



Switching ESPs: SendGrid To Mailjet For Marketers

A comprehensive guide with everything you need to know to make a smooth transition from SendGrid to Mailjet.



SendGrid to Mailjet

You're looking for more comprehensive support to boost your emailing, a more powerful transactional suite or do you want to migrate to an ESP with European servers?

Regardless of your reason for switching, starting out with a new email service provider is the perfect time to reevaluate your email marketing strategy and improve your deliverability.



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WHY SHOULD I START USING MAILJET?

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01 Why Should I Start Using Mailjet?

If you're still on the fence about migrating to Mailjet, check out the list of some of our features below. The best part? You can set up your account in just a few minutes and start sending campaigns today!

1.1. All-In-One Solution



EMAIL MARKETING

With our drag-and-drop editor, extensive template library and some incredible features, Mailjet provides you with all the key features to create successful and responsive email marketing campaigns and deliver them with optimal deliverability.



TRANSACTIONAL EMAIL

With Mailjet, you can unlock the full potential of one-to-one user triggered emails. Using just one platform, you'll be able to create successful and scalable emails that maximize your sales and build your consumer relationships.



EMAIL AUTOMATION

Mailjet allows you to setup automated emails for consistent customer communication. Whether it's a welcome campaign, lead nurturing or other type of outreach, you can set up a range of automated scenarios to increase engagement and drive revenue.



01 Why Should I Start Using Mailjet?

1.2. Features



CREATE NEWSLETTERS WITH OUR ONLINE TOOLS

With [Passport](#), our drag-and-drop editor, you can build beautiful, responsive marketing and transactional emails in just a few clicks. Either choose from our library of pre-made templates or customize your own with a range of editing features, easy personalization and more.



BUILD AND MANAGE YOUR CONTACT LISTS

Our [subscription widget](#) allows you to easily build out your contact list - no coding required! Simply design it in our drag-and-drop editor and integrate it onto your site. Email sign ups will automatically be saved to your contact lists in your Mailjet account.



BUILD EMAIL THAT CONVERTS

Leverage our library of tools for deeper insights to send email that converts. [Segment](#) your contacts to provide them with content they really look forward too, use [A/X testing](#) to test up to 10 versions of an email and send the most optimized campaign, or use [Campaign Comparison](#) to measure past successes and create goal benchmarks.



01 Why Should I Start Using Mailjet?



ENJOY FIRST-CLASS SUPPORT FOR YOUR EMAILING STRATEGY

At Mailjet, we pride ourselves on putting the human touch back into email. Our professional service team will provide you with personalized responses and feedback to ensure you follow the best practices at all levels. This includes not only the use of our platform and tools, but also dedicated API and deliverability support.

But it doesn't stop there. Our custom plans also include account management, priority support and deliverability monitoring and reports.



EXPAND YOUR REACH WITH A GLOBAL PLATFORM

Deliverability is one of our core competencies. Mailjet has built very strong relationships with ISPs worldwide. As a European e-mail service provider, we are also in line with EU data protection requirements. If you have specific questions on the subject of deliverability, our deliverability experts are available to work with you. You will receive immediate insight and actionable recommendations.



01 Why Should I Start Using Mailjet?



CUT CODING TIME IN HALF WITH MJML

The open-source markup language MJML allows developers to create fully responsive email design in half the time it takes to code it with HTML. [MJML](#) also natively integrates with Mailjet, so once the email is coded in MJML, you can easily upload it to Passport to be edited in our drag and drop interface.



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GETTING STARTED

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02 Getting Started

2.1. Creating an account



When you're sending your email campaigns, we understand that getting into the customer's inbox is a top priority. So, when you create your Mailjet account, we want to make sure your setup process ensures a smooth transition to great sending.

To start, you'll need to add and configure the Sender Address, which will become your "from" name. Be sure to use the same sender name and address to build your credibility and stay familiar with your contacts. You'll also want to include your website's domain name in the sender address. A sender domain that's linked to a blank page (a landing page without content) can have a negative impact on your deliverability.

Pre-flight Check: [How to add a sender address and validate a sending domain.](#)



02 Getting Started

2.2. Authenticating



Before you start sending with Mailjet, we strongly recommend setting up your SPF and DKIM records for your domain, which will help you to:

- Increase your deliverability, especially if you're looking to send email through SMTP.
- Validate Mailjet as a permitted sender and get rid of the "via" link in webmails.
- Prevent email spoofing.

In your new account, confirm the Authentication Keys (DKIM and SPF) are set up with a new email address.

Pre-flight Check: [How to set up your SPF & DKIM records.](#)



03

MAKING THE MOVE

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03 Making The Move

3.1. Migrating your contact lists



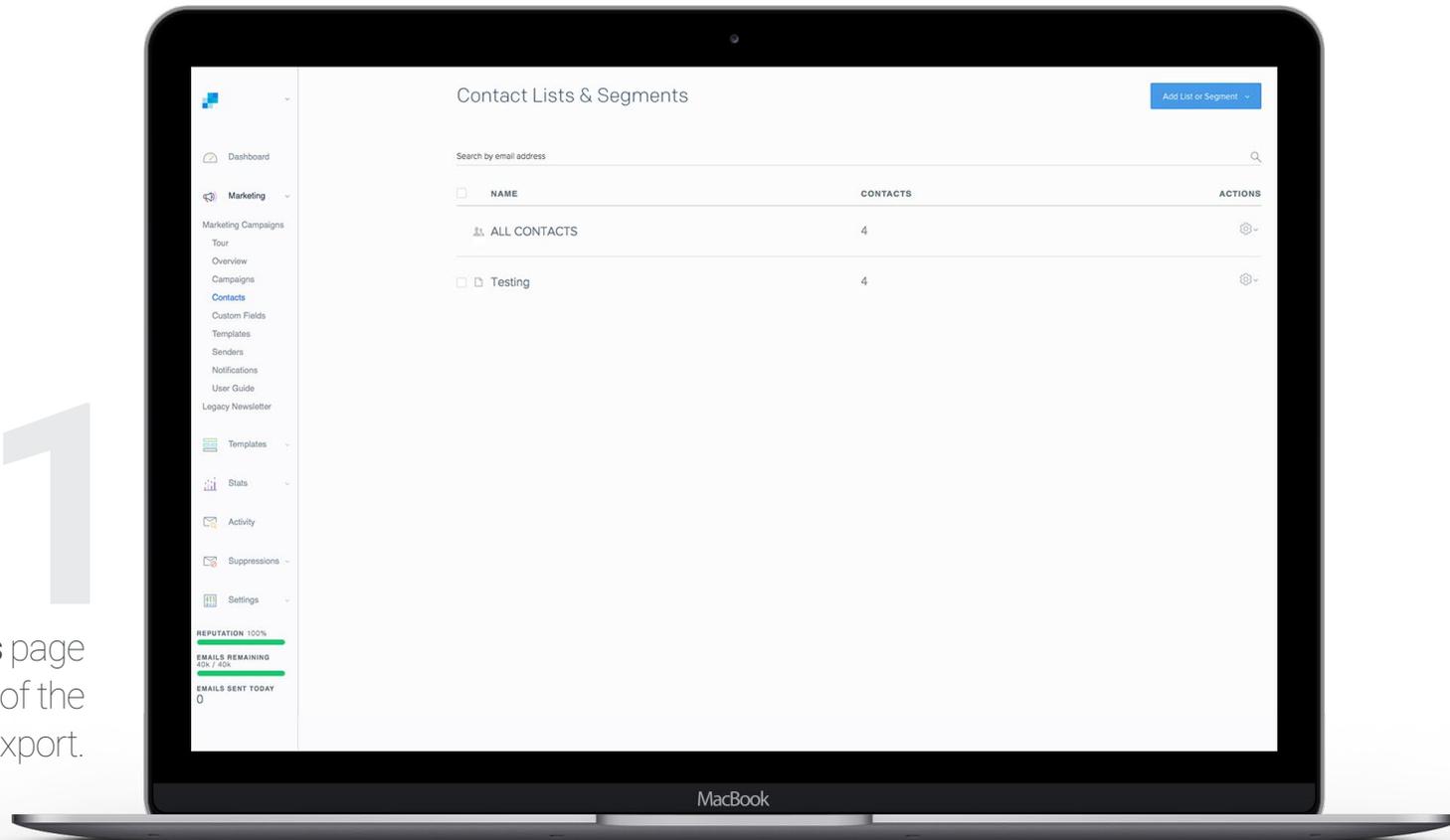
Once you've finished setting up your account, it's time to create your new contact lists. Mailjet allows you to have an unlimited number of contacts with any account and to create as many contact lists as you need, so you can segment your audience and send them better, more target email.

