ServerMania

sendlane

CASE STUDY

server MANIA

ABOUT SENDLANE

Sendlane is an email marketing platform designed to give businesses the tools they need to turn online shoppers into loyal, lifelong customers. This is accomplished through a robust stack of email marketing tools including behaviour based automations, advanced analytics, contact tracking, and much more.

Sendlane provides a number of services and features, including:

- SMS Marketing
- Email Marketing
- Intelligent Pop-ups
- Real Time Analytics
- Deep-Data Integrations

When Sendlane became a ServerMania client, they were a small organization that was rapidly expanding. They needed a trusted server partner who could scale and grow with them as their business needs evolved.

Sendlane decided to consider ServerMania to tackle their biggest server challenges.

sendlane

Industry:
Email Marketing & Automations

Location:
San Diego, CA

Website:
sendlane.com

Principal Market Segments Served:
eCommerce Businesses

When searching for a new server provider, Sendlane was primarily concerned with finding a provider who could truly understand their business needs.

When Sendlane was first searching for a server partner, they were a small company still trying to understand their server requirements.

Unlike an already established corporation, Sendlane was still finding out the best IT strategy for its needs and needed a partner who could help them navigate the hosting industry.

Sendlane needed a server partner that could:

Understand Sendlane's business model and suggest solutions based on industry experience Maintain complete communication throughout the server deployment process Scale and grow with with Sendane as its needs changed

After reviewing their server options and testing the sales and support responsiveness of the team, Sendlane chose ServerMania as a trusted service partner for their business.

"Our main concern was finding a host that truly understood our business requirements and were communicative in providing us the best solution for our needs."

Ryan Blomberg CTO
Sendlane

"At ServerMania, our mission is to empower every aspect of our client's IT solutions. Being able to watch Sendlane grow from a small idea to a thriving enterprise using ServerMania has been incredibly rewarding."

Kevin Blanchard CEO, ServerMania

With nearly a ten-year track record of working together, Sendlane over time had to scale to fit the demands of their client's expectations. During these growth spurts, ServerMania and Sendlane worked diligently together to provide the most robust and tailored solution to fit Sendlane's requirements.

Over these discussions, ServerMania was able to deliver the personalized support, stability, flexibility, and latest technologies that Sendlane needed in order to grow into the thriving business it is today.

"We need a provider who could deliver stability, flexibility, hardware options, the latest technologies, and quick implementation. ServerMania has surpassed our expectations in each of these features."
Ryan Blomberg CTO, Sendlane

The Partnership

After their search, Sendlane chose ServerMania and has remained a ServerMania client as the organization grew to be an industry leader in the marketing industry.

A Stable and Flexible Network

Delivering email marketing is no easy task. It is a combination of hosting providers with a solid track record of clean ipv4 transit, and ESPs such as Sendlane delivering clean data to their subscribers.

ServerMania empowered Sendlane to reach its global audience of email subscribers by providing the company with servers in data centers around the globe, each backed with a 100% network uptime.

"We wanted a provider who could not only stay up 24/7 but also support you 24/7. ServerMania not only fulfilled that need, they extend personal support at times even outside their normal scope of work."
Ryan Blomberg CTO, Sendlane

Managed Services Around the Clock

Sendlane relies on managed services from ServerMania to assist them in tackling even the most complex server goals. This allows the company to focus on their core business of serving their users rather than worrying about server management and hardware deployments.

The ServerMania team of expert server engineers is available 24 hours a day to provide server administration assistance, uptime monitoring, and performance enhancements to ensure every server is functioning smoothly.

Personalized and Accountable Support

It was especially important for Sendlane to have access to accurate and timely support so they could properly service their customers.

ServerMania is focused on getting to know your business and delivering support that is customized to your needs through its Customer Success team, as well as a 24x7 expert support team. ServerMania's expert support team is always available via live chat, email, and phone.

"Service is fantastic. You truly fulfill the Canadian stereotype of being very nice people! The team goes above and beyond anytime they can, jumping in at odd hours to assist when it's important. "
Ryan Blomberg CTO, Sendlane

WHAT ADVICE DOES SENDLANE HAVE FOR ANOTHER COMPANY ABOUT TO EMBARK ON A SIMILAR PROJECT?

"Do your research and talk to people, both their team and customers. This is a long term commitment, moving services are very expensive and something you shouldn't be doing often. So pick the right partner."

Ryan Blomberg CTO, Sendlane

Since partnering with ServerMania, Sendlane has grown from a dream of providing next-level email marketing tools to help businesses grow to a thriving enterprise servicing some of the world's largest brands.

ServerMania was able to provide Sendlane with:

- Scalable solutions
- The latest enterprise-grade and customizable hardware
- Reliable and affordable data center options globally
- Personalized and accountable support
- Rapid server deployment

ServerMania is more than a server hosting provider. It's here to provide you with a personalized approach to service and deliver solutions that help you reach new customers and grow your business. ServerMania empowers your business with flexible, reliable, and affordable infrastructure backed by unmatched enterprise infrastructure expertise and experience.

LEARN MORE

ServerMania is a Canadian company with over a decade of experience building high-performance infrastructure hosting platforms for businesses globally. It offers a wide range of fully customizable dedicated, hybrid, cloud, colocation and IP Transit services.

ServerMania's mission is to empower clients by equipping them with fast, reliable, innovative infrastructure hosting while upholding a 100% network uptime SLA. This is assisted by a 24x7x365 rapid response team — one with some of the best response times in the industry.

To learn more about how ServerMania can help to reduce your business's infrastructure costs while improving reliability and performance, get in touch today.

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