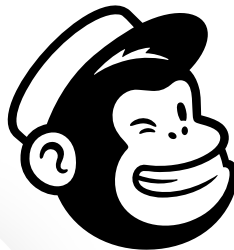


State of Email Service Providers

Learn what ESPs are most popular with your peers—and why some ESPs are better suited to your needs than others.

The Oracle logo, consisting of the word "ORACLE" in a red, uppercase, sans-serif font, enclosed within a white circular background.

ORACLE®

The Salesforce logo, featuring the word "salesforce" in a white, lowercase, sans-serif font, enclosed within a blue cloud-like shape, which is itself inside a white circular background.

salesforce



A marketer's email service provider is the cornerstone of their email program. It's their most critical tool and a major budget item—so it's really important to find the right fit.



Marketers have hundreds of email sending tools to choose from, so how do you know what's best for *your* company?

What's best for a centralized or decentralized team? What if you regularly send out emails in multiple languages? Is there a better ESP for nonprofits that differs from the best one for financial services companies?

In our second annual State of Email Service Providers report, we take a look at the top ESPs by team size and structure, location, industry, send frequency, and email program details. We'll also take a look at how many ESPs brands use, depending on their team size and structure. Plus, along the way, we've asked some of the top ESPs to chime in on what makes them a great tool for marketers like you.

All of this is made possible by the 3,000+ marketers who generously took the time to take our 2019 State of Email Survey and share their insights with the industry.

Litmus Works Where You Do

No matter what ESP you use, Litmus seamlessly integrates into your workflow. Join the more than 250,000 marketing professionals who use Litmus to get high-performing email campaigns out the door, faster.

[Try Litmus for free →](#)

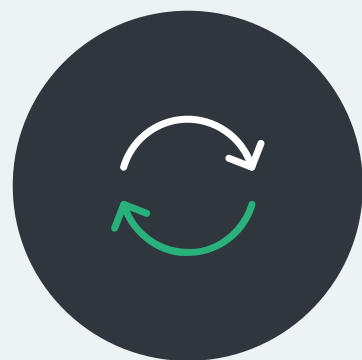


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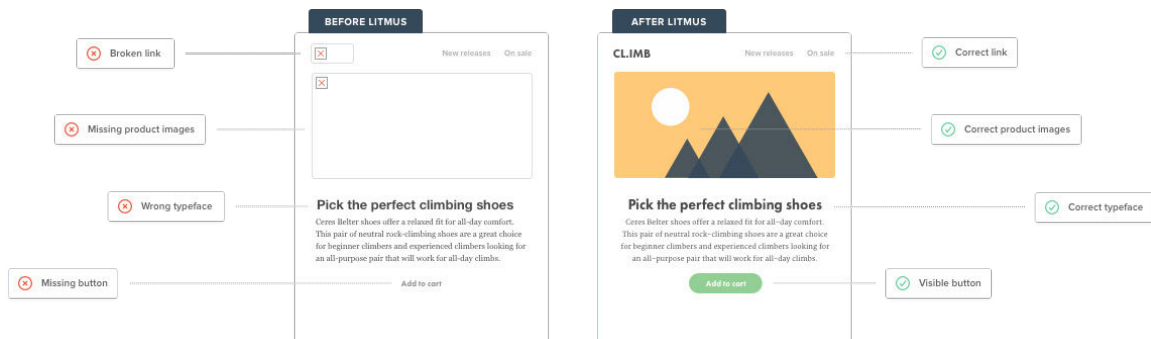


Who Is Litmus?

Litmus is passionate about email marketing research, because our mission is to help brands get access to the knowledge and tools they need to send better email. Through our industry-leading [blog](#), [Litmus Live conferences](#), [ebooks](#), [webinars](#), [Delivering Podcast](#), [Community](#), and more, we discuss best practices and explore trends to help your team stay on the forefront of the industry.

We are also passionate about software that makes creating high-performing email easy. Marketers use the Litmus Platform alongside their existing email service providers to ensure a consistently great brand experience for every subscriber, work more efficiently, accelerate campaign performance, reduce errors, and stay out of the spam folder.

Email marketing is complex. But through hands-on advice and software you can trust, we enable your team to do their best work—creating innovative, on-brand campaigns that engage and delight audiences. With the Litmus Platform, you'll have the tools and insights you need to provide your customers with an incredible email experience—and get the best results in return.



Keep Up with the Latest in Email

Join over 300,000 email marketing pros who rely on Litmus for expert advice and analysis. Sign up for our emails to get the Litmus newsletter, notifications of new reports and executive summaries, announcements of upcoming webinars and events, and more.

[Subscribe to Litmus emails →](#)



1

The Number of ESPs Brands Use

First, how do you know how *many* ESPs you should be using? That answer isn't always just one. Some companies—depending on their size or team structure—use more than one.

Maybe your program is set up in a way that requires more than one ESP to handle different email types: one for marketing emails, one for transactional and triggered emails. Or perhaps your company is decentralized, and teams that serve different verticals or locations have needs that are so different they each require their own ESP.

No matter what your company looks like, take a look at your needs and benchmark your program against your peers to determine how many ESPs you should use to run your program the way you need.

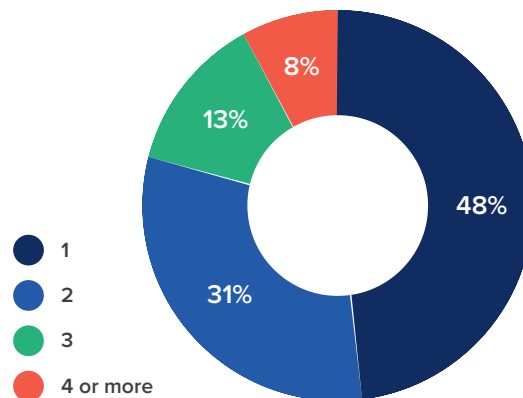
By Company Size

Depending on how large your company is, you might need multiple ESPs to handle different types of emails or for different teams. The larger the company, the more likely it utilizes multiple ESPs. Nearly half of email marketers stick to one ESP, though, no matter their size.

Number of ESPs Used by Small Businesses

Percentage of brands with fewer than 100 employees using 1-4+ email service providers.

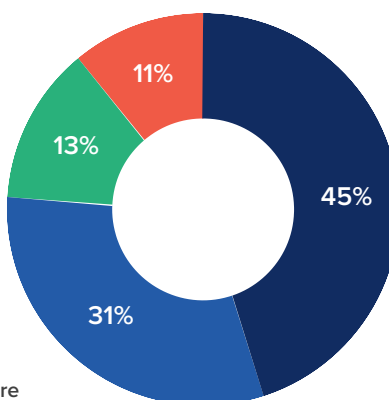
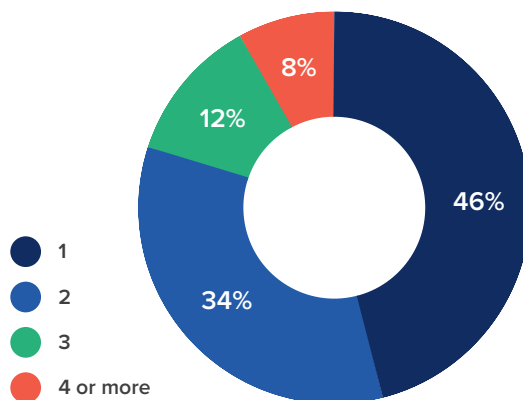
617 respondents



Number of ESPs Used by Mid-Sized Businesses

Percentage of brands with 100-1,999 employees using 1-4+ email service providers.

732 respondents



Number of ESPs Used by Large Businesses

Percentage of brands with 2,000 or more employees using 1-4+ email service providers.

