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AIX TRAINING GUIDE 2 OF 15 · FREE

The Complete SMTP Service Guide
Which One To Use And Why

What a sending service does, how the eight main services differ, what each one costs at 10,000 to 250,000 emails a month, and exactly which one fits your list.

Kevin Fahey · ResultsAiX.com

Every email you send from WordPress has to leave your website somehow. The service that carries it out into the world decides how fast it goes, how much it costs and, most of all, how often it lands in the inbox where your reader will see it.

That service is called an SMTP service, or a sending service. There are dozens of them, they all describe themselves in the same words, and their pricing pages are built to be compared with nothing. So people pick one at random, or pick the one a friend uses, and never know if it was right for them.

This guide fixes that. I will explain what a sending service does in plain words, the eight things that make one different from another, and then walk through the eight services most marketers choose between. You get real prices at four list sizes, a table that tells you which one fits your situation, and a clear picture of how the ResultsAiX Mailer works with any of them.

What you will have by the end of this guide

- A clear understanding of what a sending service does and why your WordPress site needs one
- The eight points that separate one service from another, so you can judge any of them
- A side by side view of SMTP2GO, Amazon SES, Brevo, Mailgun, Postmark, SendGrid, Resend and Elastic Email
- Real monthly costs at 10,000, 50,000, 100,000 and 250,000 emails, from each provider's own pricing page
- The right service for your list today, and a simple path as your list grows

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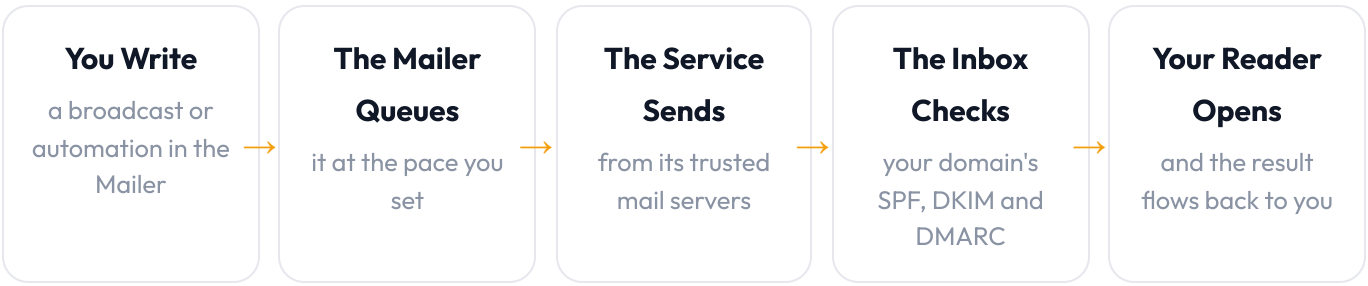
PART 1

What A Sending Service Does

SMTP stands for Simple Mail Transfer Protocol. It is the language mail servers use to pass an email from one to the next. When you press send, your email is handed to a mail server, that server talks to the mail server of your reader's inbox provider (Gmail, Outlook, Yahoo, Apple and the rest), and the inbox provider decides where it goes: the inbox, the promotions tab or the spam folder.

A sending service is a company whose whole business is running those outgoing mail servers well. You give it your email, it delivers it, and it reports back on what happened: delivered, opened, bounced, marked as spam.

Here is the journey of one email from your WordPress site:



Why WordPress Needs One

Out of the box, WordPress hands email to the web server it runs on. A web server is built to serve pages, not to deliver mail at scale. It has no sending reputation, it usually does not sign your email with your domain, and most hosts cap how many emails it may send in an hour.

A professional sending service gives you four things your web server cannot:

- **Reputation.** Mail servers that inbox providers already know and trust.
- **Authentication.** Every email signed for your own domain, so Gmail and Outlook can prove it really came from you.
- **Speed and volume.** Thousands of emails an hour, every hour, without your host stepping in.
- **Feedback.** Bounces, complaints and unsubscribes reported back automatically, so your list stays clean by itself.

The ResultsAiX Mailer is the brain: your list, your tags, your broadcasts, your automations and your reports, all on your own WordPress. The sending service is the engine that carries each email out. You choose the

engine, and you can change it, or run several, whenever you like.

> **SMTP or sending service: same thing**
>
> You will see these called SMTP services, SMTP relays, email APIs, transactional email services and email delivery platforms. For a WordPress marketer they all mean the same thing: a company that sends your email from its servers, on your domain.

PART 2

The 8 Things That Make Services Different

Every sending service delivers email. What separates them is how they do it, what they charge and how easy they are to live with. Once you understand these eight points, you can read any pricing page in two minutes and know whether it suits you.

1. Shared IPs Or A Dedicated IP

Every email leaves from an IP address, and inbox providers keep a reputation score for each one.

- **Shared IP:** you send from a pool of addresses the service shares between many good customers. The service manages the reputation for you, and you benefit from the pool's history from your very first email. This is what almost everyone should start on.
- **Dedicated IP:** an address used only by you. Your reputation is entirely your own. It makes sense once you send steadily, at volume, every week, usually from around 100,000 emails a month. It needs a warm-up period, and most services include one on their bigger plans or sell it as an add-on.

Today your domain's own reputation matters even more than the IP. Gmail and Outlook judge the domain in your From address, which is why authenticating your domain (SPF, DKIM and DMARC) is the single most valuable thing you can do, on any service.

2. API Or SMTP

Method	How It Works	Best For
API	The Mailer sends each email as a secure web request with an API key. Fast, and the service can reply with an ID for every message. The SMTP2GO connection even sends in batches of 50 per request.	Most people. All ten built-in provider connections in the Mailer use it.
SMTP	The Mailer logs in to the service's mail server with a host, port, username and password, and passes each email over that connection.	Any service that gives you SMTP details, including one you already pay for.