03 Making The Move

The first thing you need to know is how to export your lists from SendGrid. Don't worry, it's easy! Just follow these steps:

1

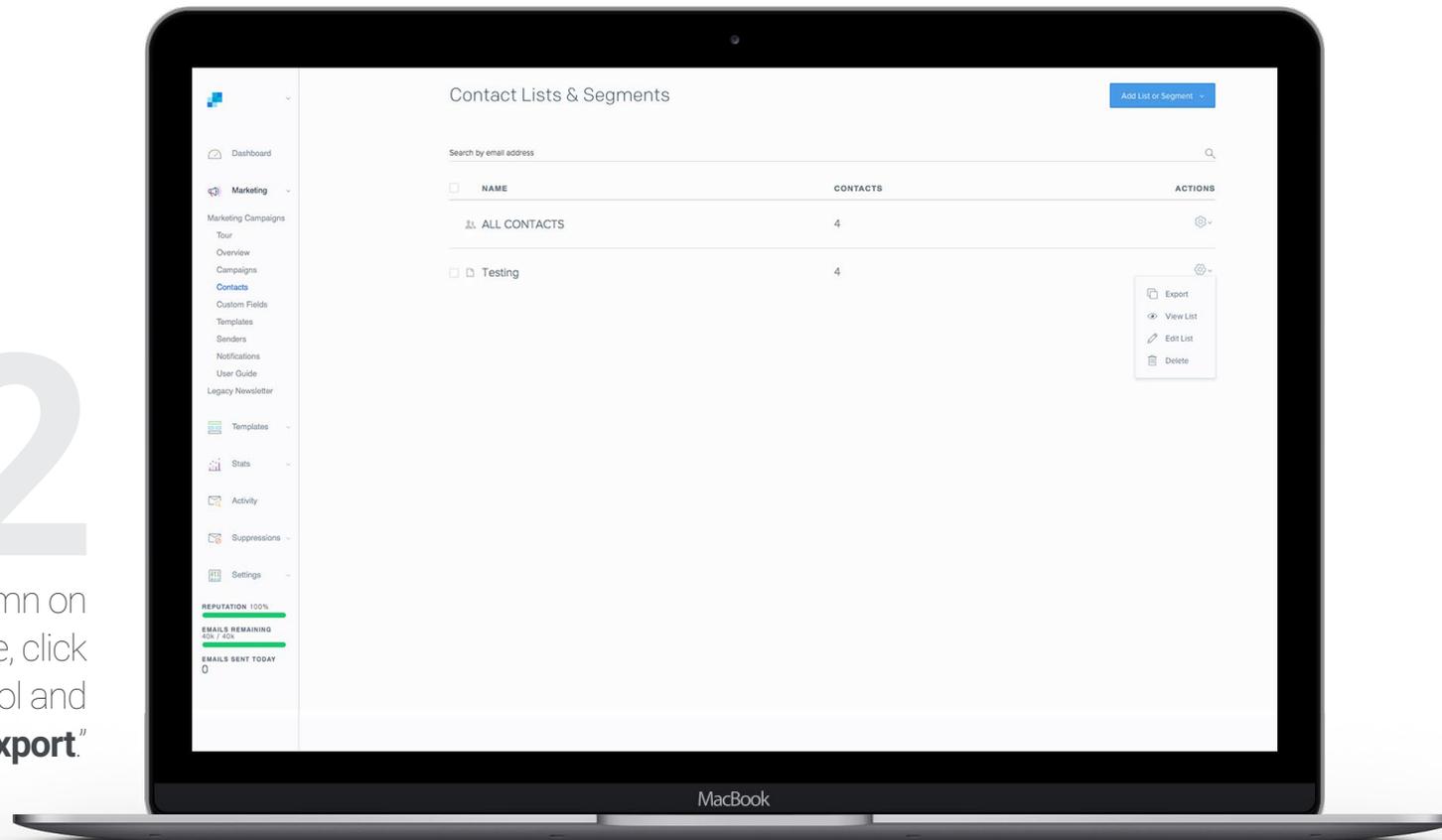
Go to the **Contacts** page and find the name of the list you wish to export.



03 Making The Move

2

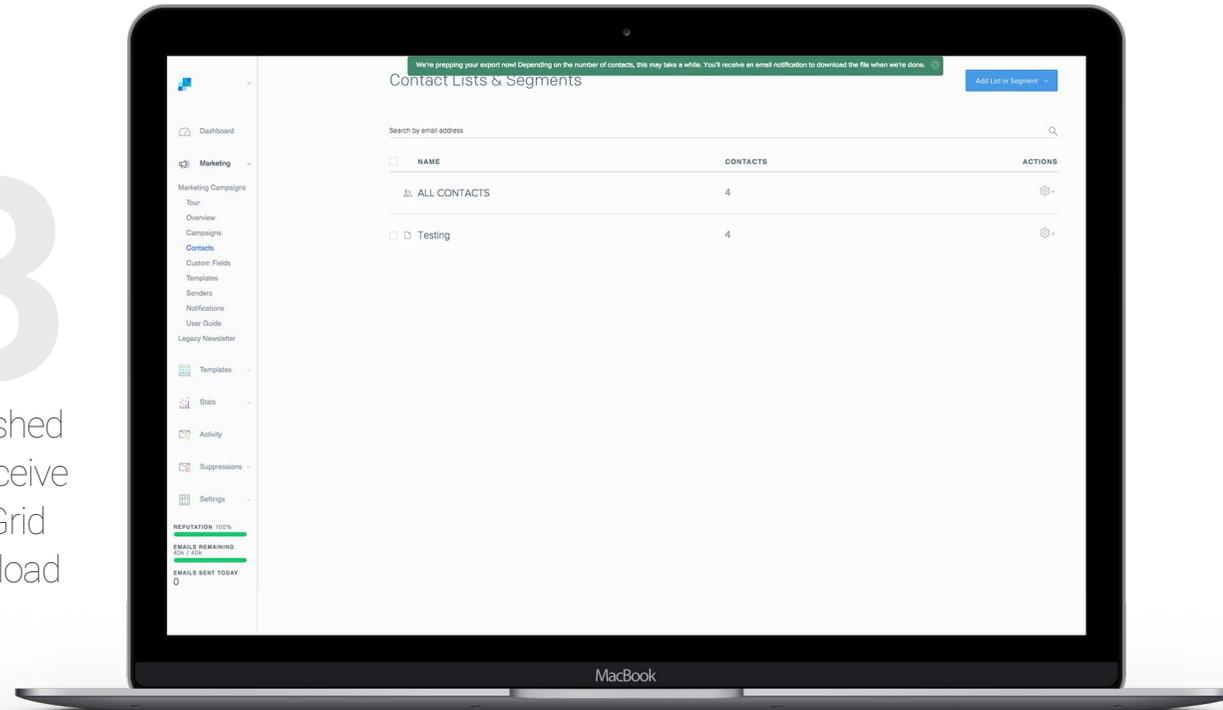
In the action column on the right hand side, click the gear symbol and select **“Export.”**



03 Making The Move

3

Once the file has finished exporting, you will receive an email from SendGrid with the link to download the file.



4

Download the CSV file to your computer.



03 Making The Move

That's it! Now you're ready to take your list with you anywhere you want! Importing these contacts to your new Mailjet account is also really simple:

1

Create a new contact list.

The screenshot displays the Mailjet user interface for managing contact lists. At the top, there is a navigation bar with the Mailjet logo and menu items: Campaigns, Transactional, Automation BETA, Contacts (highlighted), and Stats. To the right of the navigation bar are links for 'Main API key' and 'Sub-account management', along with a 'Help' dropdown and a user profile icon. Below the navigation bar is a sub-menu for 'Contact lists' with options: All contacts, Exclusion List, Contact properties, Segmentation, and Subscription widgets. The main content area is titled 'My contact lists' and includes a brief description: 'Manage your contacts in lists to easily send campaigns and automated email workflows.' A prominent orange button labeled 'Create a contact list' is positioned on the right side of this section. Below the text is a search bar with a dropdown menu set to 'Search by email address' and a search icon. At the bottom, there is a table with the following columns: TITLE, LAST SENDING, CONTACTS, and ID. The table contains two rows, each with a 'Manage' button on the right side.

TITLE	LAST SENDING	CONTACTS	ID	
				Manage
				Manage

03 Making The Move

2

Copy and paste the data or import the CSV file you downloaded earlier.

Name your list

Create your contact list
While you can create contact lists consisting of just email addresses, we encourage you to include additional properties of your contacts to create **personalized** messages. These additional properties will also come in handy when you are ready to use our **Segmentation** feature (for premium plan subscribers).

Enter your contacts

Open a CSV, XLS or TXT file, then copy and paste your contact list directly into the box below. Alternatively, simply type over the examples in the box below.

Important: the property names are restricted to alphanumeric characters. No spaces, accents, or special characters in the property names will be accepted.

```
example_address1@example.com  
example_address2@example.org, Jane, Whitmore, 22, F  
example_address3@example.net, , Moore, 40, M
```

OR

Upload your contacts

Drag and drop your CSV, TXT or RTF file into the box below.

Important: each file size is limited to 20MB. For larger lists, please split them into smaller files and upload them separately.

Upload your CSV, TXT or RTF file

UPLOAD YOUR FILE



03 Making The Move

3

Match the fields in your CSV file and with the fields in Mailjet's database.

Campaigns Transactional Automation ^{BETA} **Contacts** Stats Help

Contact lists All contacts Exclusion List Contact properties Segmentation Subscription widgets

Match your fields: Sample List

✔ You successfully uploaded your contact list!

Please match the columns on the left with the contact properties in the dropdown lists. You can choose pre-existing contact properties or create new ones. Should there be a column that you do not want to import, simply leave that column unmatched.

AVAILABLE FIELDS	IMPORT AS
FIRST NAME	Select or start typing your contact p...
Ashley	
Andrew	
Stacy	
LAST NAME	Select or start typing your contact p...
Armitage	
McElroy	
Sendler	

Don't forget to migrate your unsubscribed contacts, too. This will help to keep your good sender reputation intact and remove the risk of having your new account blocked!



03 Making The Move

3.2. Managing your reputation



If you've signed up for Free, Bronze or Crystal plans, your emails will be sent via a shared IP address. However, for Silver plans and above, Mailjet clients can request to send via a dedicated IP.

When sending emails from a shared IP address, there's nothing you need to do to work on your sender's reputation, as Mailjet takes care of that for you. However, if you're choosing to send from a dedicated IP address, you will need to build up your reputation with a "warm up" because you won't have any prior sender history.

This is done by gradually building your sending volume in order to gain the ISPs trust with the goal of being seen as a legitimate sender. Another way to help this process along is to ask your subscribers to add you to their address book or mark you as "safe." This will help to improve your deliverability during the transition.