395 respondents

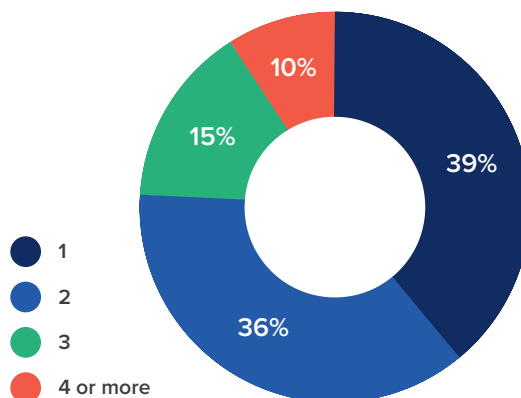
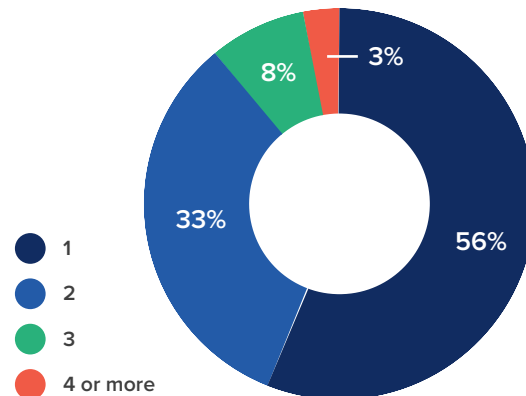
By Team Structure

How your email team is structured can determine how many ESPs you need, too. While the majority of [centralized email organizations](#)—teams that are set up as a core group handling the entirety of a brand's emails—only use one ESP, decentralized teams are more likely to use a range of ESPs to get emails out the door.

Number of ESPs Used by Centralized Teams

Percentage of brands with centralized teams working across multiple business functions, geographies, or products using 1-4+ email service providers.

886 respondents



Number of ESPs Used by Decentralized Teams

Percentage of brands with decentralized teams working on separate products or in different countries using 1-4+ email service providers.

419 respondents

2

The ESPs Your Peers Rely On

The number of ESPs to choose from is in the hundreds. Now more than ever, the market is saturated with choices that fit every niche and specific use. But how do you know which option is the right one for *your* company?

Take a look at your company's specific needs. Maybe you're looking for the best ESP for retail companies, or perhaps you're on the lookout for the top ESPs among brands that use interactivity or dynamic content. You might even be looking for a little bit of both.

We asked 3,000+ email marketers what ESPs they use based on their team size and structure, location, industry, send frequency, and the techniques they use in their emails, such as dynamic content and interactivity. Take these top ESPs ranked by your peers and consider them against your company's unique business needs and team requirements to either ensure you're on the right track with your current ESP—or start finding a new one.

Overall

Across all team sizes, geolocations, and industries, these are the top 10 ESPs used by your peers.

Top ESPs Overall

Which email service provider(s) does your company currently use to send its marketing emails?

👤 1,840 respondents



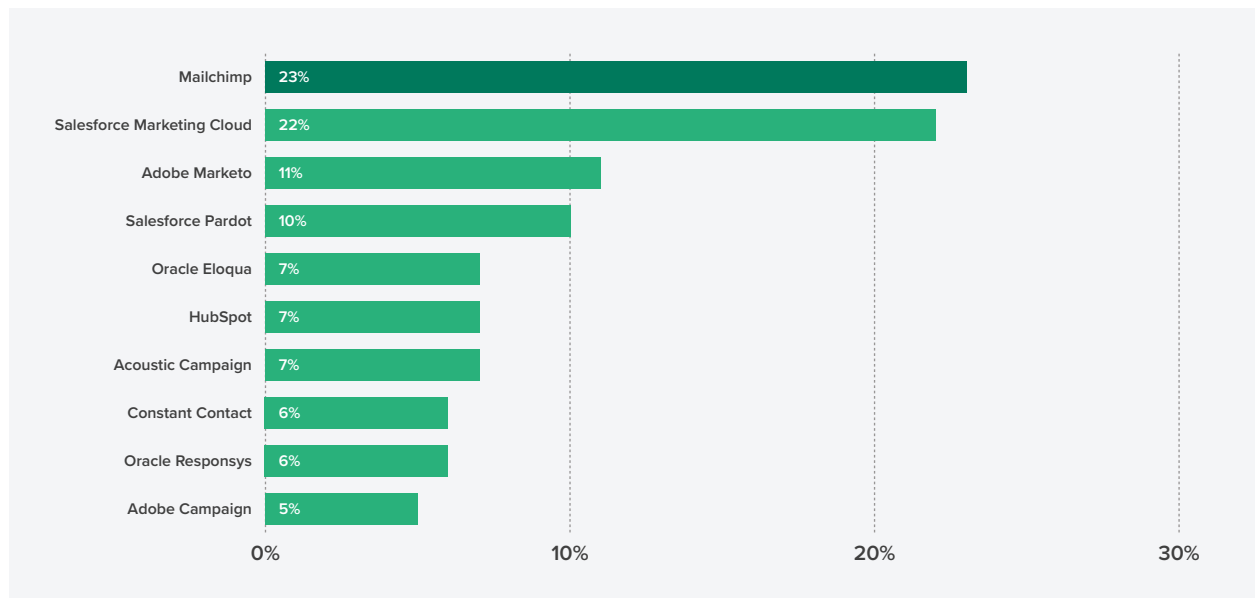
By Geolocation

What makes an ESP better for a certain geolocation? Maybe it's because they provide local language support or they're compliant with local laws and regulations (like GDPR) that others might not follow.

Top ESPs in US & Canada

Percentage of brands in the United States and Canada using each email service provider.

 1,226 respondents



Litmus Seamlessly Integrates with the ESPs You Love Most

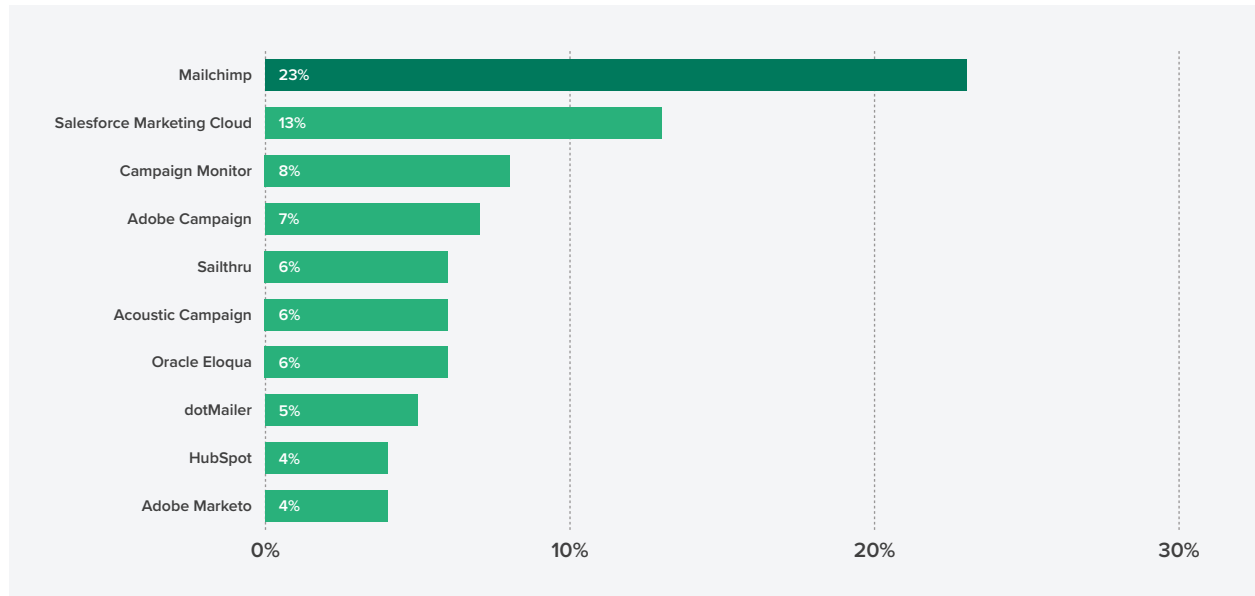
Stop switching back and forth between Litmus and your ESP. There's a whole set of integrations available with Litmus—each of them designed to eliminate the risk of errors and automate manual steps that slow down your workflow.

[Learn how to use Litmus with your ESP →](#)

Top ESPs in UK & Europe

Percentage of brands in the United Kingdom and Europe using each email service provider.