Those are the two ways to hand an email to a service, and the ResultsAiX Mailer supports both. Its Sending tab has a built-in connection for each major service, plus a **Bring-your-own SMTP** connection for anything else.

3. How They Charge

There are three pricing models, and knowing which one a service uses tells you how the bill will grow.

Model	How It Works	Examples
Pay per email	No plan. You pay a small amount for every thousand emails, and nothing in a month you send nothing.	Amazon SES
Monthly plan by volume	A monthly fee for an allowance of emails, with extra emails charged at a set rate per thousand if you go over.	SMTP2GO, Mailgun, Postmark, SendGrid, Resend, Elastic Email

Marketing platform plan	A plan that also includes the provider's own campaign tools. You pay for features you may not use, because the Mailer already does that job.	Brevo

Because the ResultsAiX Mailer holds your list, you never pay a sending service by the number of contacts. You only pay for the emails you send. A list of 50,000 people that you email once a week costs about the same as sending 200,000 emails a month.

4. Daily And Hourly Limits

Most services count your allowance per month. A few count it per day, especially on free plans, and new accounts often start with a lower daily limit that rises once the service has seen you send well. The Mailer handles every kind of limit for you: you type the number into the connection's **Daily limit** box, and the queue paces itself to fit, then carries on the next day.

5. Deliverability Tools

Every good service signs your email with DKIM once you verify your domain, processes bounces, and reports spam complaints. The differences are in the extras: inbox placement tests, email validation, reputation monitoring, dedicated IP warm-up and log history. Nice to have, but your own list quality and domain authentication do far more for your inbox rate than any extra.

6. Ease Of Setup

Every service asks for the same core steps: create an account, verify your domain with a few DNS records, create a key, paste it into the Mailer. The difference is how much is in the way. Some services are ready in fifteen minutes. Amazon SES needs a region choice, a domain identity and a request for production access, which takes a day.

7. Support

When you want help, you want a human who knows email. Support ranges from ticket only, through live chat, to phone support and a named account manager on large plans. If you are not technical, good support is worth more than a few dollars a month.

8. Where Your Data Lives

Some services let you choose US or EU servers, which matters if your business or your readers are in Europe. Mailgun offers US and EU regions, and the Mailer has a Region box for it. Amazon SES runs in many regions, and you pick one. SMTP2GO has location-specific servers for the US, the EU and Australia.

> **The one thing that matters most**
>
> The service you choose matters less than how you use it. People who reach the inbox authenticate their domain, mail people who asked to hear from them, and grow their volume steadily. Do those three things and every service in this guide will serve you well. Guide 4 covers all three in depth.

One Mailer, Any Sending Service

The ResultsAiX Mailer has built-in connections for every service in this guide, so you pick the engine and your list stays on your own site.

See ResultsAiX Mailer →

PART 3

The 8 Main Services, One By One

Here are the eight services marketers most often choose between. Every one of them has a built-in connection in the ResultsAiX Mailer, so whichever you pick, you paste in your key and send. For each one you will see what it is best at, who it suits and exactly what the Mailer asks for.

SMTP2GO

SMTP2GO is a sending service and nothing else, and it does that job very well. Setup is quick, the dashboard is clear, reports are easy to read, and paid plans include chat and phone support as well as tickets. It works both as an API and as an SMTP relay, verifies your domain with three simple CNAME records, and includes a dedicated IP from its Professional plan.

- **Best for:** anyone who wants a reliable service that is easy to live with, from a first list to a list of hundreds of thousands. It is what I use.
- **Free start:** 1,000 emails a month (up to 200 a day).

- **The Mailer asks for:** an API Key.

Amazon SES

Amazon Simple Email Service is the lowest cost way to send real volume: you pay per email with no monthly plan. It is built for developers, so the setup uses words like identity, region and sandbox, and new accounts send only to verified addresses until you request production access. The Mailer's built-in guide and the Training tab walk you through every step, in order.

- **Best for:** bigger lists that send often, where the saving adds up quickly. Many people add it as a second connection once their list has grown.
- **Free start:** new AWS accounts receive Free Tier credits that cover SES.
- **The Mailer asks for:** Access Key, Secret Key and Region.



Amazon SES asks for two keys and a region.

Brevo

Brevo is a full marketing platform with its own campaign editor, automation and contacts, and it can also send for you through its API. Its free plan allows 300 emails a day, and its paid plans count a monthly volume of emails.

- **Best for:** small lists that want to start free, and businesses that already use Brevo for other channels.
- **Free start:** 300 emails a day.
- **The Mailer asks for:** an API Key.

Mailgun

Mailgun is a developer favourite with detailed logs that show exactly what each receiving server said. It runs separate US and EU regions, encourages sending from a subdomain such as mail.yoursite.com, and includes a dedicated IP on its Scale plan.

- **Best for:** people who like detailed logs, and businesses that want EU data hosting.
- **Free start:** 100 emails a day.
- **The Mailer asks for:** API Key, Domain and Region (US or EU).



Mailgun asks for a key, your domain and region.

Postmark

Postmark is known for outstanding inbox placement and fast delivery. It keeps broadcast email in its own Broadcast message stream, separate from receipts and password resets, and it expects a clean, opted-in list. It is one of the most respected names in email delivery.

- **Best for:** businesses where every email arriving matters more than the cost per email.
- **Free start:** 100 emails a month to test with.
- **The Mailer asks for:** the Server Token of your Broadcast stream.

SendGrid

SendGrid, now part of Twilio, is one of the best known sending services in the world, with plans that scale into the millions and a dedicated IP included on its Pro plan.

- **Best for:** growing businesses that want a big, established name.
- **Free start:** a 60-day trial at 100 emails a day.
- **The Mailer asks for:** an API Key with Mail Send permission.

Resend

Resend is the newest service in this guide and one of the simplest to set up: add your domain, add a few DNS records, create a key. Its free plan includes 3,000 emails a month, and its paid plans have no daily limit.