03 Making The Move

3.3 Migrating your HTML templates



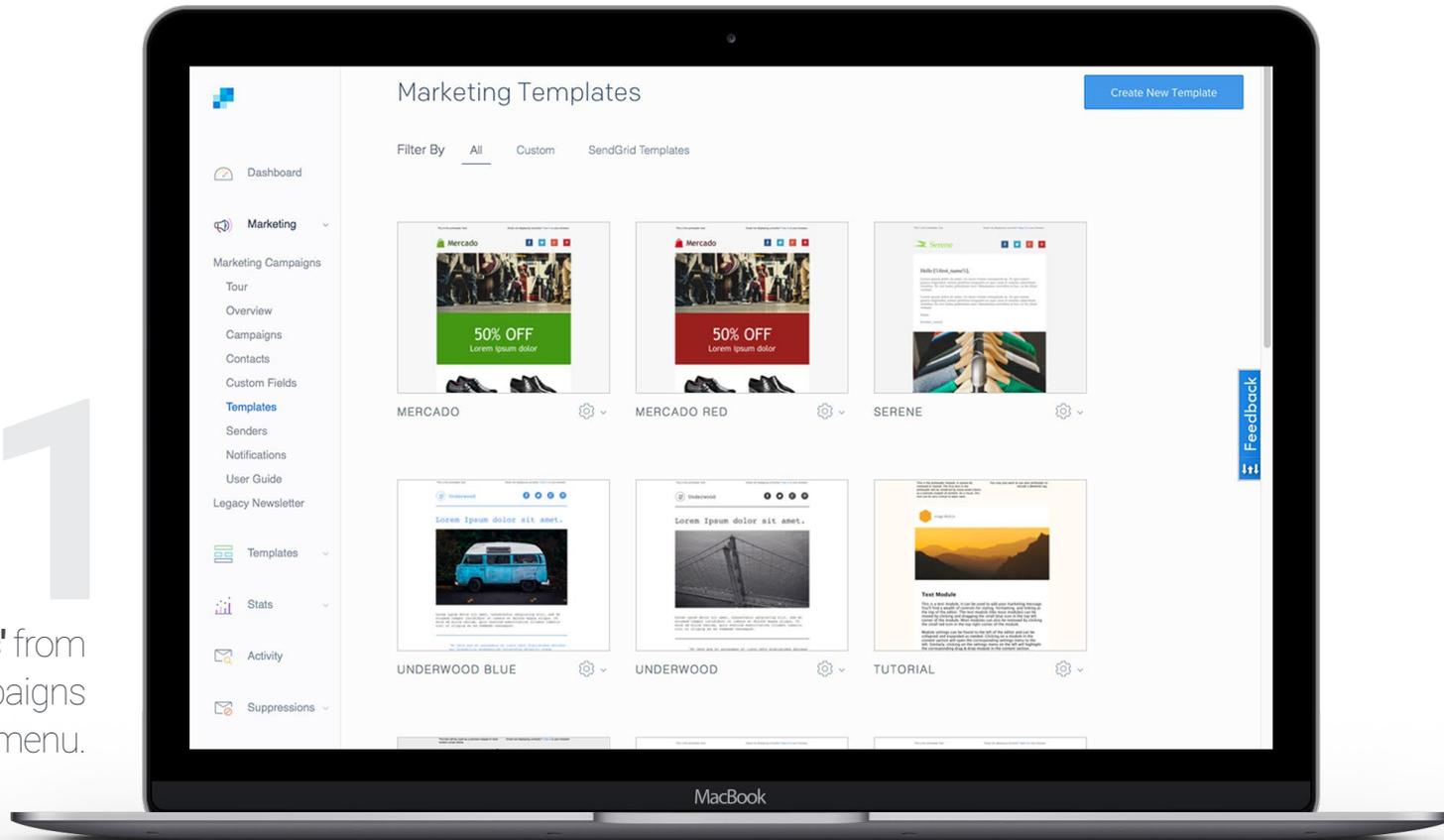
Creating HTML email templates is no easy task, so make sure you bring them with you in the move! Using the same templates after moving to a new email service provider also allows you to keep your brand's style consistent, which will build trust.

You can easily migrate your templates from SendGrid to Mailjet's Passport by taking the HTML code from SendGrid, and copying and pasting it into our HTML template builder.

03 Making The Move

1

Select **'Templates'** from the Marketing Campaigns menu.



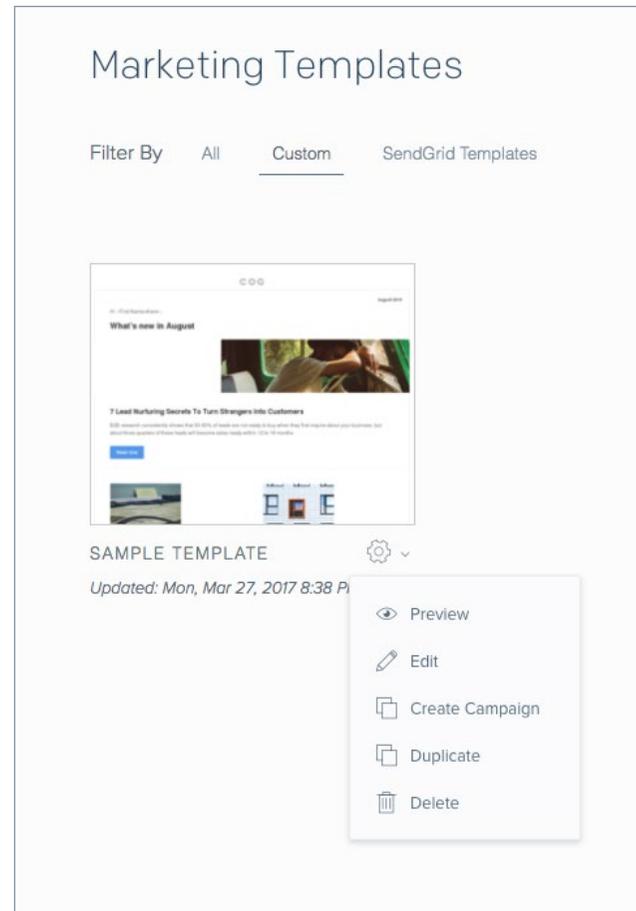
03 Making The Move

2

Filter by **Custom**.

3

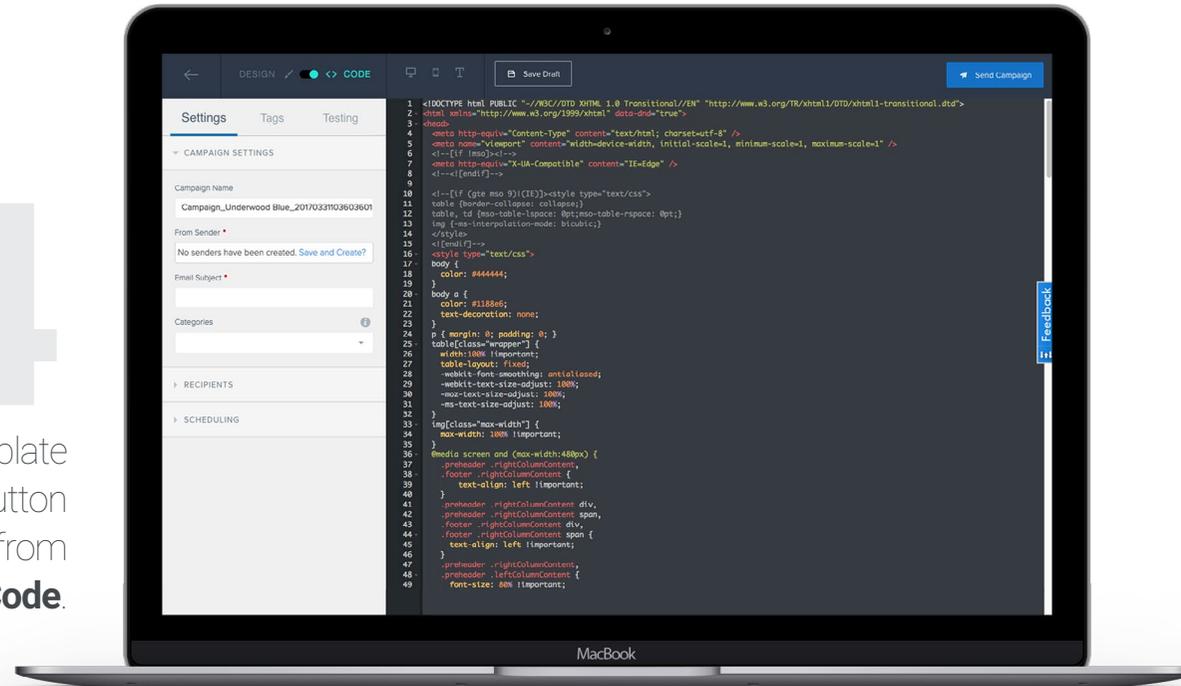
Click the gear symbol under the template you want to migrate, then select **Edit**.



03 Making The Move

4

When the template opens, toggle the button in the top left corner from **Design** to **Code**.