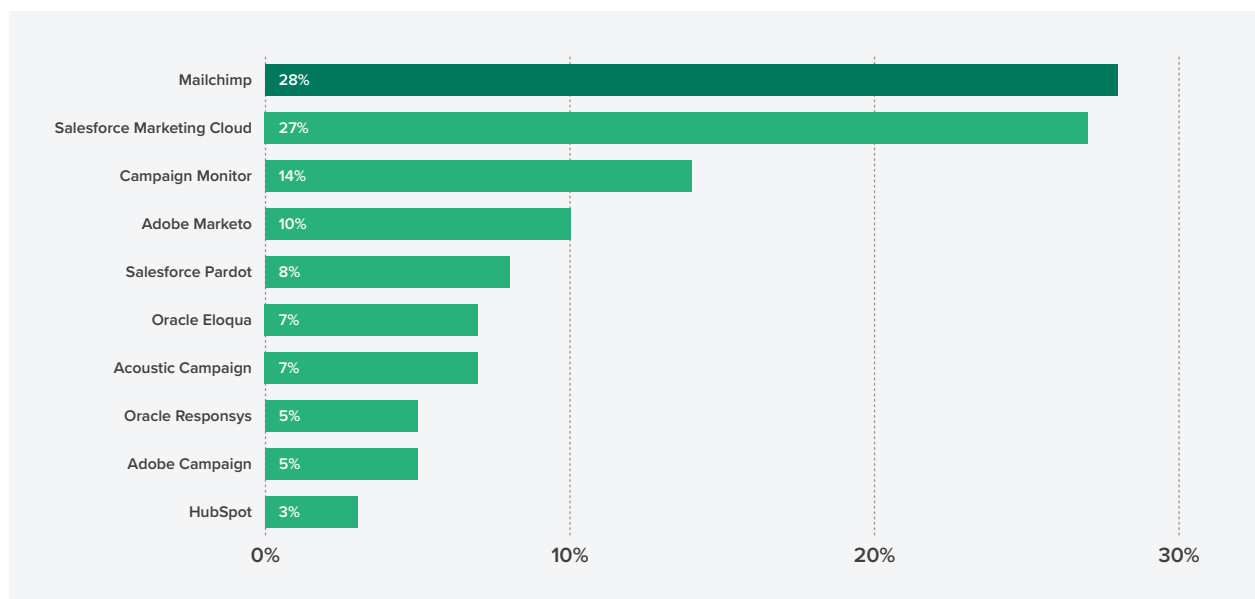
 339 respondents



Top ESPs in Other Locations

Percentage of brands in locations other than the US, the UK, Canada, and Europe using each email service provider.

 116 respondents



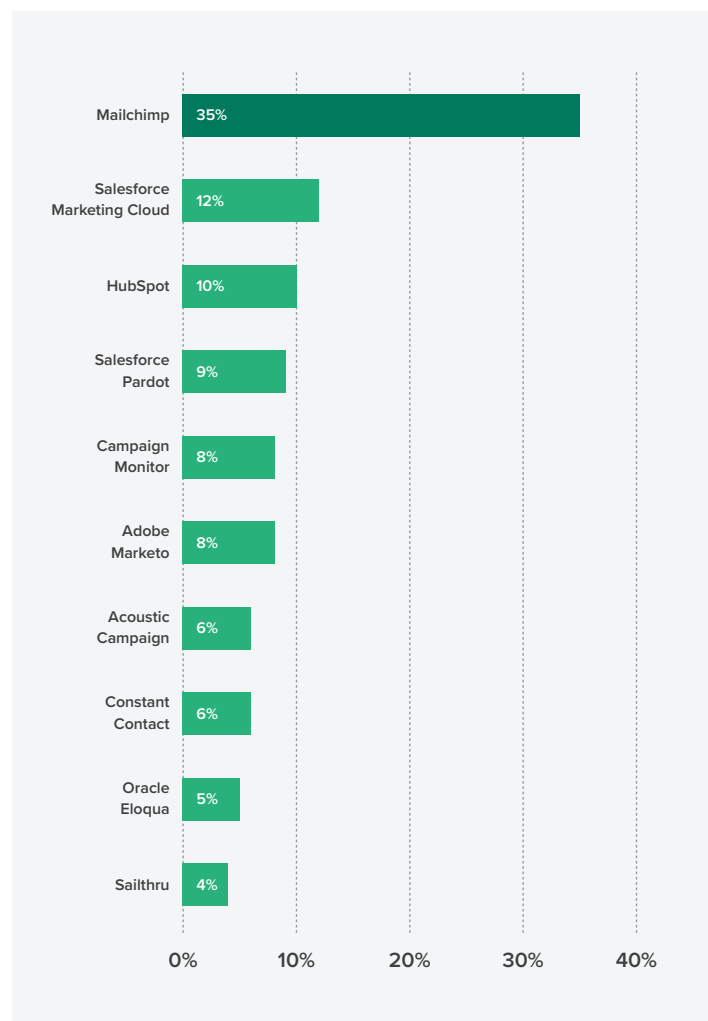
By Company Size

When your company grows, the requirements for your ESP might change. We found that Mailchimp was more popular among small businesses (those with less than 100 employees) and Salesforce Marketing Cloud is at the top for both mid-sized (100-1,999 employees) and large (2,000+ employees) businesses.

Top ESPs Among Small Businesses

Percentage of brands with fewer than 100 employees using each email service provider.

 625 respondents



Why is your tool a great fit for small businesses?

"Mailchimp's email tools were built for small businesses. With a low barrier to entry and a high ROI, email is vital for any business that wants to start 1-to-1 conversations with customers. No matter how big your marketing team is, anyone can create highly-personalized, targeted, and professional emails quickly and effectively."



Sean Fletcher
Product Marketing Manager

"Salesforce provides powerful tools for email marketers, allowing small teams to scale their marketing efforts by leveraging drag-and-drop tools, mobile-optimized templates, and AI to create highly-personalized, great looking email campaigns that easily integrate with other channels."



Stephanie Glenn
Area Vice President

"There are three key elements to great email marketing—easy creation to capture the right message, strong reputation to avoid spam and get into the inbox, and most important, being able to use data to send the right message at the right time. At HubSpot, we know our customers need us to nail all three for them to win."

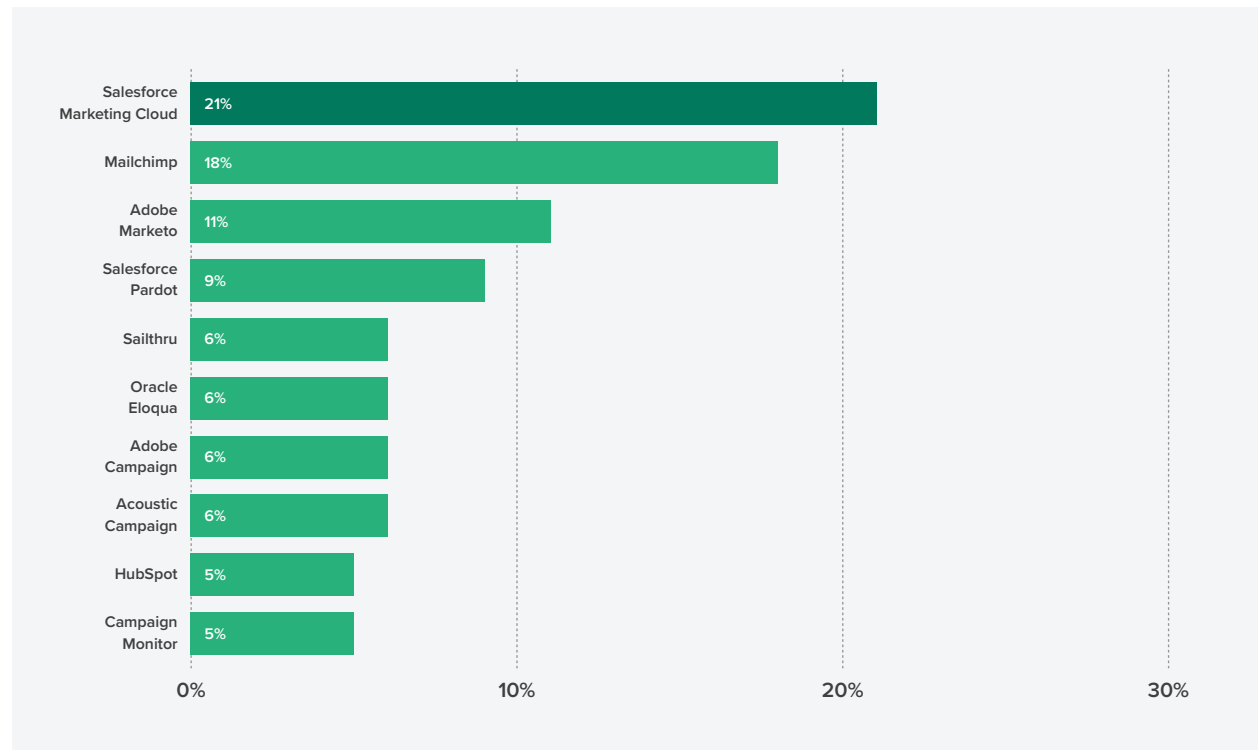


Nicholas Holland
VP of Product

Top ESPs Among Mid-Sized Businesses

Percentage of brands with 100-1,999 employees using each email service provider.