- **Best for:** people who want to be sending within minutes, on a modern, clean dashboard.
- **Free start:** 3,000 emails a month (up to 100 a day).
- **The Mailer asks for:** an API Key.

Elastic Email

Elastic Email is one of the lowest cost monthly plans for larger volumes, with email verification included on its Starter plan and webhooks, sub accounts and custom rDNS on Pro. With your domain fully authenticated, it is a sound budget choice.

- **Best for:** large lists on a careful budget who want a monthly plan rather than pay per email.
- **Free start:** 3,000 emails a month (up to 100 a day).
- **The Mailer asks for:** an API Key.

> **Four more connections in the Mailer**
>
> The Sending tab also has built-in connections for SparkPost and Mailjet, a **Bring-your-own SMTP** connection for any service that gives you SMTP details, and WordPress wp_mail for quick tests while you set up.

PART 4

What They Cost, Side By Side

Every price below is as published by each provider on its own pricing page, in US dollars, with monthly billing. Providers change their prices from time to time, so check their page for today's rates before you buy. Each table names its source.

Free Plans And Trials

Service	Free Allowance	Good To Know
SMTP2GO	1,000 emails a month, up to 200 a day	No card needed. Live chat and phone for the first 14 days.
Amazon SES	Free Tier credits for new AWS accounts (up to $200, used within 12 months)	Pay per email afterwards. No monthly plan.
Brevo	300 emails a day	Free plan stays free.
Mailgun	100 emails a day	One custom sending domain.
Postmark	100 emails a month	Never expires. Ideal for a test.
SendGrid	100 emails a day for 60 days	A trial, then a paid plan.

Resend	3,000 emails a month, up to 100 a day	3 domains included.
Elastic Email	3,000 emails a month, up to 100 a day	Basic Starter features to try.

Prices as published by each provider; check their page for today's rates. Sources: smtp2go.com/pricing, aws.amazon.com/ses/pricing, brevo.com/pricing, mailgun.com/pricing, postmarkapp.com/pricing, twilio.com (SendGrid Email API pricing), resend.com/pricing, elasticemail.com/email-api-pricing.

Monthly Cost At Four List Sizes

This is what each service costs for one month of sending at each volume, on the lowest plan that covers it. Remember these are emails sent, not subscribers: 10,000 emails is a list of 2,500 mailed once a week.

Service (Plan)	10,000	50,000	100,000	250,000
Amazon SES (pay per email)	$1	$5	$10	$25
SMTP2GO	$15	$30	$75	$170
Elastic Email (Starter)	$19	$19	$29	$99
Resend	$20	$20	$35	$200
SendGrid	$19.95	$19.95	$34.95	$249
Mailgun	$15	$35	$75	$215
Postmark (Basic)	$15	$55	$115	$245
Brevo (Starter)	$17	$56	$82	Custom plan

Prices as published by each provider on its own pricing page, monthly billing, US dollars; check their page for today's rates. How each figure was worked out:

- **Amazon SES:** $0.10 per 1,000 emails. Attachments add $0.12 per GB.

- **SMTP2GO:** the plan for each volume on its pricing page: 10,000 ($15), 50,000 ($30), 100,000 Professional ($75, dedicated IP included), 250,000 ($170). Paying yearly gives 2 months free.
- **Elastic Email:** Starter for up to 50,000 ($19), 100,000 ($29) and 250,000 ($99). Pro, with webhooks, starts at $49.
- **Resend:** Pro 50,000 ($20), Pro 100,000 ($35), and Scale 200,000 ($160) plus 50,000 extra emails at $0.80 per 1,000 for 250,000.
- **SendGrid:** Essentials 50,000 ($19.95), Essentials 100,000 ($34.95), Pro 300,000 ($249) for 250,000.
- **Mailgun:** Basic 10,000 ($15), Foundation 50,000 ($35), Foundation 100,000 ($75), Scale 250,000 ($215).
- **Postmark:** Basic at 10,000 ($15), 50,000 ($55), 125,000 ($115) and 300,000 ($245), the tiers that cover each volume.
- **Brevo:** Starter at 10,000 ($17), 50,000 ($56) and 100,000 ($82). Above 100,000 a month, Brevo builds a larger plan for you.

Dedicated IPs

Service	Dedicated IP
SMTP2GO	Included on the Professional plan (from 100,000 emails a month) and above.
Amazon SES	$24.95 a month per IP (standard), or managed dedicated IPs from $15 a month plus a small charge per 1,000 emails.
Brevo	Included on the Enterprise plan.
Mailgun	Available from 50,000 emails a month, one included on the Scale plan.
Postmark	Add-on from $50 a month per IP, for 300,000 emails a month or more, on Pro plans or higher.
SendGrid	One included on the Pro plan and above.
Resend	Add-on at $30 a month on the Scale plan, for more than 3,000 emails a day.

Elastic Email	Private IPs available as an add-on.

As published by each provider; check their page for today's rates.

> **How to read these numbers**
>
> At 10,000 emails a month, every service costs about the same as a takeaway lunch, so choose on ease and support. From 100,000 a month the gap opens up, and Amazon SES costs a fraction of the others. That is why so many people start on an easy service and add Amazon SES as a second connection later. The Mailer makes that a five-minute job.

PART 5

Which One For Which Person

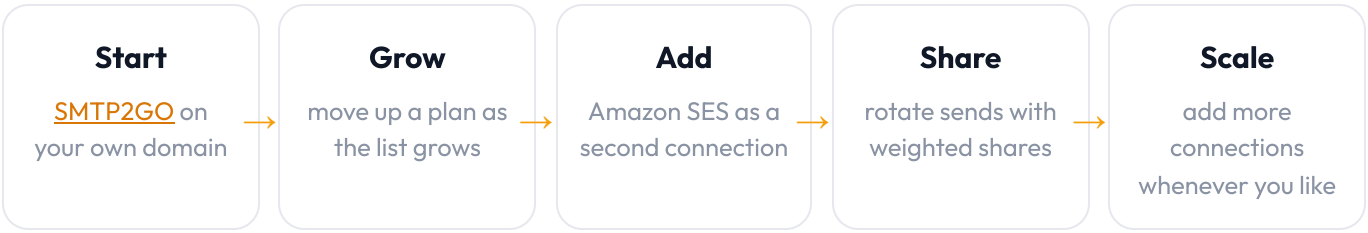
Find the line that sounds most like you. If two lines fit, pick the one higher up the table: getting started well beats saving a few dollars.

