical to making sure they can find what they are looking for right in their inbox.

Content, targeting and deliverability are the necessary ingredients of a good email marketing campaign. **But deliverability has to be first**.

A good email marketing platform has to offer a great editor, functional automations, and excellent deliverability.
Editors and automations can be evaluated right away, even during a trial period. But not deliverability.
You only start to find out whether your emails have been delivered some time after you've sent them.

If your message hasn't got through, all your efforts will have been for nothing and the campaign will be a **waste of time and money**.

"**TurboSMTP** has changed my life. I went from having an X **level of delivery**, with maybe 4 or 5 percentage points more than my colleagues, to **almost double** that number. I'LL NEVER STOP USING YOU!"

The Solution

I first met the TurboSMTP Team at the Rimini Web Marketing Festival last spring. At the time, I was struggling with another plummet in the performance of my email campaigns, the result of a common delivery problem.
Speaking with the team, I recognized a **huge level of expertise** behind the platform and a very special level of care toward the servers.

Three elements made **TurboSMTP stand out**:

1

DELIVERABILITY
I've tried all the most highly rated and expensive email marketing platforms on the market. None has been able to beat TurboSMTP's deliverability.

2

INTEGRATIONS
Unlike most Italian systems, TurboSMTP allowed me to choose the platform I wanted to use. I was completely free to continue working in the way I prefer.

3

INFRASTRUCTURE AND SUPPORT
TurboSMTP's server infrastructure is in Italy and therefore GDPR compliant. The support is exceptional and any issues are resolved in no more than one or two hours at the most.

I immediately thought that **TurboSMTP could be the solution** to my headache. It was. TurboSMTP solves a number of issues, especially from the **legal** side, that marketers rarely expect to face and sometimes don't even consider.

From a technical point of view, **much of the work is done by the TurboSMTP team**. For example, they handle the removal from future mailings of contacts that produce hard bounces.

The more I use TurboSMTP, the more convinced I am that I made the right choice. And **being sure** that someone will answer when you have to call to solve a problem? That's priceless.

The Results

TurboSMTP has **radically improved** my email sending and engagement **statistics**. After two months of use and over half-a-million emails sent, my data and **results were mind-blowing**.

Compared to many other SMTP servers that promised to send emails, TurboSMTP's response has been truly amazing, and has **EXCEEDED MY EXPECTATIONS**.

I've saved a lot of time (and money) by not having to chase emails that didn't arrive. I've easily integrated TurboSMTP into many platforms, and even used scripts I designed myself.

99% | Delivery rate of emails sent since I started using TurboSMTP (99.54%)

80% | Open rate of emails sent to my lists after user profiling

15% | Improvement to the open rate of emails sent to lists without profiling

Thanks to TurboSMTP, I've noticed that people who rarely, if ever, read my messages are now reading them.
I've **increased the open rate** of my campaigns **and the click rate**.
For me, this simply means **more sales**.

The **experience** with TurboSMTP

I started using TurboSMTP right away. As soon as I set up the account, I started seeing **positive results**.

For example, I first emailed my list using my previous provider. Two days later, I sent another campaign using TurboSMTP. After the TurboSMTP mailout, I received thousands of replies from autoresponders. That means many of the emails I'd sent using the **previous provider** hadn't even got through. And I had no idea.

"That was the first sign that emails were really being delivered."

Set DNS parameters

Enabled DELIVERY

Completed the WARM UP

Two weeks later, I was sending my campaigns

My advice

I would tell any business that is not using email marketing yet that they are leaving money on the table.
You can't expect to grow a business by only using new media. Sure, social channels have to be there, but they have to be supported by something much more powerful, such as email marketing.

TurboSMTP may sound like a technical tool but it's actually a **simple and intuitive platform** that brings **concrete and visible results** from the very beginning.

"Anything that has been done so far with email marketing can be done much better with TurboSMTP."