 739 respondents



Why is your tool a great fit for mid-sized businesses?

"Salesforce provides the perfect email platform for marketing teams who want advanced functionality that is easy to use. By leveraging AI for content recommendations, engagement scoring, and send frequency, marketers are able to manage large audiences and create highly-personalized messages across the entire customer journey."



Peh Teh

Senior Vice President,
Product Management

"While Mailchimp's email tools were built with small businesses in mind, we continue to refine our features to be powerful enough to flex as companies grow. Mailchimp has everything—including automations, deep integrations, and real-time analytics—that growing marketing teams need to keep an audience engaged."



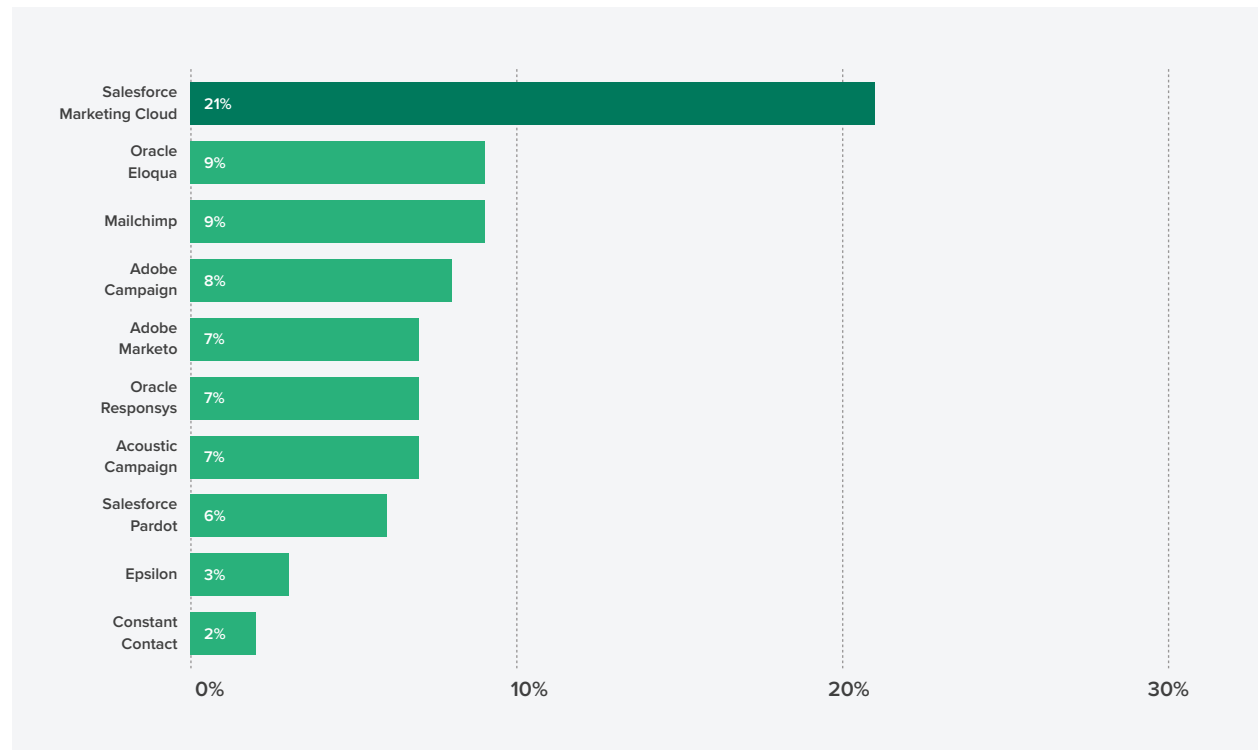
Sean Fletcher

Product Marketing Manager

Top ESPs Among Large Businesses

Percentage of brands with 2,000 or more employees using each email service provider.

632 respondents



Why is your tool a great fit for large businesses?

"Salesforce's open and customizable platform allows enterprises to activate data from any source or department to create personalized emails at scale. Along with embedded AI, marketers can use complex coding or drag-and-drop tools to create sophisticated campaigns, while integrating with other marketing and advertising channels."



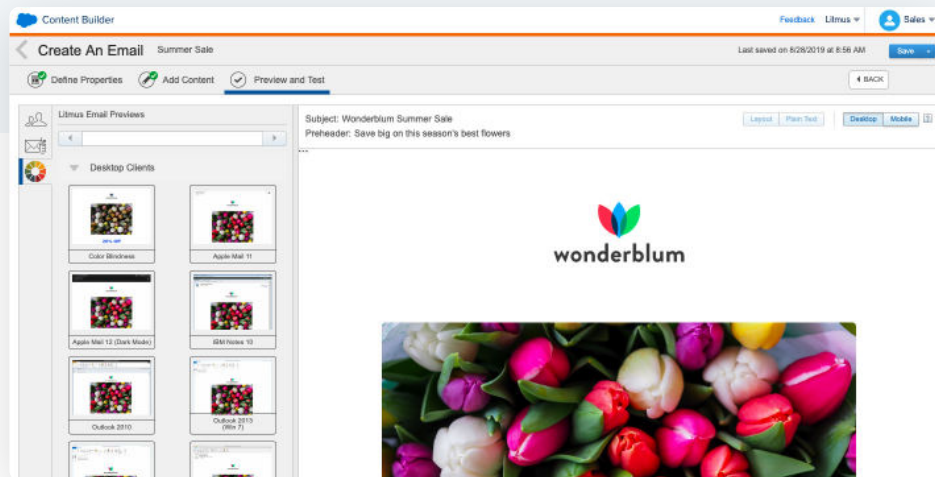
Marla Thompson

Senior Vice President and
General Manager



Litmus + Salesforce Marketing Cloud

Access the power of Litmus directly inside Salesforce Marketing Cloud to view real-time previews in dozens of popular email clients and devices, so you can create better email, faster.



Streamline email production.

Save time by viewing Litmus Email Previews inside of Email Studio and Content Builder with no need to switch between tools. Plus, customize which email clients and devices you want to preview based on what your audience uses.

Improve email quality to maximize results.

Every email has more than 15,000+ possible renderings. Catch potential errors before you send to improve email campaign performance.

Test common personalization and dynamic content variations.

Ensure your emails look great for every subscriber—no matter their unique personalization and data requirements.

“With the Litmus Salesforce Marketing Cloud integration, we’ve cut our email QA time by over 50%, giving us time to focus our efforts on segmentation and other strategic campaign development opportunities.”



