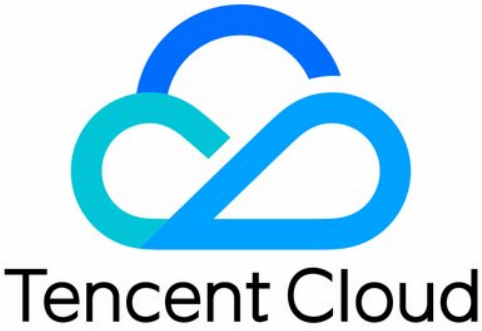
Simple Email Service

Product Introduction

Product Documentation



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Product Introduction

Overview

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Simple Email Service (SES) is a cloud-based platform that provides secure, fast, and efficient push services for marketing, notification, and transactional emails. It comes with precise and intelligent data analysis, enabling you to visually check the delivery rate, open rate, and click rate of sent emails. Moreover, SES provides custom warm-up processes to protect your IP reputation and improve your email delivery rate. It is available in over 200 countries/regions, helping you deliver emails instantly to email addresses around the world. Widely used by numerous customers, including several game and entertainment products of Tencent, it features high service stability and email deliverability.

SES is affordable to help you quickly reach larger target groups.

SES achieves an email deliverability of up to 97%, with 90% emails delivered within 30 seconds.

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Features

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Sender Configuration Options

Simple Email Service (SES) offers three ways to send emails:
SES console
SES API
SES SMTP
You can call APIs through the SES CLI or SDK or call SMTP APIs to send emails. To send emails from the console, see Regular Sending.

Flexible Deployment Options

Shared IP Addresses

Generally, SES sends emails from shared IP addresses in the shared IP pool by default. Shared addresses are a fast and easy-to-use option for users who want to start sending with established IPs immediately. Tencent Cloud helps ensure the quality of shared IPs and a high delivery rate.

Dedicated IP Addresses

A dedicated IP is an IP specially assigned to you by Tencent Cloud for sending emails. Generally, it either has never been used to send emails or has a good reputation in the past. This ensures that it will not be marked as a spam IP by anti-spam organizations. Dedicated IPs are unavailable currently.

Sender Identity Management and Security

When receiving an email, an internet service provider (ISP) will check whether it is authenticated before delivering it to the recipient. Authentication proves to the ISP that you are the owner of the email address you are sending from. SES supports all industry-standard authentication mechanisms, including Sender Policy Framework (SPF), Domain Keys Identified Mail (DKIM), and Domain-Based Message Authentication, Reporting and Conformance (DMARC). It can ensure that your emails pass the ISP checks and are delivered to recipients successfully.

Sending Statistics

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SES provides a variety of methods to monitor email sending activities. For example, it can capture the information about the entire email response funnel (including the numbers of deliveries, opens, clicks, and bounces), and provide accurate data analysis. In addition, you can check the sending status of a specific email by calling the API for Email Event Notification and adjust your email sending policy accordingly.

Automatic Warm-up

Automatic warm-up refers to automatically warming up your IP addresses or sender domains without manual intervention throughout the process. For more information, see Getting Started > What is warm-up?.

Description

Automatic warm-up is started in the batch sending mode by default to intelligently determine the reputation of the sender domain/IP and the maximum number of emails allowed per day. If the reputation level upgrade rule is not met during the sending process, but the daily limit is reached, email sending will automatically stop, and excessive emails will enter the cache queue and be sent 24 hours later. This process does not require manual intervention. For the daily limit at different reputation levels, see Reputation Level Description.

Batch Feature Set

This is suitable for batch sending marketing or notification emails. To send trigger-based emails (such as authentication and transactional emails), we recommend you call the `SendEmail` API.

Features

You can use the SES batch sending feature in either of the following ways:
Console: A template is required, the email size cannot exceed 10 MB, and attachments are not supported.
API: A template is required, the email size cannot exceed 10 MB, and attachments are supported.

Description

You can manage sender addresses on the **Email Sending** > **Recipient Groups** page in the console.

Batch Sending

To send emails in batches, create a sending task in the console, select **Batch** for **Task Type**, and set all required fields for the task.

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Scheduled Sending

Emails can be sent at a scheduled time. If you select **Start Time** for the task, the emails will be sent automatically at the specified time.

Recurring Sending

To send recurring emails, specify fields such as**Start Time** and **Recurrence** in the console. The console will automatically send emails based on the specified recurrence.

Mailbox Simulator

The SES mailbox simulator can help you easily test your application responses in various scenarios (such as bounces) without affecting sender reputation. You can send test emails to simulate successful delivery, bounce, unsubscription, and other scenarios with the mailbox simulator.
Emails sent to the mailbox simulator are not real ones but simulated ones only.
You can simulate email sending free of charge in the console.
Each simulated scenario corresponds to a specific email address.