If This Is You	Pick	Why
You are new to email and want it simple	SMTP2GO	Quick setup, a clear dashboard, friendly support and plans that grow with you. Guide 3 sets it up step by step.
You want to start free with a small list	SMTP2GO, Resend or Brevo	All three have a free plan and a short setup. Move to a paid plan when your list outgrows it.
You mail a big list several times a week	Amazon SES, with SMTP2GO alongside	SES costs the least at volume. Keep SMTP2GO connected as a second connection, and the Mailer can rotate or fail over between them.
Every email arriving matters most	Postmark	Outstanding inbox placement and a strong reputation, worth the higher cost per email.

You want a big, established name	SendGrid	Huge scale, a dedicated IP on Pro, and plans for every volume.
You want detailed logs or EU hosting	Mailgun	Excellent logs and a choice of US or EU region.
Your budget is tight and your list is large	Elastic Email or Amazon SES	Both are low cost at volume. Authenticate your domain fully and both deliver well.
You already pay for a mail service with SMTP	Bring-your-own SMTP	Paste in the host, port, username and password and keep the account you already have.

The Path Most People Follow

You do not have to make one choice for life. Here is the path I see work again and again:



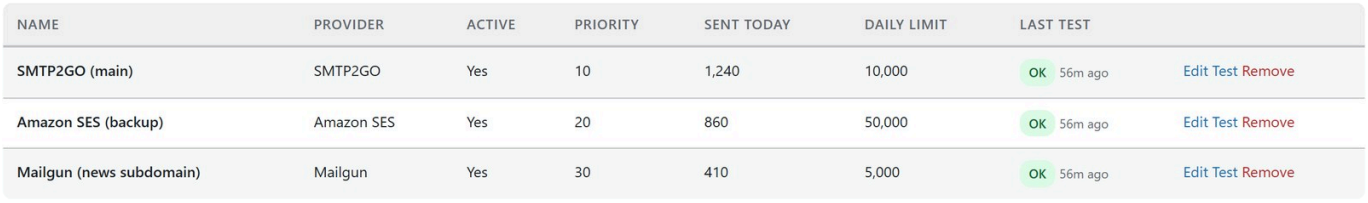
PART 6

How The ResultsAiX Mailer Works With Them

This is where owning your email on WordPress really pays off. The Mailer is not tied to any sending service. You connect the ones you choose, decide how they share the work, and change your mind at any time without touching your list, your automations or your reports.

The Sending Tab: All Your Connections In One Place

In the Mailer, open **Delivery**, then **Sending**. The Sending Providers table lists every connection with its provider, whether it is active, its priority, how many emails it has sent today, its daily limit and its last test result. You can add as many connections as you like: any provider, and several accounts of the same provider.



NAME	PROVIDER	ACTIVE	PRIORITY	SENT TODAY	DAILY LIMIT	LAST TEST	
SMTP2GO (main)	SMTP2GO	Yes	10	1,240	10,000	OK 56m ago	Edit Test Remove
Amazon SES (backup)	Amazon SES	Yes	20	860	50,000	OK 56m ago	Edit Test Remove
Mailgun (news subdomain)	Mailgun	Yes	30	410	5,000	OK 56m ago	Edit Test Remove

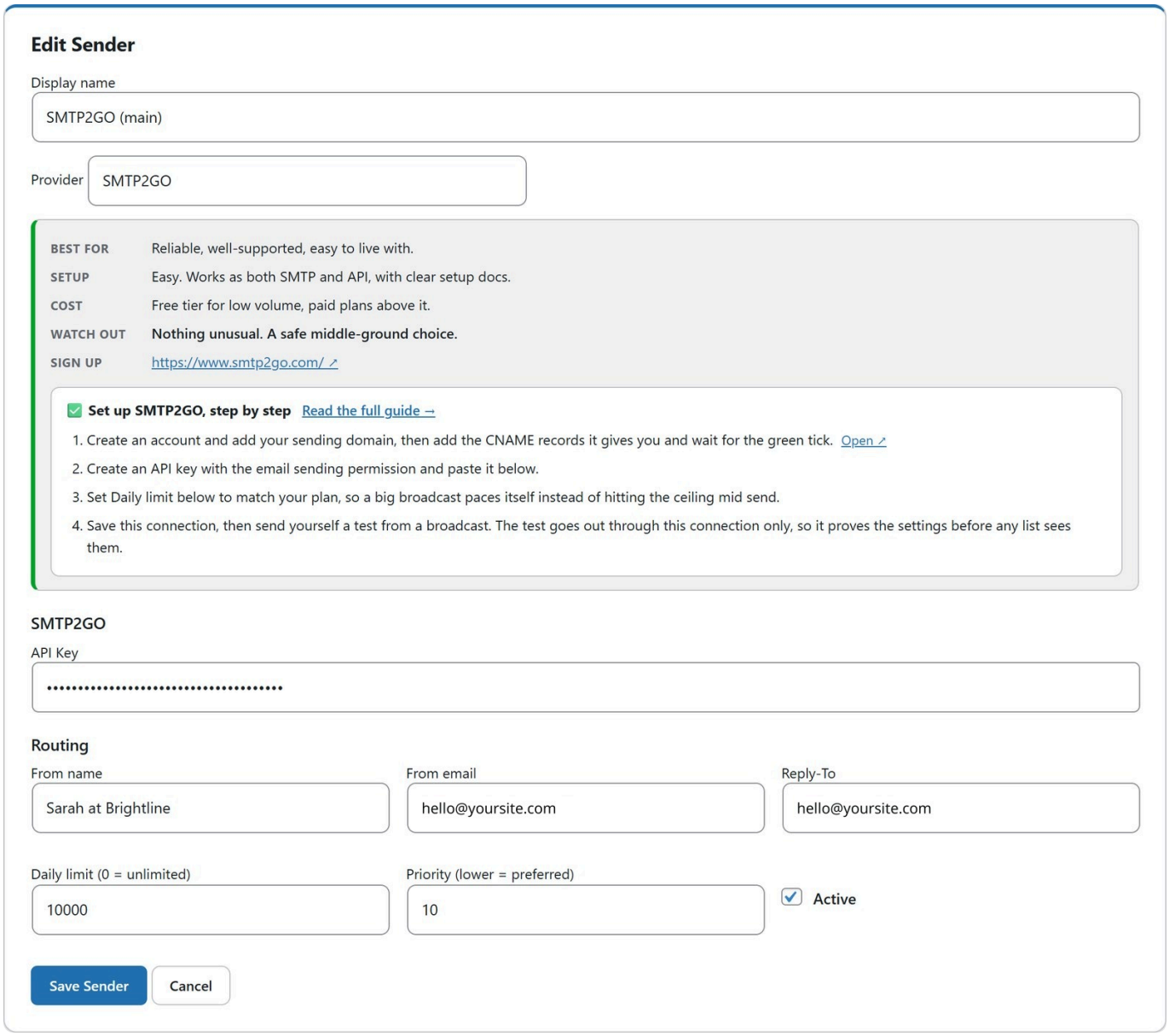
Every sending connection on one screen.