Adam MacDonald

Director of Campaign Management,
DEG, Linked by Isobar

[Learn more about Litmus and Salesforce →](#)

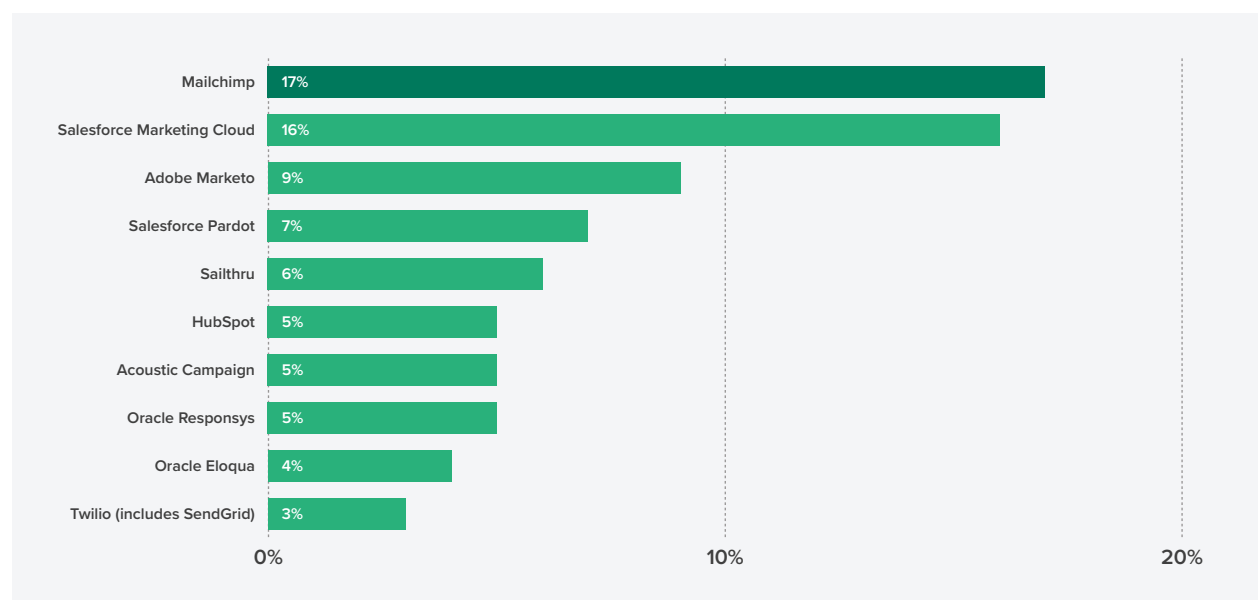
By Team Structure

Certain ESPs are better suited for teams spread across business functions and locations than others. We found centralized teams have a slight preference for Mailchimp (17%) while decentralized teams favor Salesforce Marketing Cloud (25%).

Top ESPs Among Centralized Teams

Percentage of brands with centralized teams working across multiple business functions, geographies, or products using each email service provider.

 899 respondents

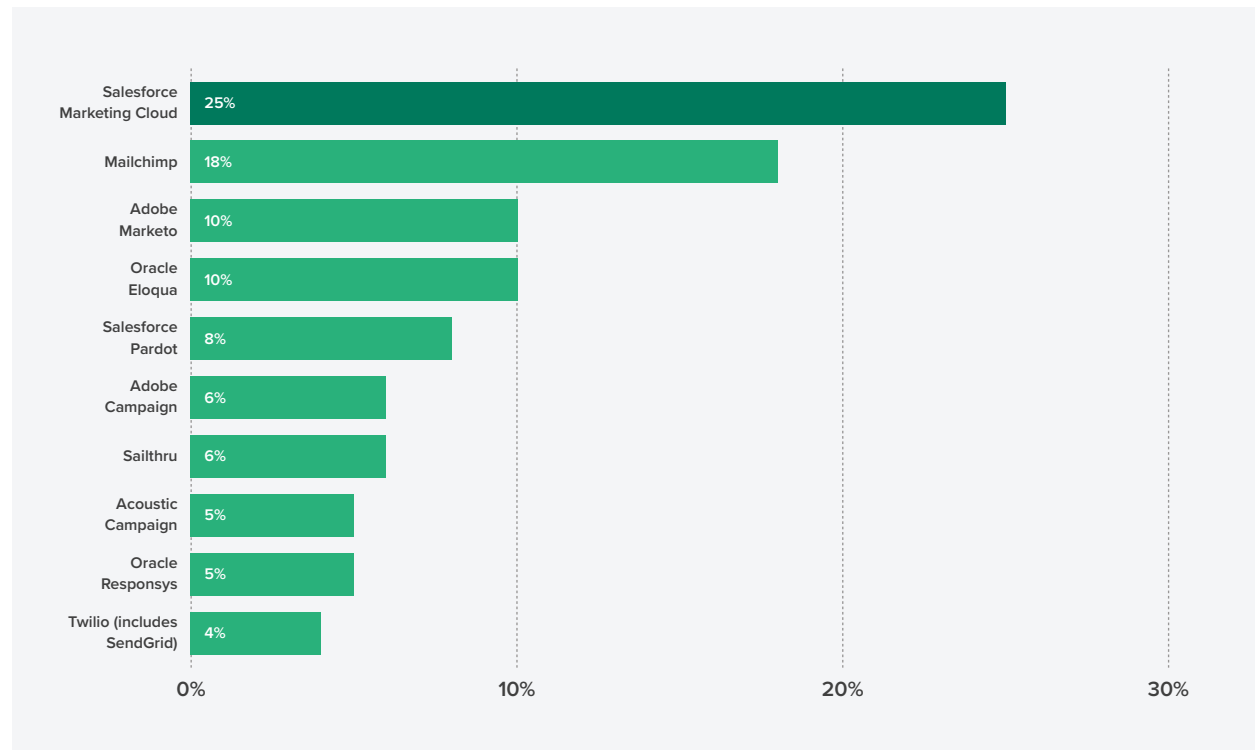


Not sure which team structure is the right one for your company? Check out our blog post, [“Organizing Email Teams: Centralized vs. Decentralized Team Structures,”](#) to learn more about the benefits and drawbacks of each approach—and start structuring your team for long-term success.

Top ESPs Among Decentralized Teams

Percentage of brands with decentralized teams working on separate products or in different countries using each email service provider.

👤 428 respondents



Why is your tool a great fit for decentralized teams?

“Salesforce enables corporate marketers to work seamlessly with their team across the organization to deliver personalized, on-brand content. The platform allows teams to easily collaborate by sharing content, data, and journeys across business units and create testing and approval processes to meet brand standards.”



Peh Teh

Senior Vice President,
Product Management

“Our all-in-one Marketing Platform allows your email team to focus on emails, your design team to work directly in the content studio, and your finance team to keep tabs on how much customers are spending on your products. When all your people get to focus on doing what they do best, you’ll reach your goals faster.”



Sean Fletcher

Product Marketing Manager

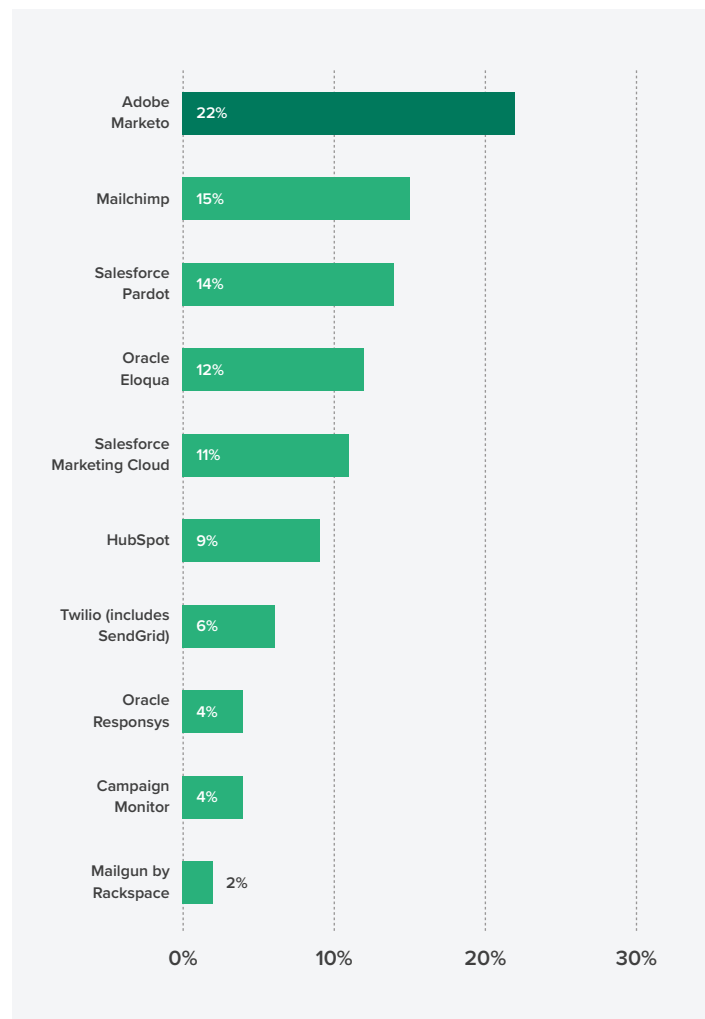
By Industry

Different industries have different business needs. Maybe retail companies really need an SMS push integration, but that's not so important for a financial services brand. Though Salesforce Marketing Cloud and Mailchimp top the lists for nearly every industry, take a look at the other eight for each—some may surprise you!