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Strengths

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Cost Effective

SES enables you to quickly reach a larger market at lower costs. This boosts your business growth and increases the market influence of your products, services, and brands.

Global Service

SES can quickly deliver emails in over 200 countries/regions through mainstream email service providers worldwide.

Secure and Stable

SES features an average deliverability of 97% (excluding invalid email addresses and restricted corporate mailboxes). In addition, it delivers over 90% of emails within 30 seconds.

Professional Service

SES supports automatic email warm-up and provides specialized reputation checks for you to quickly establish and improve your email reputation.

Statistics Tracking

SES offers accurate and intelligent statistics to let you track your emails, such as deliverability, opens, and clicks. It also provides A/B testing to help you optimize your email content.

Fast Response

SES provides prompt and efficient customer service upon service activation.

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Use Cases

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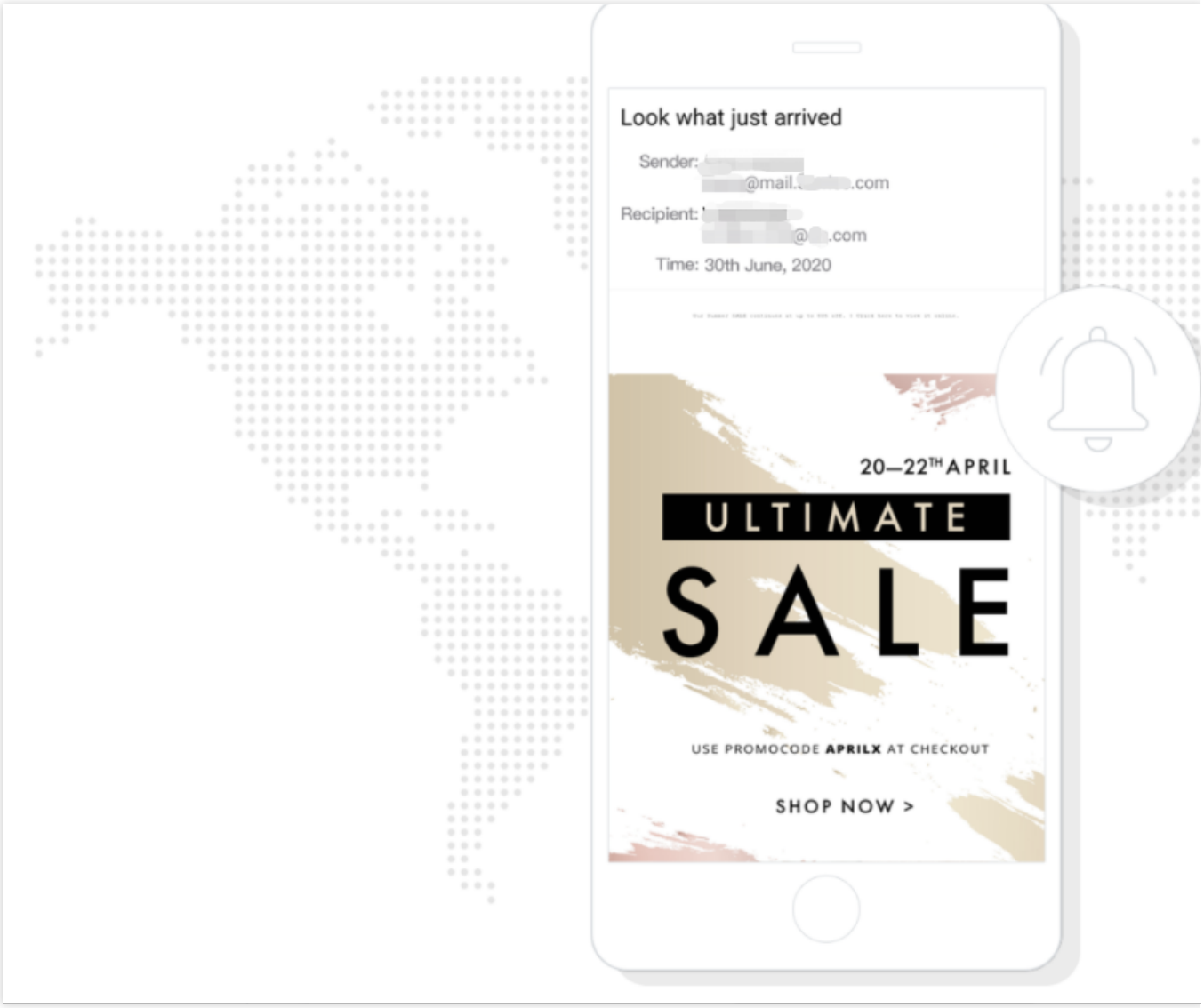
Marketing Emails

SES supports custom marketing templates to meet your diversified marketing needs. You can send product promotions, product launches, event invitations, and season's greetings. This helps you expedite your business promotion and growth at low costs.