Adding A Connection

Click **+ Add Sender**, give it a Display name and choose the Provider. As soon as you pick one, the form shows a short guide for that service: what it is best for, how setup goes, how it charges, and the steps to follow in order, with a link to the full guide in the Training tab. Then fill in what that provider asks for:

Provider	Fields The Mailer Asks For
SMTP2GO, SendGrid, Resend, Brevo, Elastic Email	API Key
Amazon SES	Access Key, Secret Key, Region
Mailgun	API Key, Domain, Region (US or EU)
Postmark	Server Token
SparkPost	API Key, with an EU endpoint tick box
Mailjet	API Key and Secret
Bring-your-own SMTP	Host, Port, Username, Password, Encryption (TLS, SSL or None)

Every connection then has the same Routing section: **From name**, **From email**, **Reply-To**, **Daily limit (0 = unlimited)**, **Priority (lower = preferred)** and an **Active** tick box. Click **Save Sender** and the connection appears in the table.



Pick a provider and its setup guide appears.

Test Before You Send

Each row in the table has a **Test** link. It sends a test email through that one connection to your site's admin address and shows the result straight away, then records it in the Last test column with the time. You can also send yourself a test from any broadcast before it goes out.

Priority And Automatic Failover

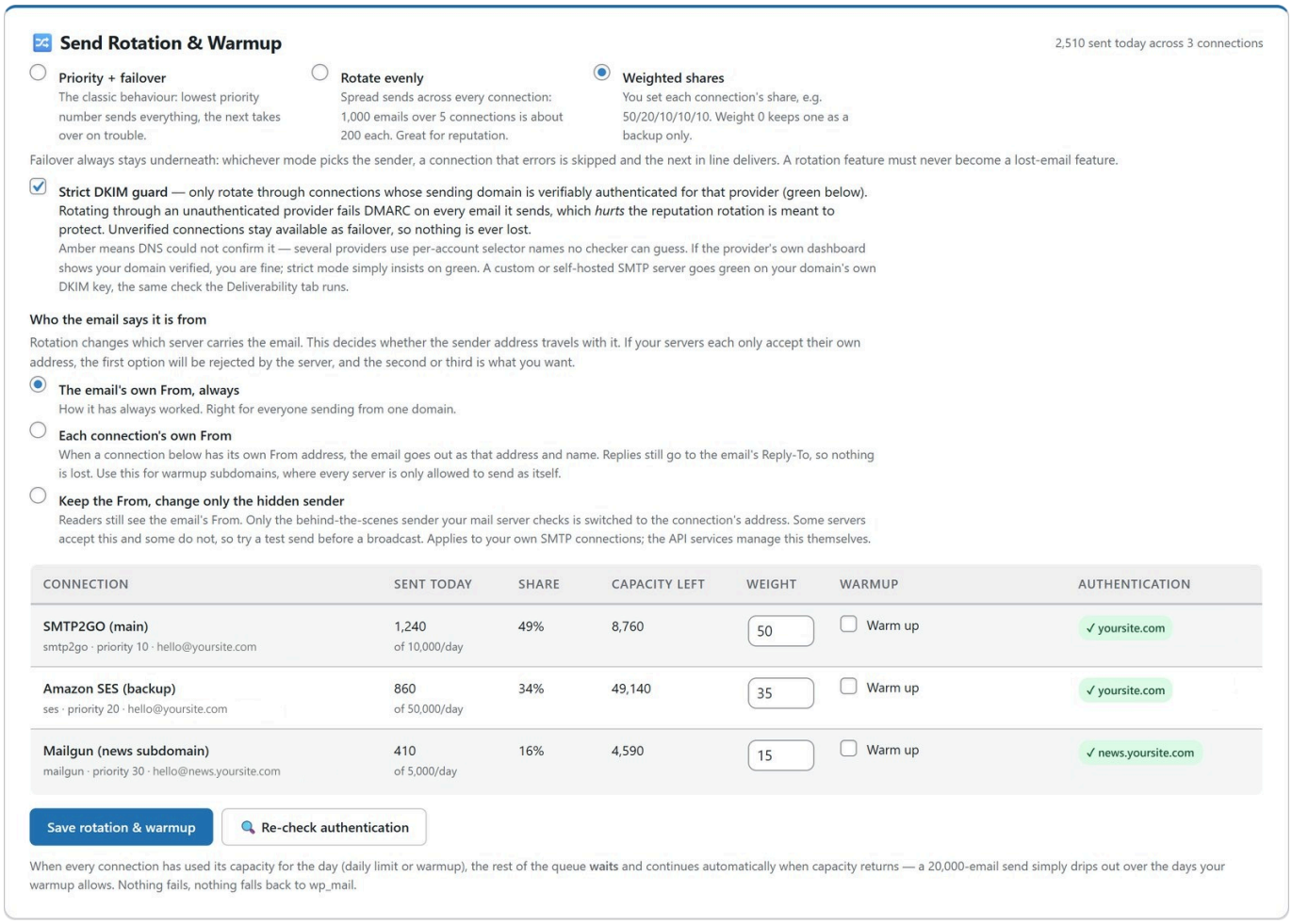
Give each connection a priority number. The lowest number sends first. If that connection reaches its daily limit or has a problem, the next one in line takes over automatically, so your broadcast keeps going. If a single send does not go through, the queue tries it again with a growing delay, up to three attempts.