5

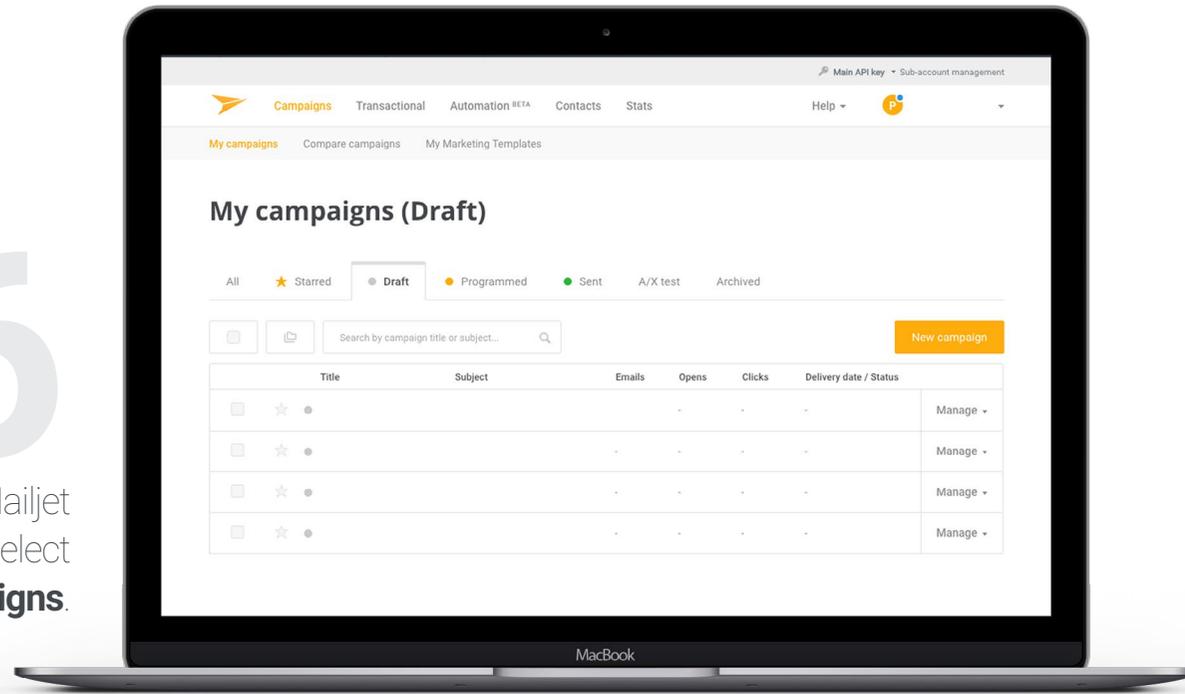
Copy the full code of your template.



03 Making The Move

6

Log into your Mailjet account, then select **Campaigns**.



7

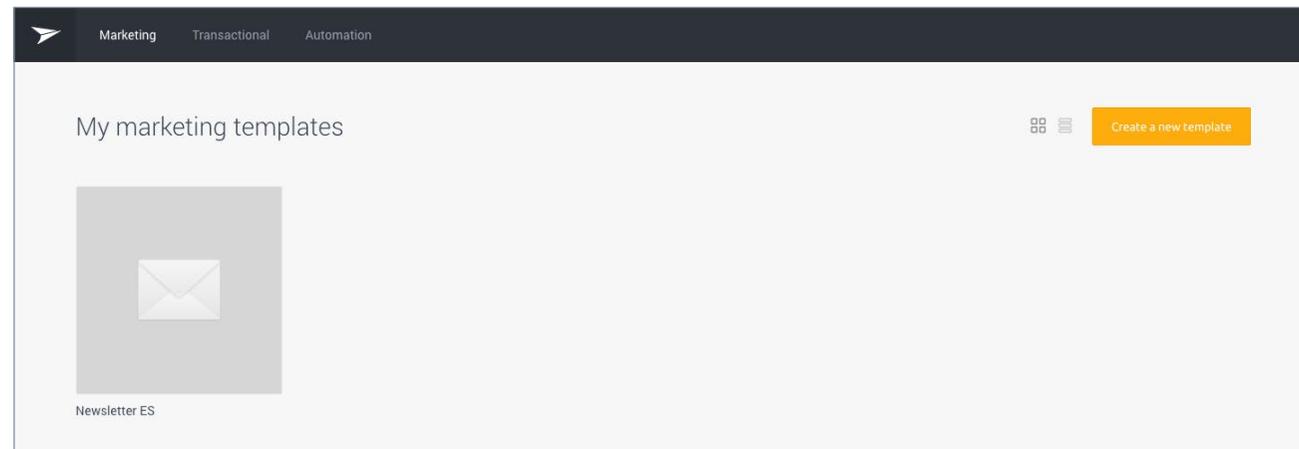
From the **Campaigns** page, select **My Marketing Templates**.



03 Making The Move

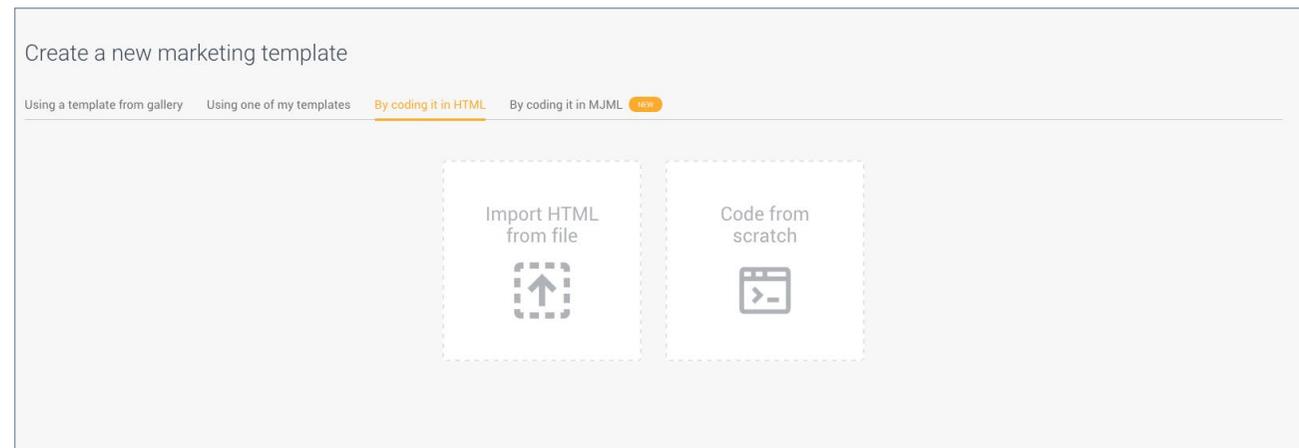
8

Click on **Create a new template**, on the upper right corner.



9

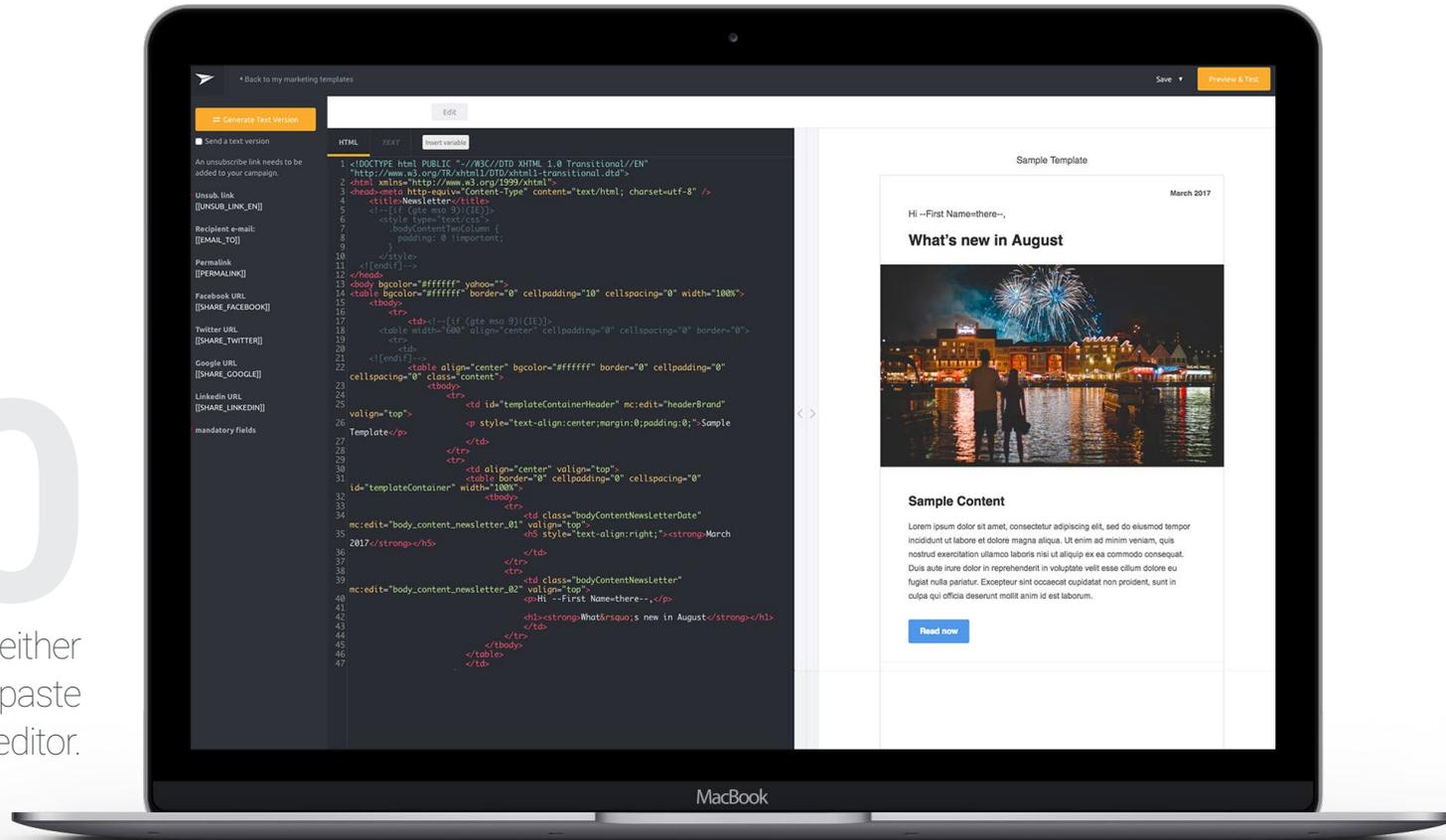
Choose **By coding it in HTML**.



03 Making The Move

10

From here, you can either upload a .html file or paste the text into the editor.