Top ESPs Among Technology Companies

Percentage of brands in the software and technology industries using each email service provider.

 283 respondents



Why is your tool a great fit for technology companies?

“ Our API allows customers to send emails based on custom event data and end user actions. For example, if a user downloads your app or performs a specific action within it, you can send them messaging that's relevant to that behavior. It's just another way Mailchimp helps you get the right messages to the right people at the right time. ”



Sean Fletcher

Product Marketing Manager

“ Software & Technology customers use Salesforce to engage buyers, close deals, and grow buyer relationships. With Einstein Campaign and Account Insights, customers can understand what content and segments are best performing across the buying lifecycle. This enables marketers to drive broad & account based strategies to deliver personal engagements. ”



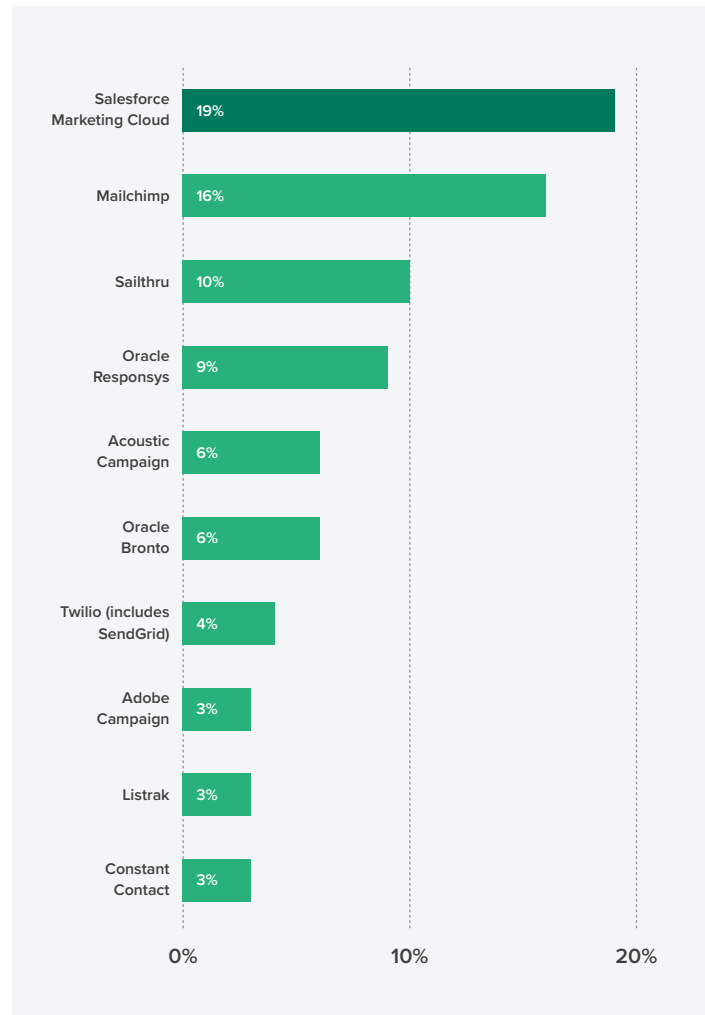
Jeff Roy

Area Vice President

Top ESPs Among Retail Companies

Percentage of brands in the retail, ecommerce, and consumer goods and services industries using each email service provider.

 357 respondents



Why is your tool a great fit for retail companies?

“Retailers trust the Salesforce email platform because of our ability to scale and leverage data from different sources to create personalized messages across the entire buyer journey. We use AI to maintain high deliverability and drive higher order values to efficiently manage the customer relationship from acquisition to building brand loyalty.”



Sean Goldstein
Senior Vice President

“From abandoned cart emails to product retargeting, Mailchimp understands e-commerce and retail companies. Our ready-built email automations will save you time and foster personal relationships with your brand. You’ll have all of your data in one place, with real-time analytics. And you can track everything—including purchase data—in your account.”



Sean Fletcher
Product Marketing Manager

“Retail brands like TechStyle Fashion Group, Matches Fashion and Tory Burch love Sailthru for its easy-to-use marketing platform that can scale with their business across channels.”

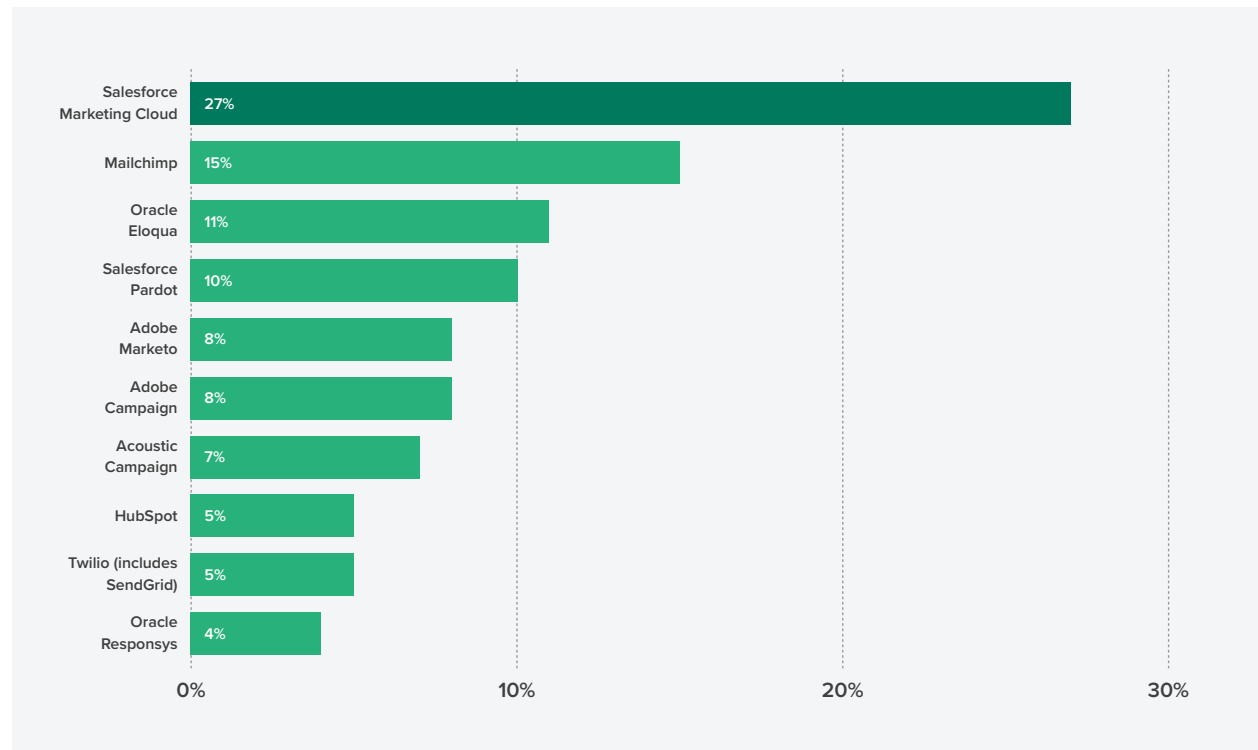


Jason Grunbrg
VP Marketing

Top ESPs Among Financial Services Companies

Percentage of brands in the financial services and insurance industries using each email service provider.

 168 respondents



Why is your tool a great fit for financial services companies?

“Financial organizations trust Salesforce as their email provider because of our dedication to security and brand compliance. We have a flexible platform that allows enterprises to control their own data and work across distributed organizations. Additionally, we help organizations manage their customer journeys across channels and departments.”