Rotation: Share The Work Between Services

Below the providers table sits the **Send Rotation & Warmup** panel. Choose how your connections share the sending:

Mode	What It Does
Priority + failover	The default. The lowest priority number sends everything, and the next takes over when needed.
Rotate evenly	Spreads sends across every connection. 1,000 emails over 5 connections is about 200 each, and the connection that has sent the least today always goes next.
Weighted shares	You set each connection's share, for example 50/35/15. A weight of 0 keeps a connection as a backup only.

Failover always stays underneath: whichever mode picks the connection, if one has trouble the next in line delivers the email. The panel shows each connection's sends today, its share, its capacity left and an Authentication badge that confirms your domain is set up for that provider. Tick **Strict DKIM guard** and only authenticated connections take part in rotation.



Share sends between services with weighted shares.

Warmup For A New Account

A brand new account or a new sending domain has no history yet, so the smart move is to start small and grow. Tick **Warm up** on a connection and choose a pace:

Pace	First Day	Growth
Conservative	50 emails	1.5 times each day
Standard	100 emails	Doubles each day
Fast	500 emails	Doubles each day
Custom	Your number	Your growth factor

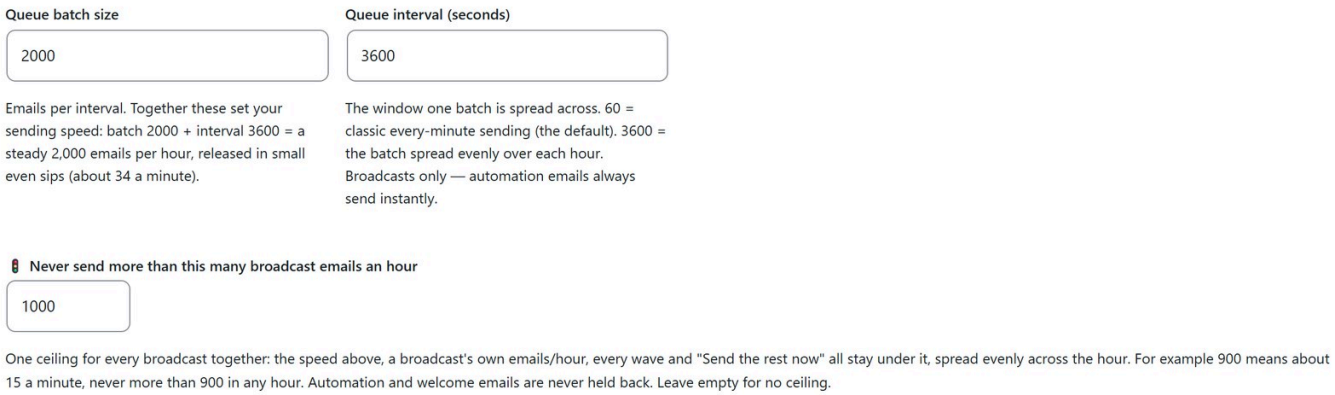
Then send normally. Each day the queue sends up to that day's cap and the rest waits and continues the next day, so a 20,000-email broadcast on the Standard pace completes in about eight days. When warmup reaches the connection's daily limit, the row shows Warmup complete.

Daily Limit And The Hourly Ceiling

Two settings keep your sending smooth and steady:

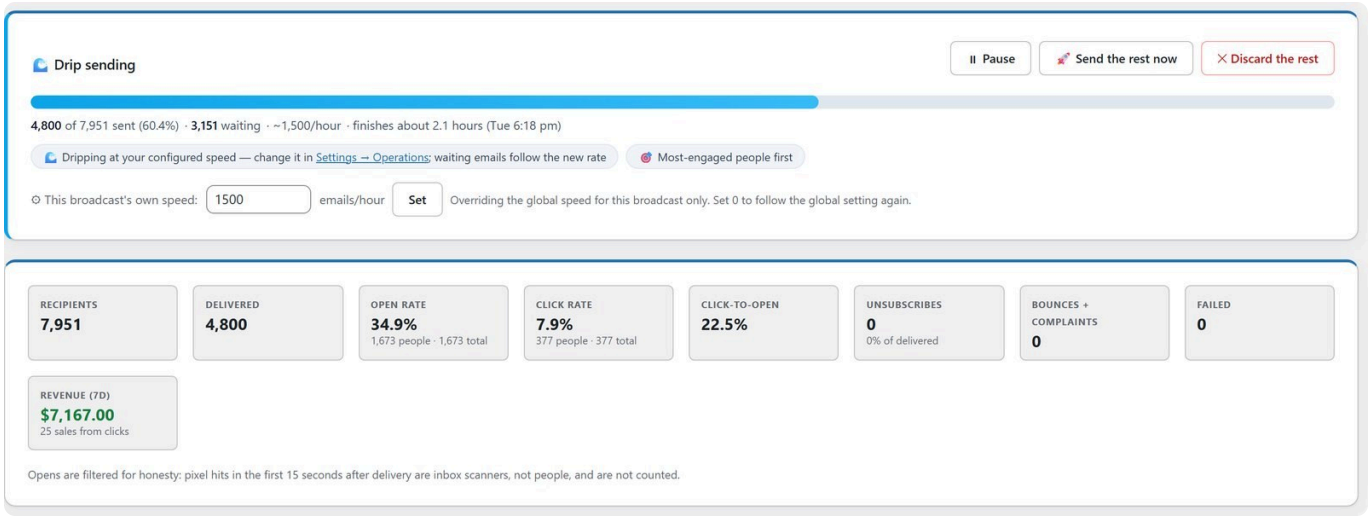
- **Daily limit**, on each connection. Set it to your plan's allowance and the Mailer paces each send to fit, then picks up the next day.
- **The hourly ceiling**, in **Setup**, then **Settings**, under Operations: "Never send more than this many broadcast emails an hour". One ceiling for all your broadcasts together, spread evenly across the hour. For example 900 means about 15 a minute and never more than 900 in any hour. Automation and welcome emails are never held back by it, so new subscribers always get their welcome straight away.

Next to it, **Queue batch size** and **Queue interval (seconds)** set your normal sending speed, and an optional sending window lets broadcasts go out only between the hours you choose. On my own list I send at about 2,000 an hour: fast enough to reach everyone the same day, and steady enough that every inbox provider sees a calm, regular sender.



One steady hourly ceiling for every broadcast.

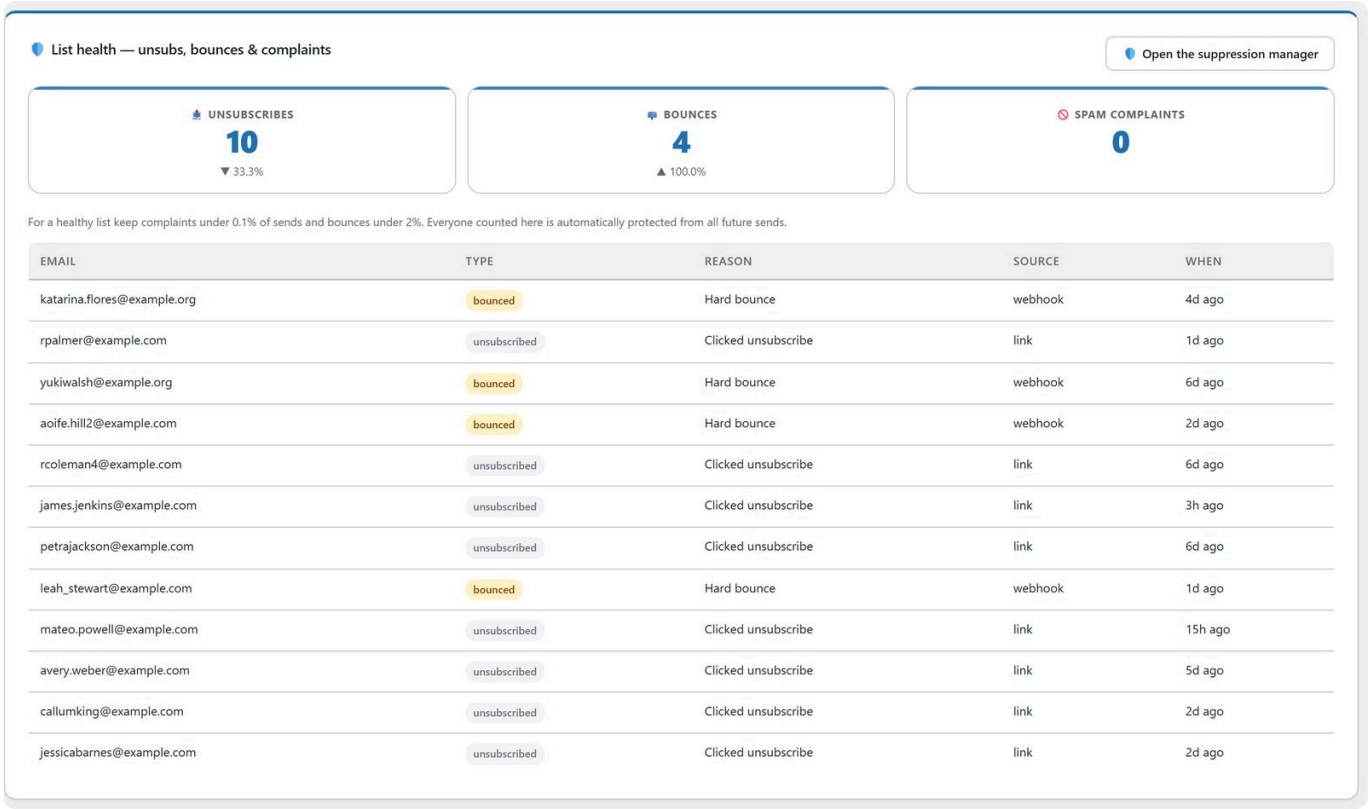
Every broadcast can also have its own speed in emails an hour, and its report shows the progress live: how many have gone, how many are waiting, the pace and when it will finish.



Each broadcast shows its pace live.

Bounces And Complaints Come Back Automatically

For every API connection, the Sending tab shows a **Bounce & complaint webhook** URL with a Copy URL button. Paste it into your sending service's webhook settings, tick the bounce, spam complaint and unsubscribe events, and those people are taken off future sends automatically. The Mailer treats a hard bounce (an address that does not exist) differently from a soft bounce (a full mailbox), so real people stay on your list.