03 Making The Move

11

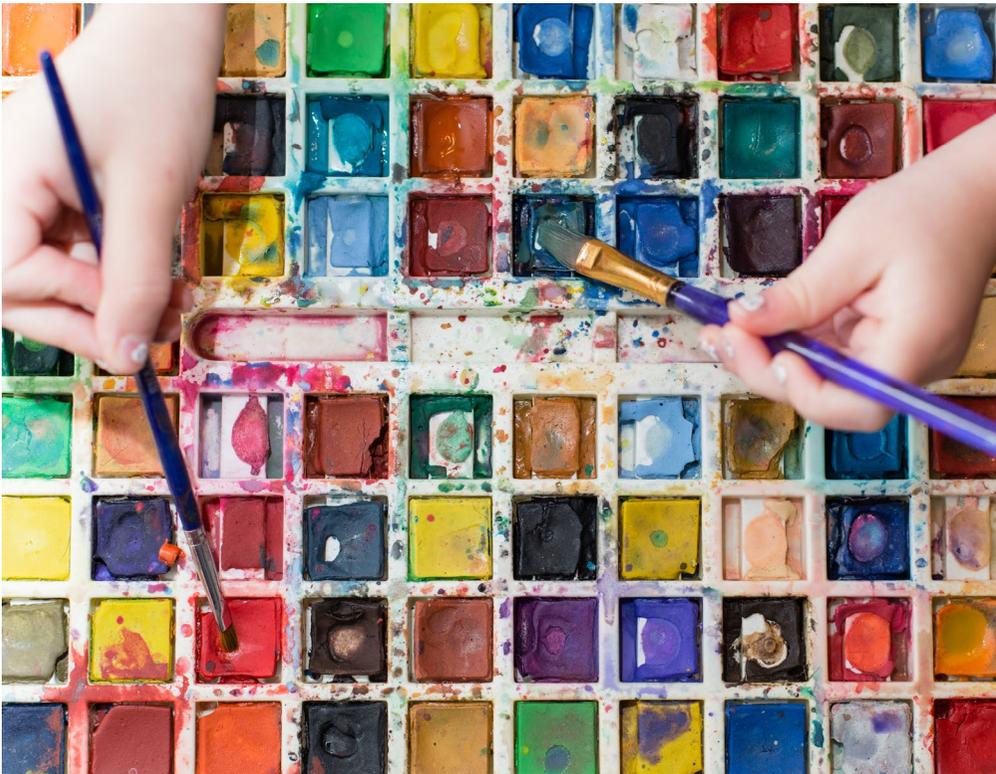
Save the new template by clicking **Save** as a template from the dropdown menu in the upper right corner.

Once you've migrated your templates, ensure all your links work and update those that are broken - especially the unsubscribe button! Also, make sure you view your email's mirror page on the browser to ensure everything looks just right.



03 Making The Move

3.4 Creating a newsletter



Are you ready to create beautiful, responsive emails? Mailjet's Passport tool makes it easy. Our online drag-and-drop editor will help you create beautiful, mobile-optimized emails that look great on any screen.

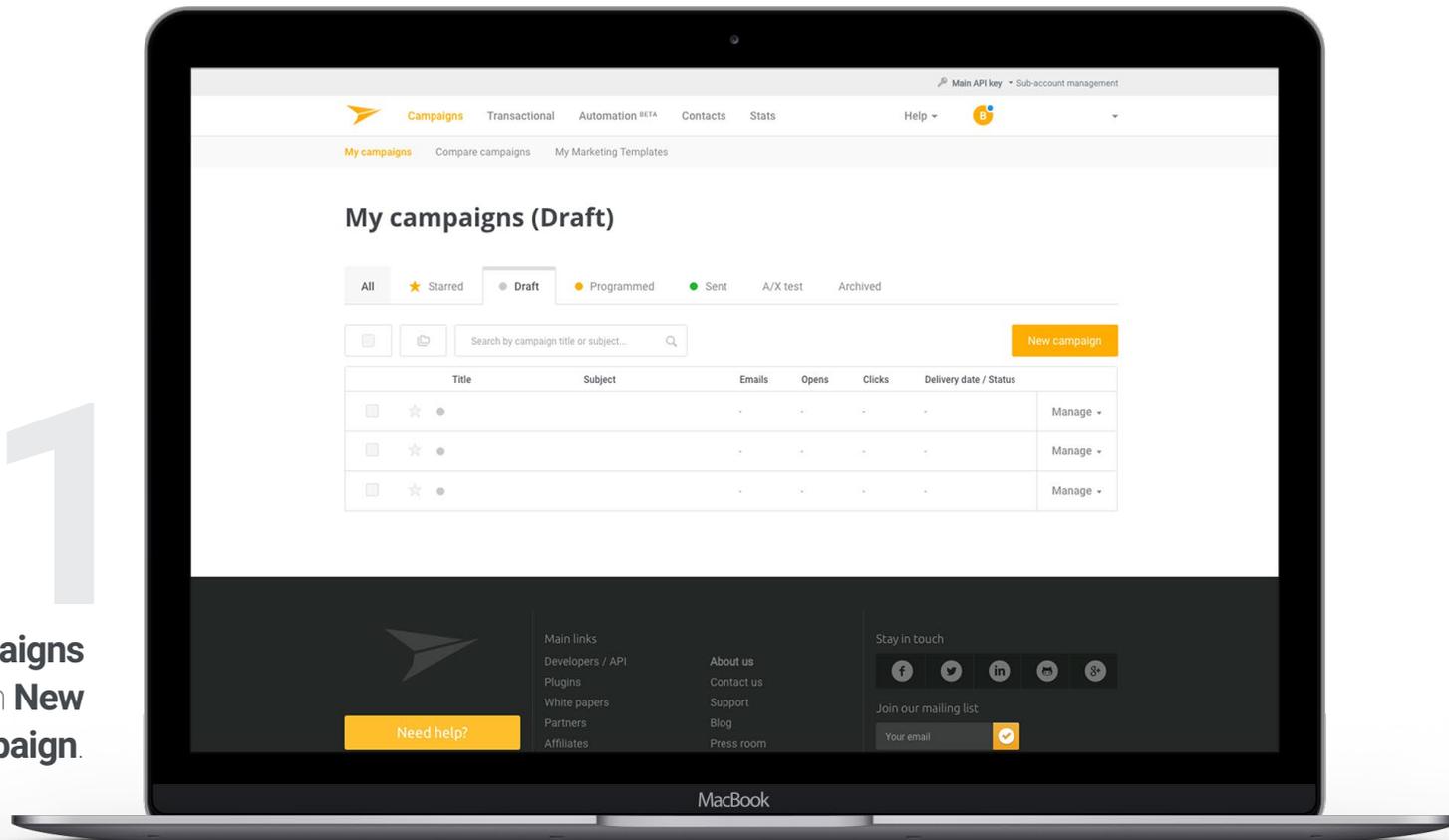
To start creating your first newsletter, just [watch our tutorial](#) or follow these simple steps :



03 Making The Move

1

Go to the **Campaigns** page and click on **New campaign**.



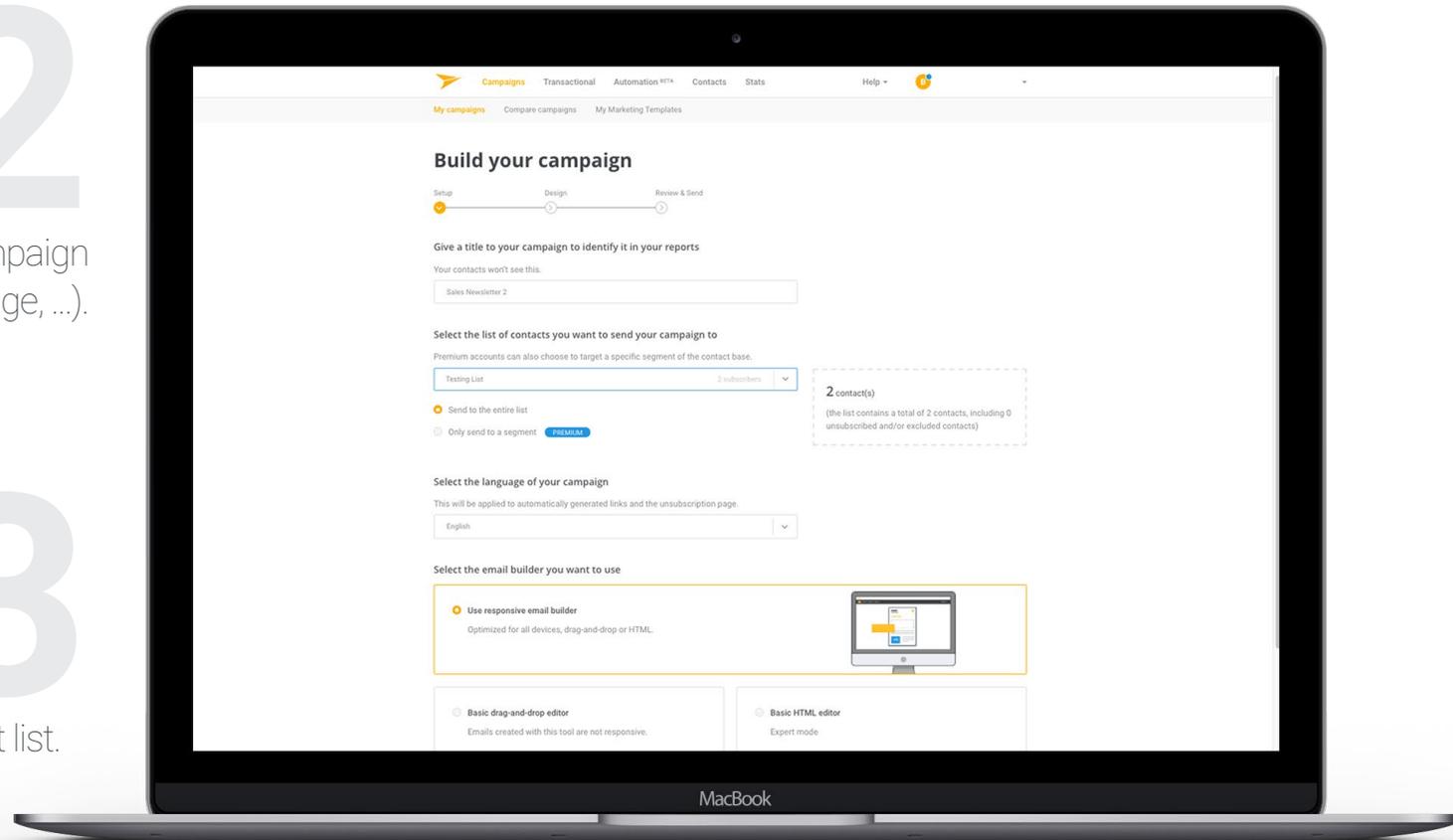
03 Making The Move

2

Enter your campaign details (title, language, ...).

