How to choose an ESP

Sources	Email Infrastructure	Email Sending	Email Design	AI & Integrations	Analytics	Compliance	Customer Experience	User Experience	Pricing
Documen-tation	Support for authentication protocols	Delivery rates, sending practices	Email template options, design guidelines	API integrations, AI-powered features	Email performance tracking, reporting tools	Data protection, compliance with regulations	Support channels, contact info	Interface clarity, usability details	Pricing tiers, payment options
Sales Team	Explanation of infrastructure features	Customization options for sending	Branding options, responsive design	Information on AI tools and third-party integrations	Insights on reporting tools and analytics features	Compliance assistance, data handling practices	Customer service approach, response times	User journey, ease of setup	Discount opportunities, pricing transparency
Website	Reputation with inbox providers, security protocols	Speed and reliability of sending	Design tools and features	Integration details for third-party platforms	Reporting and analytics capabilities	Data privacy policies and compliance certifications	User testimonials, FAQs	Site navigation, customer journey experience	Detailed pricing page, hidden fees
Review Sites	Reputation regarding email infrastructure	Feedback on email deliverability and sending practices	User opinions on design quality	AI and automation feature reviews	Reviews on how easy the analytics tools are to use	Reviews on data protection practices	Customer service feedback, response ratings	User experience ratings, ease of use	Pricing value and customer opinions
Forums	Discussions on authentication protocols, reliability	Feedback on sending practices, deliverability issues	User feedback on design options and usability	Any issues or questions regarding AI tools and integrations	Posts about what works (and doesn't) in their analytics	Discussions on data privacy, regulations	User feedback on customer service interactions	User experience ratings, complaints and prices	Discussions on pricing, value-for-money
Pricing Page	Information on dedicated IPs and infrastructure options, features locked behind advanced tiers	List of features locked behind advanced tiers	List of features locked behind advanced tiers	List of features locked behind advanced tiers	List of features locked behind advanced tiers	List of features locked behind advanced tiers	Customer service available with different pricing models	List of features locked behind advanced tiers	Clear description of all tiers, unobvious fees, advanced features
Status Page	Information on system reliability, uptime	Sending performance updates							

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