



Side-by-Side Comparison GreenArrow vs Competing ESPs



MTA TECHNOLOGY

VirtualMTA: IP Segmentation	Yes	No	No	Sort of ¹	No	Yes
VirtualMTA: Adjustable Throttling	Yes	No	No	No	No	No
Automatic Bounce & Spam Complaint Processing	Yes	Yes	Yes	Yes	Yes	Yes
Submit Email with: SMTP	Yes	No	No	Yes	No	Yes

RESTful APIs

Transactional Email Sending API	Yes	No	No	Yes	No	Yes
Subscriber Management API	Yes	Yes	Yes	No	Yes	Sort of ²
Campaign Management API	Yes	Yes	No	No	Sort of ²	Sort of ²
Autoresponder Management API	Yes	No	No	No	No	No
Reporting API	Yes	Yes	Yes	Yes	Yes	Yes
Embeddable HTML Report API	Yes	No	No	No	No	No

STATISTICS

Click & Open Tracking	Yes	Yes	Yes	No	Yes	Yes
Inbox Monitoring	Yes	No	No	No	No	No
Detailed Bounce and Deferral Reporting	Yes	No	No	No	No	No
Subscriber Activity Webhooks	Yes	No	No	Yes	Yes	Yes



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GreenArrow 

Constant Contact 

AWeber 

amazon SES
web services 

emma 

@mailgun 

DELIVERY & SUPPORT

On-premise option	Yes	No	No	No	No	No	No
Cloud/SaaS option	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Dedicated Sysadmin for Setup Process	Yes	No	No	No	No	No	No
Phone support	Yes	Yes	Yes	Yes	Yes	Yes	No
Email support	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Deliverability support	Yes	Sort of ³	Sort of ³	No	No	Sort of ³	Yes

INTEGRATED MARKETING SOLUTION

WYSIWYG and HTML editor	Yes	Yes	Yes	No	No	Yes	No
Autoresponders	Yes	Yes	Yes	No	No	Yes	No
A/B testing with Automatic Winner Selection	Yes	No	No	No	No	Yes	No
Special Sending Rules	Yes	No	No	No	No	No	No

NOTES

¹ GreenArrow allows you to not only split mail between multiple IPs but allows you define how you want it split. Ask about it in our demo!

² It's pretty limited, be sure to compare documentation of the competitor and GreenArrow.

³ Only offered for shared IPs.