3

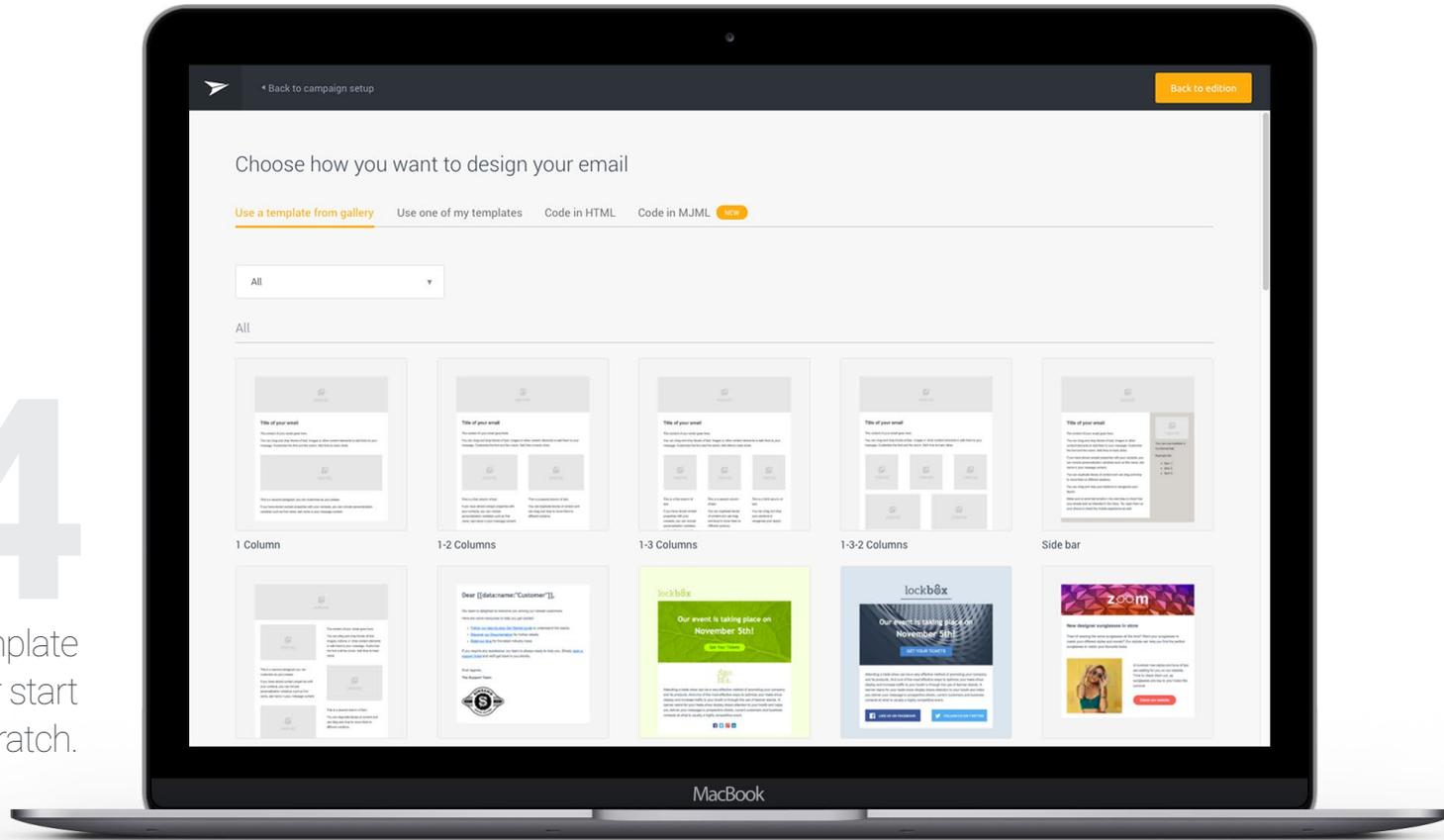
Choose your contact list.



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4

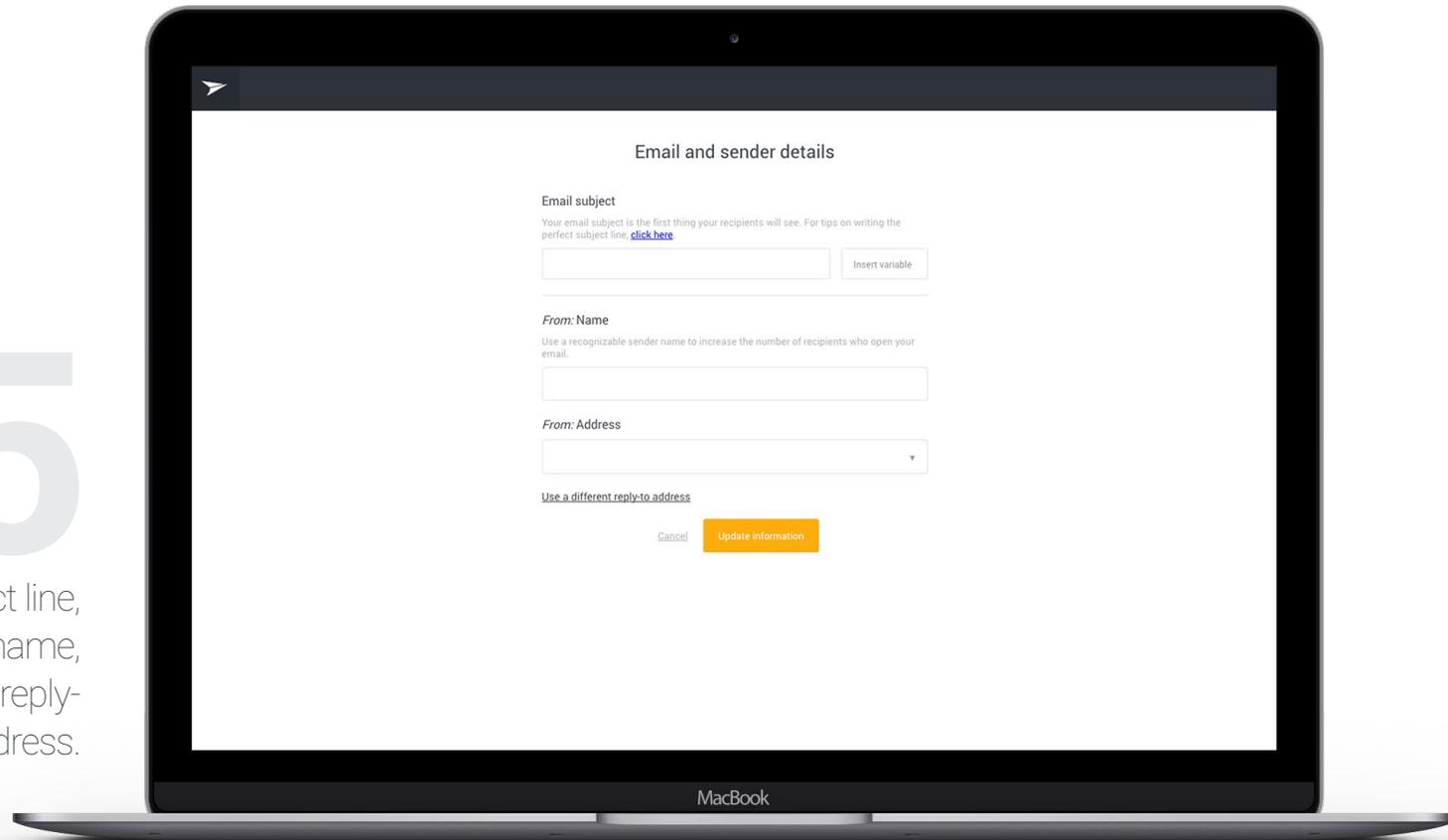
Select an email template from our gallery or start one from scratch.



