Direct Mail Service

Product Introduction

Product Documentation
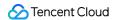
Contents

Product Introduction

Overview

Last updated : 2020-09-21 14:34:54

DMS Overview

What is Tencent Cloud DMS?

Tencent Cloud Direct Mail Service (DMS) is a secure, efficient, cost-effective, and highly scalable emailing service for organizations and developers. It helps you quickly implement triggered and batch email delivery in any application and provides high-quality IP maintenance and email authentication options, so as to improve the email deliverability and protect the sender reputation. With DMS, you can securely send high numbers of emails in different regions around the world.

How do I use DMS?

Tencent Cloud allows you to configure and send emails in the following ways:

- **Console**: it is a web service UI provided by Tencent Cloud for email configuration and delivery. For detailed directions on how to use the DMS Console, please see Operation Guide.

- **API**: Tencent Cloud also provides APIs for you to send emails and transfer email data in any application. For more information, please see the API documentation.

DMS emailing process

Conditions occurring during emailing with DMS and emailing results are as shown below:

1. The client application acting as the email sender initiates a request of emailing to one or multiple recipients to DMS.

2. If the request is valid, DMS will send the email to the recipient addresses.

3. At this point, different results may happen; for example:
   a. The ISP successfully delivers the email to the recipient's inbox.
   b. The recipient's email address does not exist; therefore, the ISP notifies DMS of email bounce, which then forwards the notification to the sender.
   c. The recipient receives the email but marks it as spam and makes a complaint to the ISP. The ISP forwards the complaint to DMS, which then forwards the complaint to the sender.

Strengths

Last updated : 2020-09-21 14:34:54

Strengths

High efficiency and accuracy

DMS has a large number of high-quality IPs. Based on intelligent email delivery policies, it ensures accurate delivery with the maximum speed. With the aid of its email service provider allowlist, it increases the email deliverability to up to 97%, far ahead of competitors in the industry.

High security and reliability

DMS leverages commonly used DKIM, SPF, and DMARC email authentication mechanisms to guarantee the emailing confidence and content authenticity, well protecting your emailing reputation and domain name security.

Reduced costs

DMS eliminates your need to invest a lot in server OPS and IP address maintenance, as it can be flexibly scaled by your usage to reduce your costs.

Pay-as-you-go billing

DMS is billed by the number of actually sent emails. There are no upfront payments, tedious price negotiation, fixed fees, or minimum charges.

Diverse email types

DMS enables you to send automatically triggered emails such as registration information and event notifications to keep your customers always informed. It also allows you to send batch emails such as advertisements and newsletters to promote your products and campaigns.

Real-time event push

After you initiate an email request to DMS, it will return the request result synchronously and return the email delivery result and other event results asynchronously to your specified URL, helping you track and monitor email delivery in real time.

Use Cases

Last updated : 2020-09-21 14:34:54

Use Cases

DMS provides multiple emailing methods suitable for different needs, including the Tencent Cloud Console and TencentCloud API, which enable you to easily send emails in different business scenarios.

Promotional email

DMS can send batch emails about your latest products or promotional campaigns to the mail list you provide. It allows you to offer different marketing contents and discounts to different customer groups, which facilitates business profit making through targeted marketing.

Subscription email

By sending status and content update emails regularly to customers subscribing to your services, you can improve the customer engagement and retention rate and guarantee well-organized business operations.

Triggered email

You can send information such as registration confirmation, order confirmation, and profile change confirmation through emails to users of your products so as to ensure a smooth user experience and high security.

Service Region

Last updated : 2020-09-21 16:30:18

Service Region

DMS is deployed in multiple Tencent Cloud regions around the globe, and the service and data of each region are isolated from those of other regions, providing you with efficient emailing and secure and compliant data storage services.

DMS is supported in the following regions:

Region	Availability
Southeast Asia Pacific (Singapore): ap-singapore	Available
West US (Silicon Valley): na-siliconvalley	Launching