Migrating ESPs With Inbox Monster and Shaw/Scott

Even the words "ESP migration" can be enough to stress out marketers. Migrating email service providers is often time-consuming, resource-intensive and just plain messy. But the right partners can ensure a smooth and successful transition.

Whether you're upgrading from a legacy marketing cloud or overhauling your martech stack, Inbox Monster and Shaw/Scott can help migrate to or from any ESP. With Inbox Monster's deliverability and testing tools alongside Shaw/Scott's implementation experience, you gain dedicated support from the industry's most trusted experts.

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WHITE-GLOVE SERVICE EVERY STEP OF THE WAY

inbox monster

✓ Inbox Placement
✓ DMARC & Authentication
✓ Accessibility & Compliance
✓ Reputation Management
✓ Spamtrap & Blocklist Monitoring
✓ Subscriber Insights

shawscott

✓ Lifecycle Marketing
✓ Email Strategy
✓ Martech Implementation
✓ ESP Migration
✓ Technical Solutions
✓ Training & Enablement

8 out of 10

senders bring Inbox Monster with them as they migrate email service providers

Questions? Get more information at inboxmonster.com or reach out at sales@inboxmonster.com

5 Steps to a Successful ESP Migration

With Inbox Monster and Shaw/Scott at your side, you can navigate each step of your ESP migration—with minimal bumps in the road.

1. **Gather your team.** You may be at a large enterprise or with a tiny but mighty team. But each stakeholder should know their role and have designated responsibilities during the transition.

2. **Audit your messages.** Categorize all messages by type (transactional or promotional), channel (email, SMS, etc.), lifecycle stage and audience to determine the scope of your migration.

3. **Clean up your data.** An agency like Shaw/Scott can walk you through organizing your data schema and identifying new fields to capture.

4. **Own your technical integration.** Shaw/Scott's integration experts can evaluate your tech stack, leverage existing code and speed up the implementation process.

5. **Protect your sender reputation.** ESP migrations gone wrong can result in poor inbox placement. Inbox Monster establishes proper sending practices and proactively monitors your email deliverability and overall program health for maximum performance.

ABOUT INBOX MONSTER

Inbox Monster helps email teams send with confidence. Inbox Monster's deliverability and testing tools turn insights into action with complete visibility into email performance. Get dedicated support that cares about your brand's reputation as much as you do. Companies that trust Inbox Monster, on average, save 53% of their time on QA and achieve a 30% improvement in inbox placement in 30 days. Find your email rawwwr at inboxmonster.com.

ABOUT SHAW/SCOTT

With a global team of industry pros, rave reviews from leading brands, and more industry awards than we have shelf space, Shaw/Scott is a leader in customer-first digital marketing experiences. Visit shawscott.com for more information.

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