03 Making The Move

5

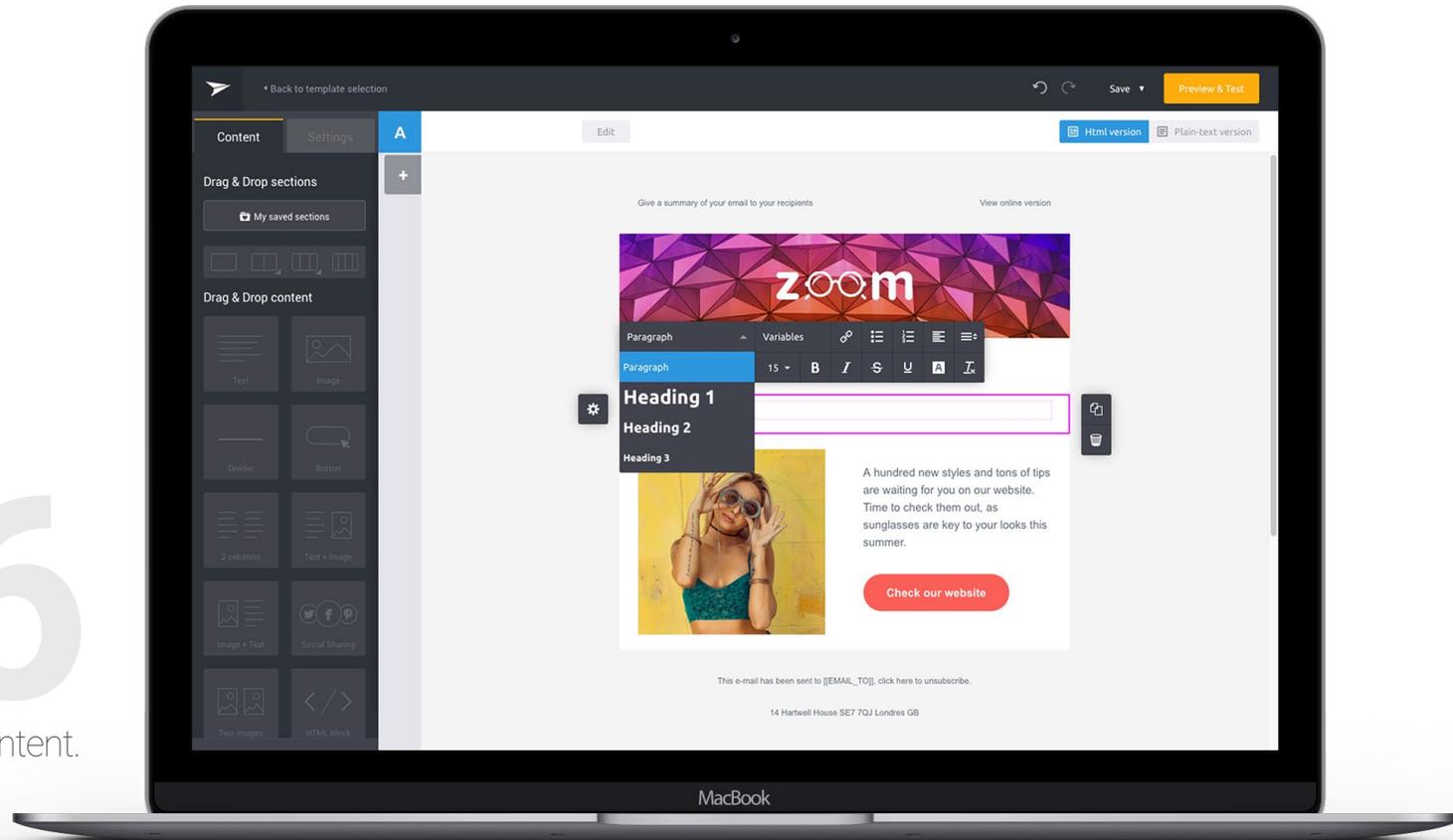
Choose your subject line, sender details (name, address) and your reply-to address.



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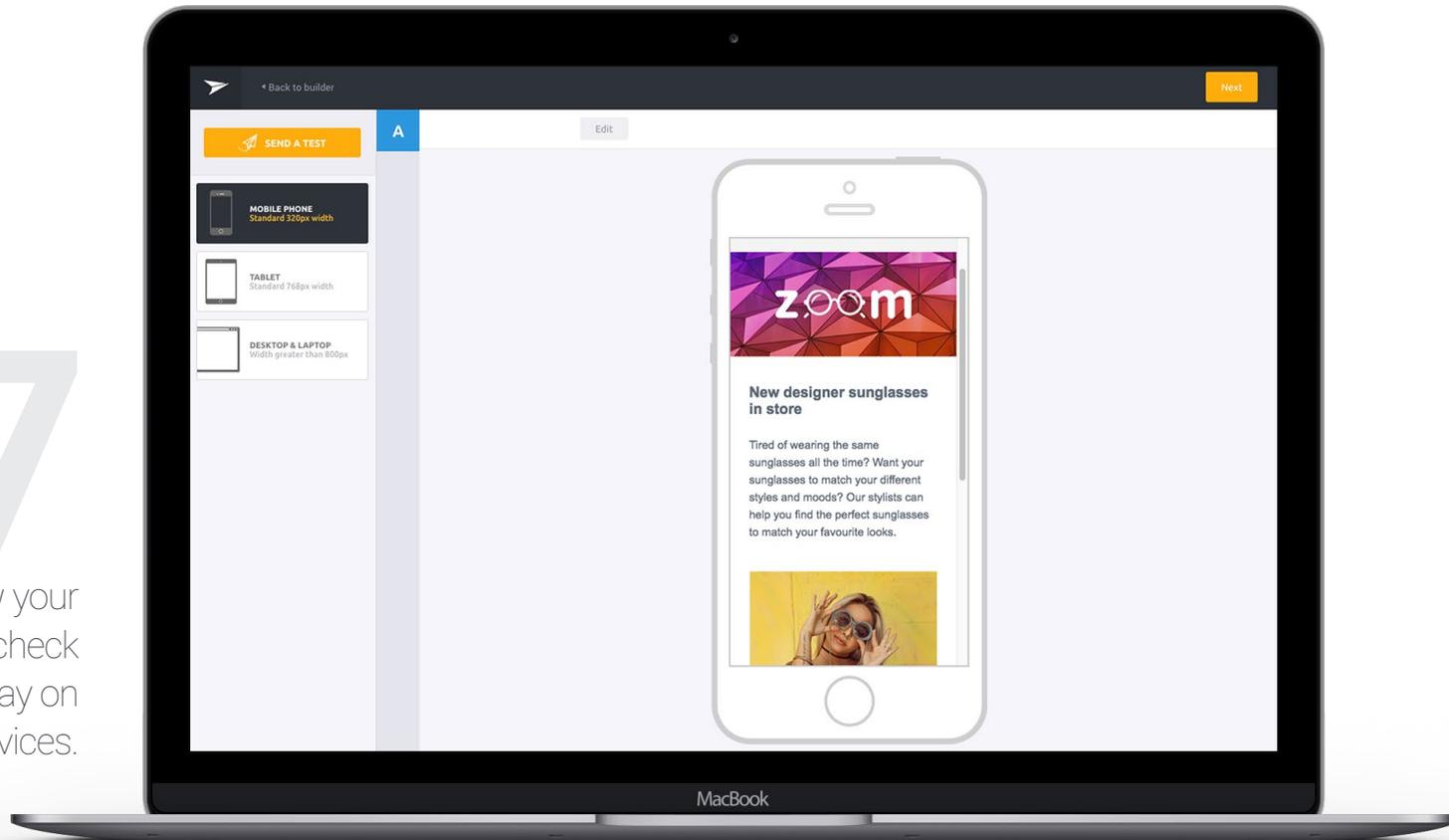
6

Add your content.



03 Making The Move

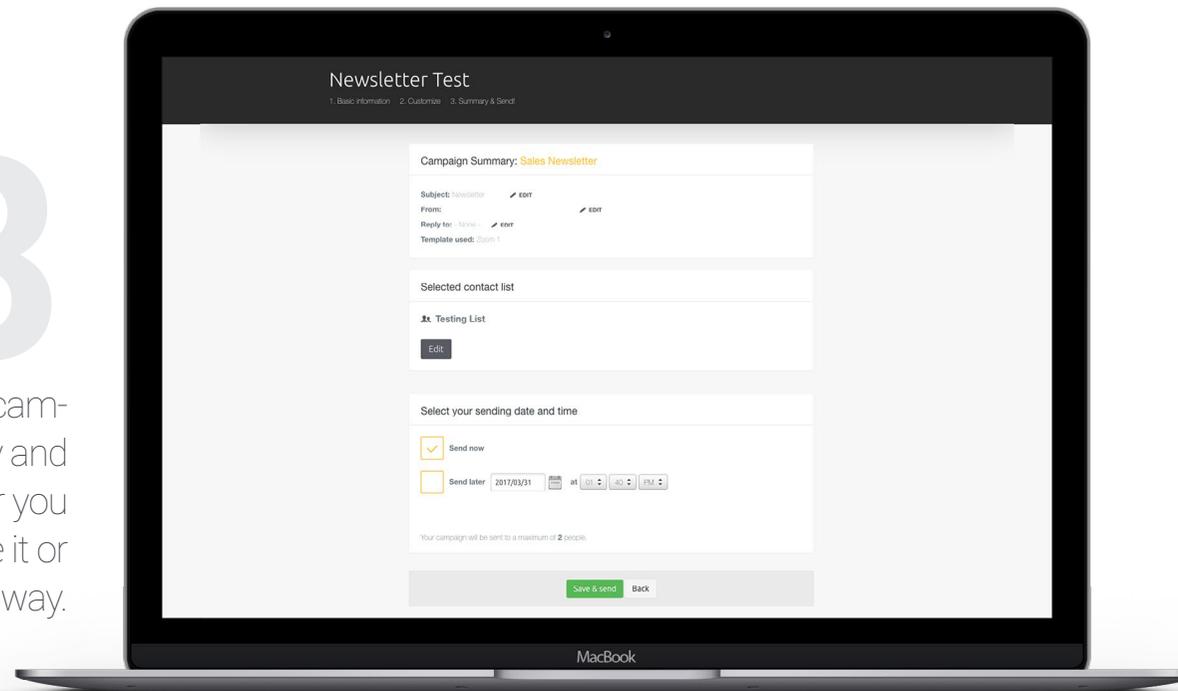
7
Preview your
email and check
the display on
different devices.



03 Making The Move

8

Check the your campaign summary and choose whether you want to schedule it or send it straight away.



9

Hit **Save & send!**



03 Making The Move



Remember to always send yourself a test version, to ensure your message looks exactly the way you want!

Pre-flight Check : How to easily create my first newsletter.

If you want to send personalized newsletters, your contact list fields (e.g. name, age, city) need to be matched to the online contact properties. You'll need to do this from your Contacts page, before sending your campaign.

Pre-flight Check : How to create and manage contact properties

With our drag-and-drop editor, you don't have to know how to code to create effective transactional emails. Passport for Transactional is easy to use and will allow you to keep your branding consistent across all your emails.

However, if you want to code your emails, we support that too! You can simply code your emails in HTML or use our open source markup language, MJML, to ease the pain of coding a responsive email in HTML. Once you've created your email using this component-based language, MJML will automatically generate the responsive HTML for you.