Bounces and unsubscribes come back automatically.

Send A Broadcast Through One Connection

Each broadcast has a **Send via** choice. Use it to send one particular broadcast through one connection, for example your partner mailings through a separate account. If that connection reaches its limit mid-send, the others still take over, so the broadcast always completes.

> **What this means for you**
>
> You can start on one service today, add a second next month, share the work between them, warm up a new one gently and set one steady pace for everything, all from one screen, without ever moving your list.

See ResultsAiX Mailer →

PART 7

Why I Start People On SMTP2GO

When someone asks me which sending service to use, my answer is SMTP2GO, and it is the one I use myself. Here is why.

1. **It is quick to set up.** Three CNAME records verify your domain and sign every email with DKIM. Most people are sending properly within half an hour.
2. **The dashboard is clear.** Delivered, opened, bounced and spam figures on one screen, and an Activity report that shows every single email.
3. **Real people answer.** Paid plans include tickets, live chat and phone support.
4. **It grows with you.** A free plan to start, a low monthly plan for a growing list, a dedicated IP from the Professional plan, and plans into the millions.
5. **It fits the Mailer perfectly.** Paste one API key and you are connected. The Mailer sends to SMTP2GO in batches for speed, and reads its bounce, spam and unsubscribe webhooks automatically.

Start on SMTP2GO, get your domain authenticated, build the habit of sending every week, and when your list is big enough that the bill matters, add Amazon SES as a second connection and let rotation share the load. That is a setup that serves a list of 500 or 500,000.

Ready to set it up?

Guide 3, Setting Up SMTP2GO From Start To Finish, walks through every step with exact screens: the account, the DNS records in cPanel or Cloudflare, DMARC, the API key, connecting it in the Mailer, your first test and sensible limits.

PART 8

Your First 14 Days

Here is the order I would follow to go from no sending service to a steady weekly broadcast on your own domain.

DAYS 1 TO 2

Choose

- Work out your monthly volume: list size times emails a month
- Find your line in the Which One table
- Open that provider's pricing page and pick the plan that covers it
- Decide your From address, for example hello@yourdomain.com

DAYS 3 TO 4

Connect

- Create the account (Guide 3 shows SMTP2GO step by step)
- Verify your domain with the DNS records it gives you
- Add a DMARC record
- Add the connection on the Mailer's Sending tab and click Test

DAYS 5 TO 7

Pace

- Set the Daily limit to your plan's allowance
- Tick Warm up on a new account and choose Standard
- Set the hourly ceiling under Settings, Operations
- Paste the webhook URL into your provider and tick bounce, spam and unsubscribe

DAYS 8 TO 14

Send

- Send your first broadcast to your most engaged people
- Read the report: delivered, opens, clicks
- Look at your provider's dashboard beside it
- Plan next week's broadcast on the calendar

By day 14 you will have

A professional sending service on your own domain, authenticated and tested, paced to suit your plan, feeding bounces back to the Mailer automatically, and your first broadcasts delivered. Every email you send from here builds your reputation further.

Every Tool On One Key

The ResultsAiX Bundle gives you the Mailer plus every other ResultsAiX plugin, so your pages, funnels, tracking and email all work as one system.

See The ResultsAiX Bundle →

PART 9

Questions People Ask

Do I need a sending service if I use the ResultsAiX Mailer?

Yes. The Mailer holds your list and builds and schedules your emails, and a sending service carries them out to the inbox. Connect one on the Sending tab with a key and you are ready to send.

Can I use more than one sending service?

Yes. Add as many connections as you like, from any provider, and choose Priority + failover, Rotate evenly or Weighted shares in the Send Rotation & Warmup panel.

Can I change sending service later?

Yes, at any time. Your subscribers, tags, automations and reports all live in the Mailer, so you add the new connection, test it, give it the lowest priority number and carry on.

Am I charged by the number of subscribers?

No. The Mailer holds your list on your own WordPress, so your sending service only charges for the emails you send.

Do I need a dedicated IP?

Most people do best on the service's shared IPs until they send around 100,000 emails a month steadily. Your domain authentication and your list quality matter most at every size.

Which service do you use?

SMTP2GO. Guide 3 shows you exactly how I would set it up on a new domain today.

PART 10

What To Read Next

This is the second of 15 free AiX Training Guides. Guide 3 sets up SMTP2GO from start to finish, and Guide 4 shows you everything that helps your email reach the inbox.

1 Getting Started With ResultsAiX →

2 The Complete SMTP Service Guide *(you are here)*

3 Setting Up SMTP2GO From Start To Finish →
4 Email Deliverability: Reach The Inbox →
5 Moving Your Email List To The AiX Mailer →
6 Email Automations Playbook →
7 How To Grow Your Email List With ResultsAiX →
8 How To Build Sales Funnels, Start To Finish →
9 How To Move Your Membership To ResultsAiX →
10 Running Customer Support With AI →
11 Launching A Product With Affiliates And JV Partners →
12 ResultsAiX For 6 And 7 Figure Marketers →
13 WP Conversion Tracker: Track Every Click And Every Sale →
14 WP Sync: Connect All Your Tools Without A Monthly Automation Bill →
15 Automated Webinars That Sell →

Your First Step, Today

Work out one number tonight: your list size times the emails you send each month. Find that number in the cost table, find yourself in the Which One table, and you have your answer.

Guide 3 sets it up with you, step by step.

Own Your Email On Your Own WordPress

Unlimited subscribers, broadcasts and automations, connected to any sending service you choose, with rotation, warmup and an hourly ceiling built in.

See ResultsAiX Mailer →

Keep Going

All 15 AiX Training Guides are free on the ResultsAiX blog, each with its own PDF.

Docs: resultsaix.com/docs · Training videos: resultsaix.com/training

ResultsAiX.com

by Kevin Fahey