Notification Emails

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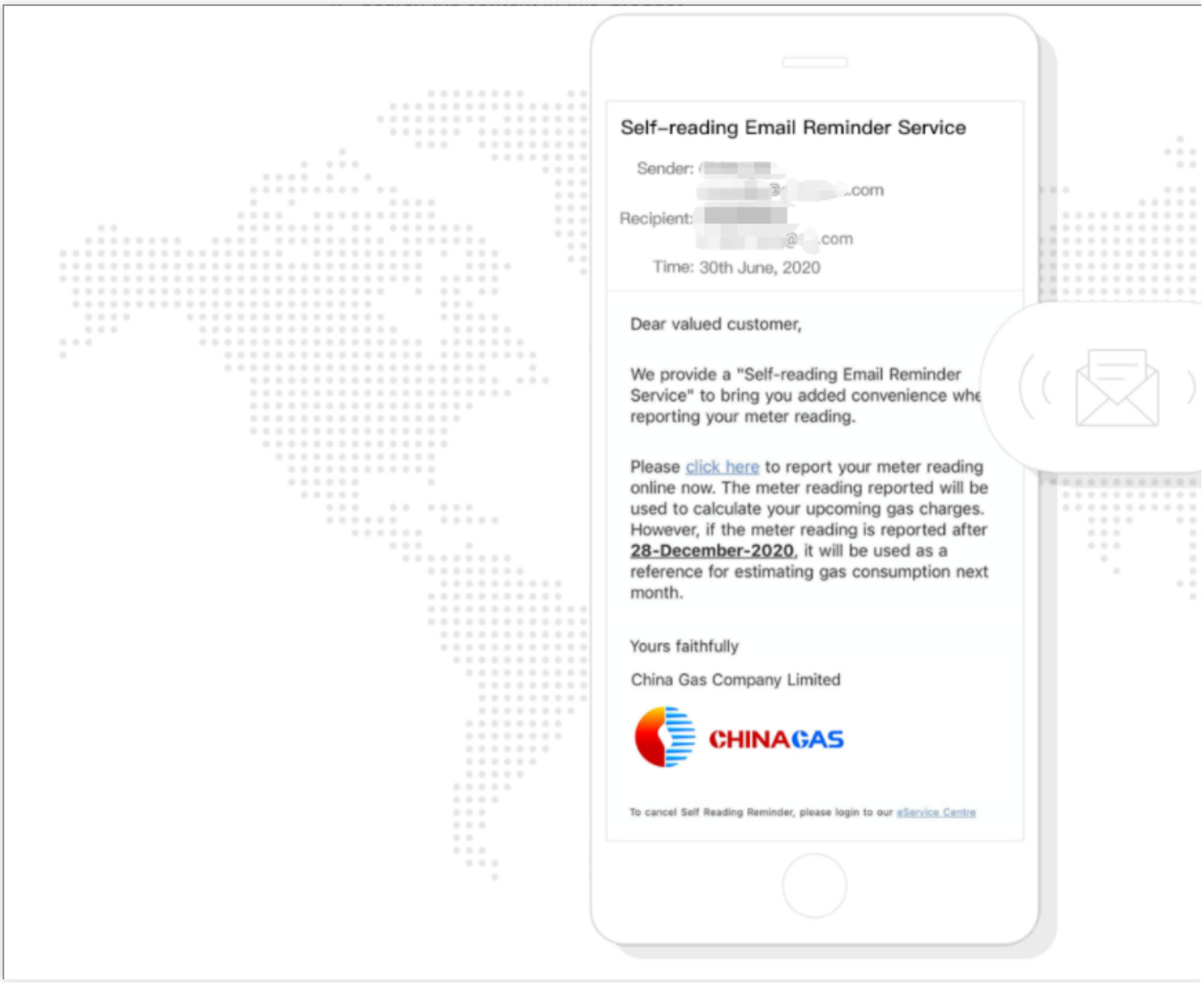
SES allows you to send notification emails in batches to a large number of users. Such emails include but are not limited to system upgrade and maintenance notifications, shipping status updates, order confirmations, and credit card transaction alerts.



Transactional Emails

SES makes it easier to send targeted emails in use cases such as user registration, password recovery, and identity verification.