03 Making The Move

3.5 Moving Transactional Email Configurations

Are you ready to create beautiful, responsive emails? Mailjet's Passport tool makes it easy. Our online drag-and-drop editor will help you create beautiful, mobile-optimized emails that look great on any screen.



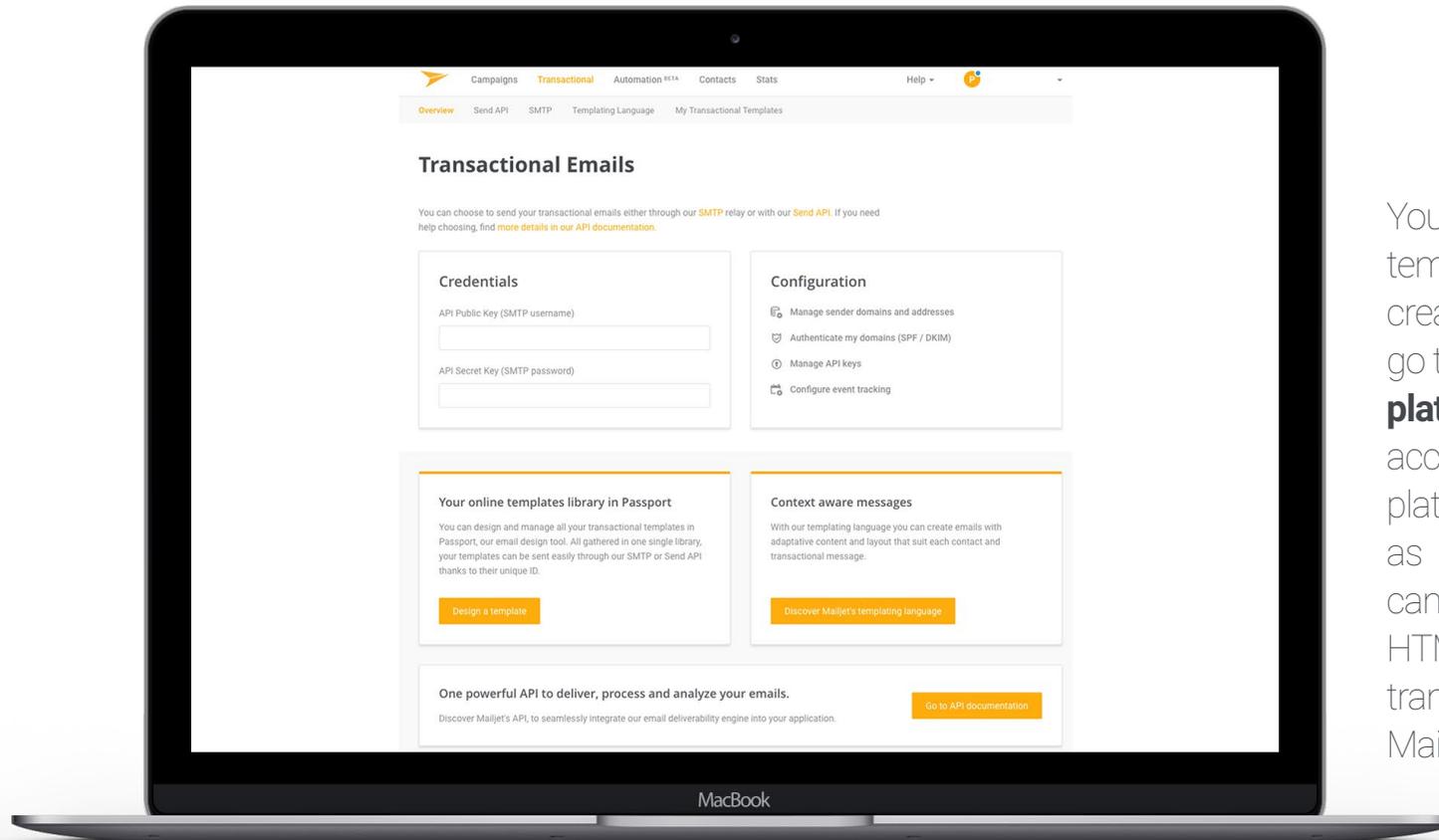
We know some SendGrid users have become accustomed to sending their marketing and transactional emails from the same platform. Don't worry, you'll still be able to do the same with Mailjet with even more options!

Mailjet's all-in-one solution is a great way to manage both your marketing and transactional emails in a single platform. Our delivery infrastructure has been designed to deliver your transactional messages at jet-speed and and you can leverage our drag-and-drop email editor, Passport, to easily create and edit responsive transactional messages too.

Just go to the Transactional page to choose whether you want to send your transactional messages through our SMTP relay or with our Send API.



03 Making The Move



You can also migrate any templates you had previously created in Sendgrid. To do so, go to **Transactional** in the **Templates** menu in your Sendgrid account and choose the template you wish to migrate. Just as we did with the marketing campaign templates, copy the HTML code and create a new transactional template in your Mailjet account.



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3.6. APIs And SMTP Relay



Using our powerful APIs, you can easily integrate triggered emails such as welcome messages and order confirmations into your app.

Another possibility is the sending via the Mailjet's SMTP relay. This way, you can send emails directly from your system without having to take care of the email delivery yourself.



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TRACKING EMAIL PERFORMANCE

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04 Tracking Email Performance



EMAIL TRACKING OPTIONS

The best way to learn what works and what doesn't in your email campaigns is by using data. With our tracking capabilities, you'll be able to better understand your customers and create even more successful emails by learning from experience.

For example, you'll want to take a look at your open and click rates to see the success of your subject lines and calls-to-action. You can also view the list of recipients that opened your email. These tracking options are automatically activated for all new accounts, so you don't have to do anything to start tracking. If you'd like, you can choose [to use your own domain to track opens and clicks](#). If you want to change these settings, you can do so in the Account Preferences page.



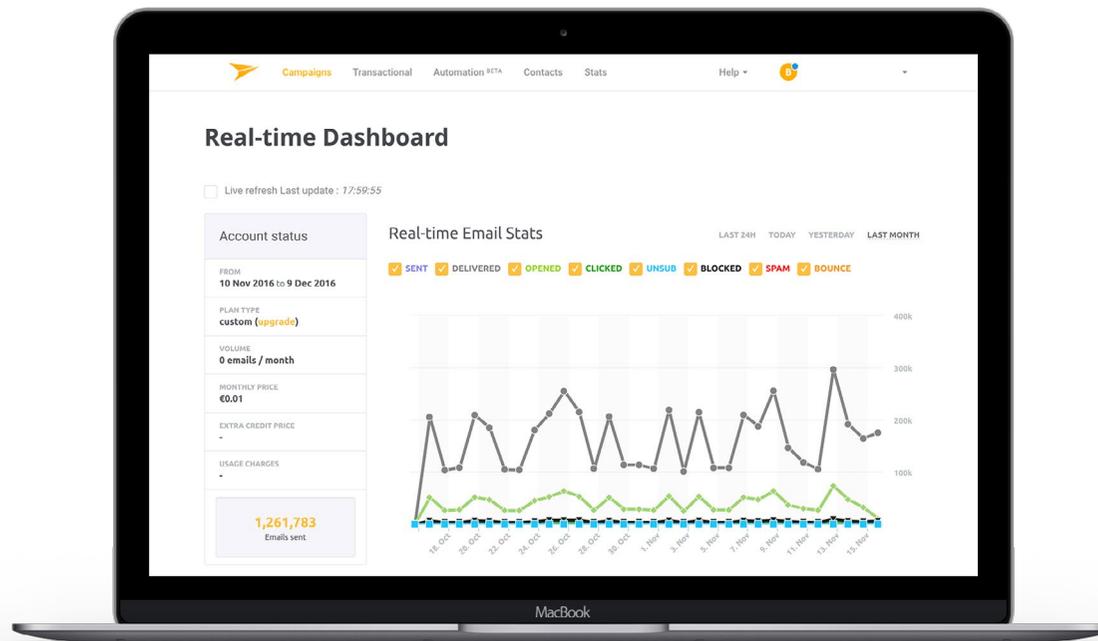
04 Tracking Email Performance



ENJOY LIVE ANALYTICS

After sending your newsletter, visit Mailjet's powerful real-time analytics dashboard. From there, you can track and analyze your stats as they unfold. Basically, it will be your personal email control tower, where you'll see your sent emails, opens, clicks and more. This is your very own control tower from which you can track and analyze your stats. Just sit back and watch it all unfold before your eyes: sent emails, opens, clicks and more.

Pre-flight Check: For a detailed explanation of the Email Statuses, head over here : [Email Statuses](#).



What's next ?



You've made the move, you've tried out some of our tools and you've sent your very first campaign. Congratulations!

But you've also only scratched the surface of the email possibilities with Mailjet. There's so much more to uncover and lots of really useful features to try, to fully benefit from our all-in-one service and boost your email marketing strategy. If you want to discover everything you can do with Mailjet, just head on over to our [documentation](#) and [FAQ](#) sections.

You can also learn more about email marketing and improve your strategy by taking our Email Marketing fundamentals course at [Mailjet Flight Academy](#), signing up to our newsletter and regularly visiting our [blog](#) for the best news, tips and advice.

Last but not least, if you have any questions or issues as you continue to get up to speed, our [Support Team](#) is here to help you out, 24/7.

Happy Sending!



About Us

ONE SOLUTION TO POWER YOUR EMAIL

Accelerate Your Business With Marketing
And Transactional Email.

PARIS
NEW YORK
LONDON
BERLIN

Mailjet has offices worldwide.

100K+

customers and partners
across the 150 countries.

Mailjet is an all-in-one solution to send, track and deliver both marketing and transactional emails. Its cloud-based infrastructure is unique and highly scalable with a proprietary technology that optimizes email deliverability. Mailjet can be accessed either via an easy-to-use online drag-and-drop interface or via APIs that allow developers to integrate its features within their online app or service, or its sophisticated SMTP relay.



References

LEADING BRANDS TRUST MAILJET





www.mailjet.com