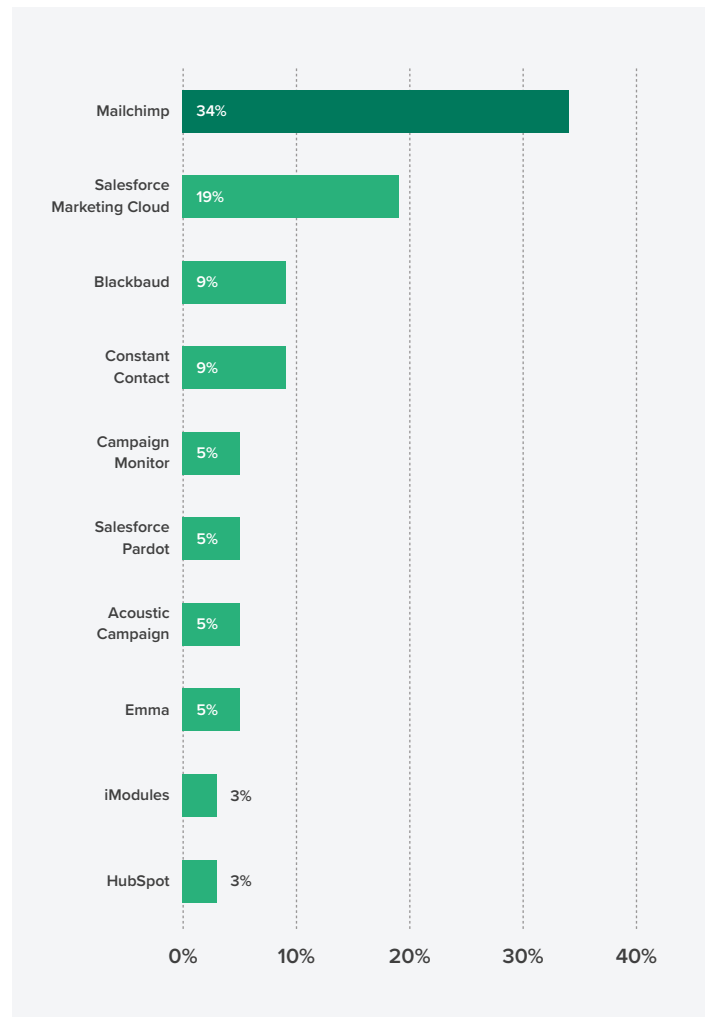


John Beauchamp
Area Vice President

Top ESPs Among Nonprofits

Percentage of brands in the nonprofit industry using each email service provider.

 151 respondents



Why is your tool a great fit for nonprofits?

"Mailchimp is free for any organizations with 2,000 or less contacts. And that's a huge advantage for a nonprofit with a small-to-nonexistent budget. Plus, our offering goes beyond email. Even in our free plan, a nonprofit can take advantage of pre-built automations, segmentation, and behavioral targeting."



Sean Fletcher
Product Marketing Manager

"Since its founding, Salesforce has given back with a 1-1-1 model which provides grants, time, and software to nonprofit organizations. Our email platform helps organizations, big or small, connect and engage with donors, recipients, and policymakers, by using drag-and-drop tools allowing them to be efficient in stretching their marketing efforts."



Luke Welch
Vice President, Global Marketing Solutions

"Blackbaud offers a state-of-the-art email marketing solution for nonprofits that integrates tightly with its constituent relationship management systems. Organizations that choose Blackbaud benefit from unmatched insights into supporter giving, interactions, and data intelligence to cultivate lifelong relationships and raise more funds for their missions."

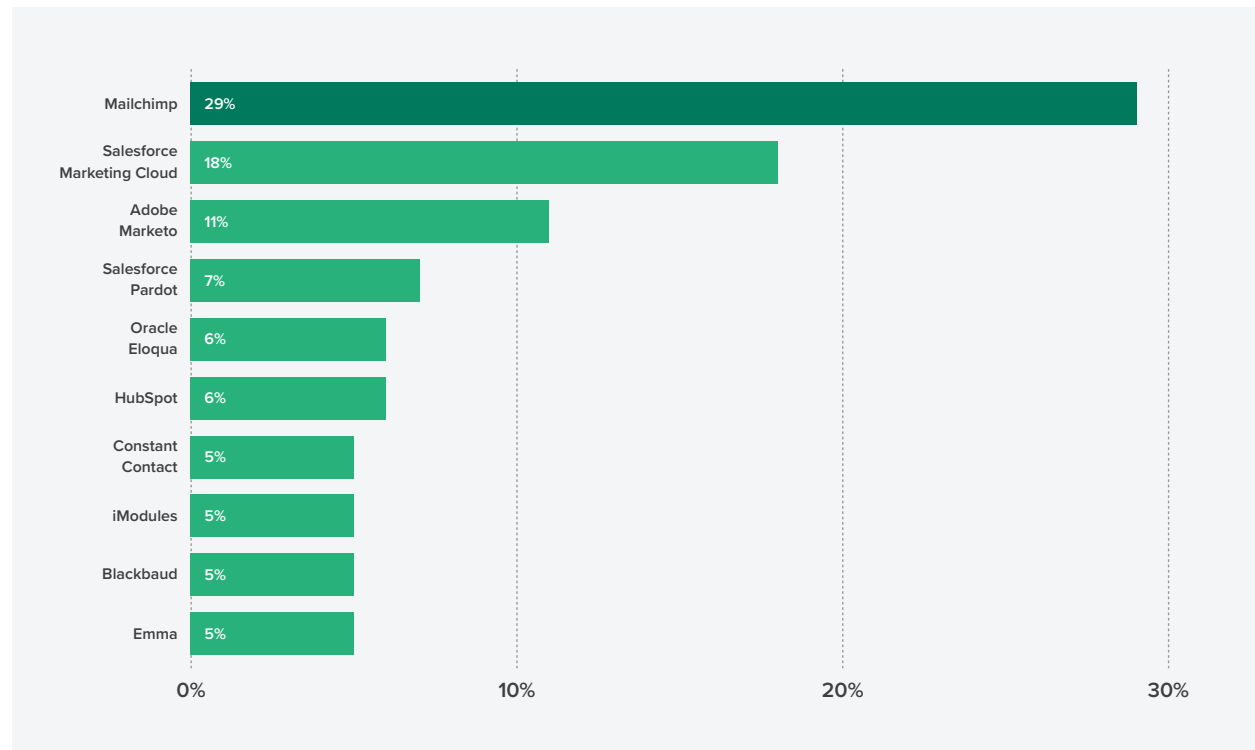


Kathryn Hall
Sr. Product Marketing Manager

Top ESPs Among Educational Companies

Percentage of brands in the education and training industries using each email service provider.

 174 respondents



Why is your tool a great fit for educational companies?

"Our date-based automations and event email templates are so useful for education customers. With Mailchimp, you can set up notifications to celebrate milestones, personalize happy birthday messages, or even just invite parents to activities. Plus, our intuitive email tools make it easy to create and schedule monthly newsletters."



Sean Fletcher
Product Marketing Manager

"Educational institutions use Salesforce for email marketing to take students, prospective students, and alumni on personalized journeys. Our flexible data structure and intuitive tools for content creation and journey management allow multiple users and teams to maximize their productivity while leveraging content to engage different audiences."

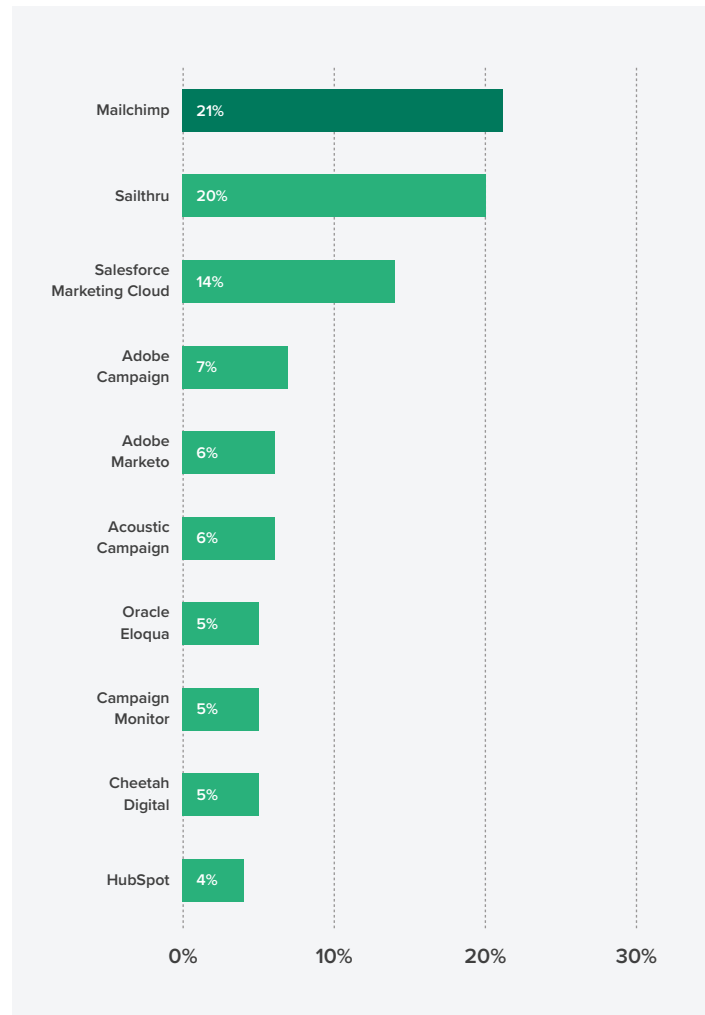


Luke Welch
Vice President, Global Marketing Solutions

Top ESPs Among Entertainment Companies

Percentage of brands in the media, publishing, events, sports, and entertainment industries using each email service provider.