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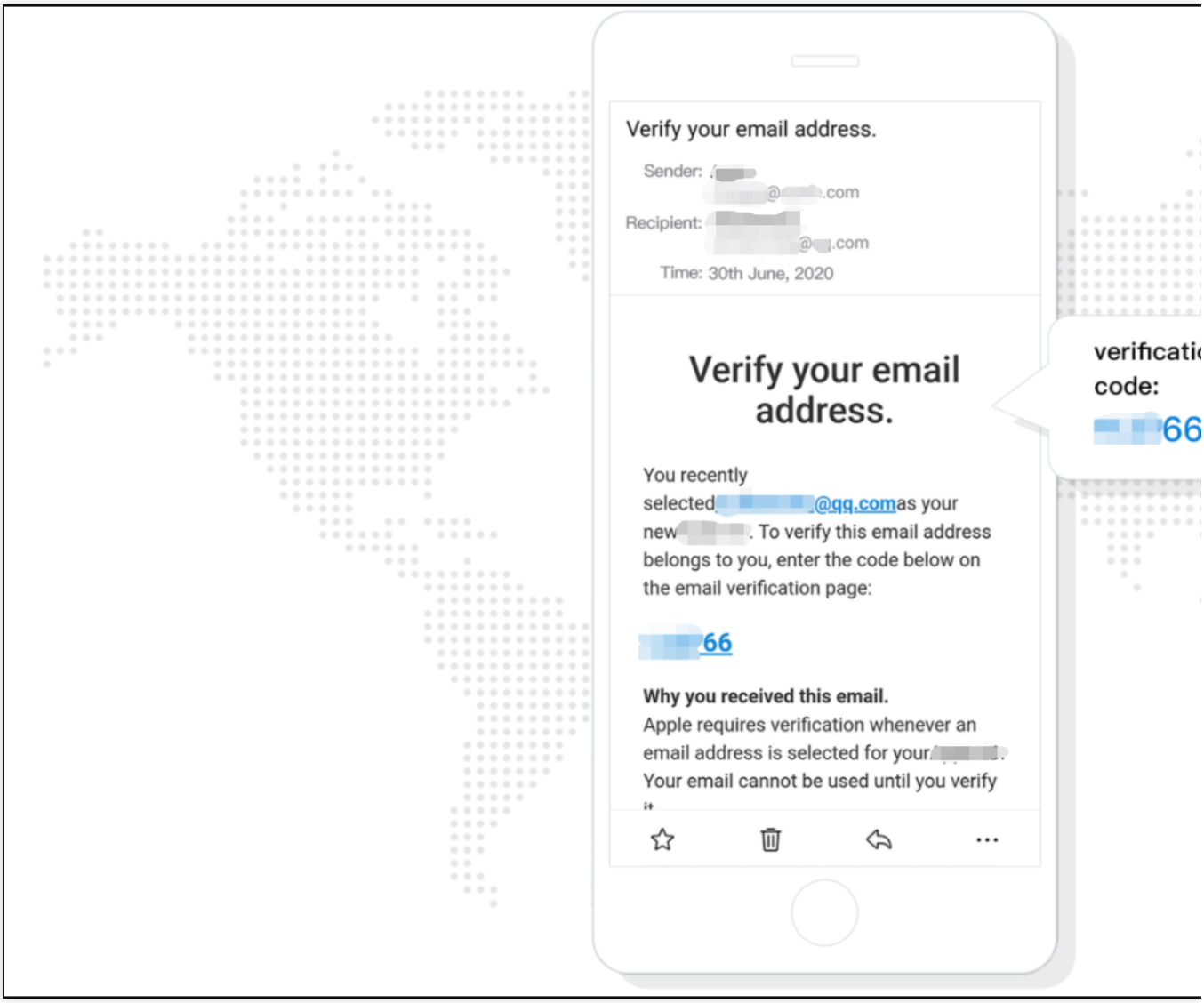

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Specifications

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Limit	Description
Maximum number of sender domains	10.
Maximum number of sender addresses	10 per domain.
Maximum number of emails per day	The initial maximum number of emails for a new account is 500, which can be increased as needed. For the increasing rules, see Reputation Level.
Maximum number of emails per month	The maximum number of emails per day x 30 days.
Maximum number of recipient addresses	For batch sending in the console or sending by API call of the CSV file containing the recipients, up to 10,000 recipient addresses are allowed. For batch sending by API call, up to 50 recipient addresses can be added each time. For the regular sending in the console, up to 20 recipient addresses can be added each time.
Free emails	1,000.
Statistics	Query email statistics such as deliveries, bounces, opens, clicks, and unsubscription by sender address or recipient domain, and check sending data in real time.

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