 182 respondents



Why is your tool a great fit for entertainment companies?

“ With Mailchimp’s tagging and behavioral targeting tools, an entertainment company can get relevant messaging to the right people every time. Whether it’s a concert in a particular zip code or retargeting customers to upgrade a purchase, we’ve got everything you need to build strong relationships with your audience. ”



Sean Fletcher

Product Marketing Manager

“ Media companies such as Business Insider, Refinery29 and The Daily Mail work with Sailthru for true cross channel marketing with AI and personalization built in. ”



Jason Grunbrg

VP Marketing

“ With Salesforce’s advanced scripting capabilities, flexible data infrastructure, and partner integrations, we empower the entertainment industry to reach subscribers’ inboxes with great content, including selling tickets, promoting streaming services or delivering engaging and timely messages. ”



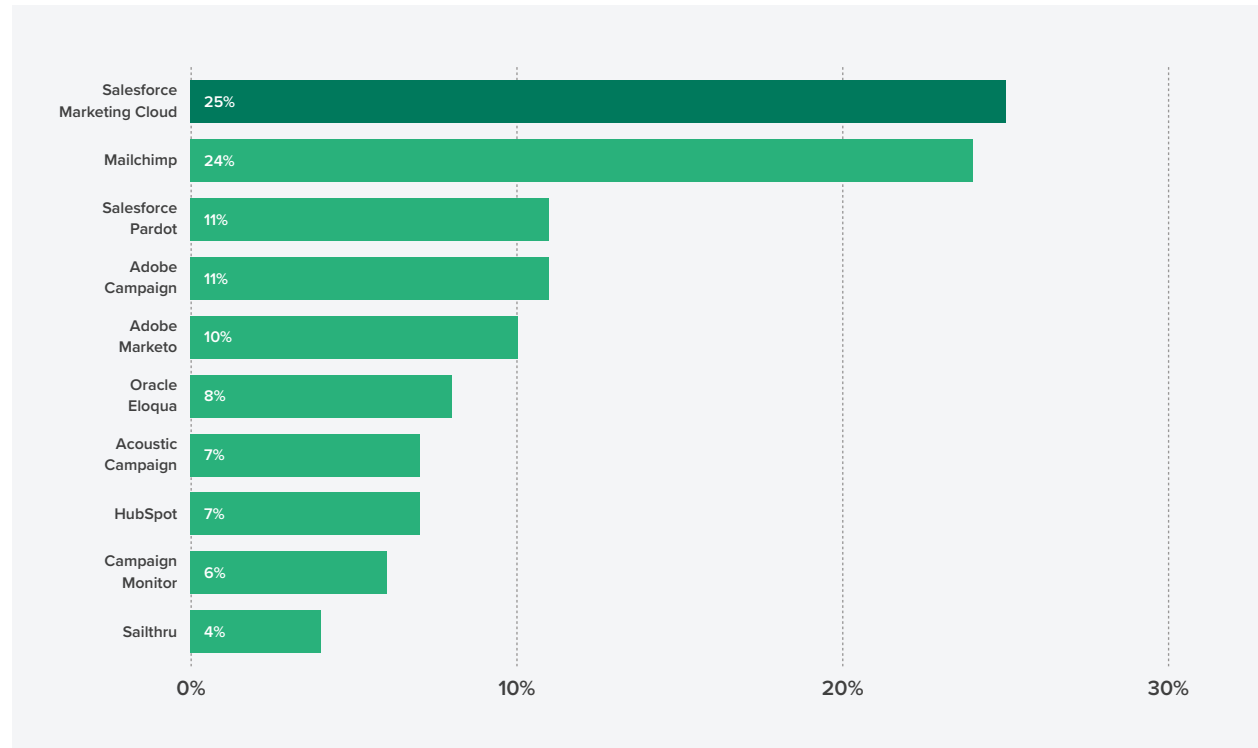
Stephanie Glenn

Area Vice President

Top ESPs Among Healthcare Companies

Percentage of brands in the healthcare industry using each email service provider.

 106 respondents



Why is your tool a great fit for healthcare companies?

"Healthcare companies are competing on the experience they are able to provide their patients, members, and HCP stakeholders. Salesforce provides healthcare companies with the tools to engage and personalize the experience for each audience across the entire customer journey. With security at the core of our platform, we provide Healthcare marketing teams the tools to keep patient data secure while using the platform and best practices of B2C marketers."

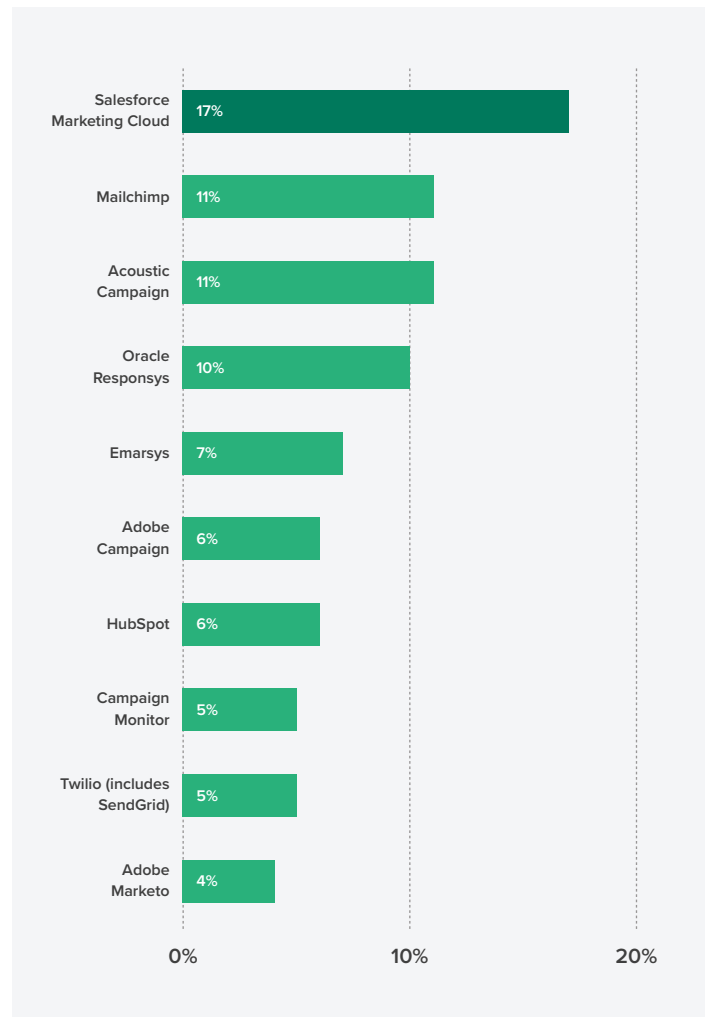


John Beauchamp
Area Vice President

Top ESPs Among Travel Companies

Percentage of brands in the travel and tourism industries using each email service provider.

 106 respondents



Why is your tool a great fit for travel companies?

“Salesforce helps email marketers in the Travel and Hospitality industries as they take their customers on journeys around the globe. With our global reach, we help organizations harness data to create personalized, real-time communications that are on-brand and can be based on travel history or future destinations, creating engaging email journeys.”



Stephanie Glenn
Area Vice President

“For customers in the travel industry, tagging and segmenting is key. You don’t want to send an email about Salt Lake City flights to a customer in New York City, after all. By taking advantage of Mailchimp’s tags and smart segments, travel businesses are better able to send highly targeted, relevant emails every time.”



Sean Fletcher
Product Marketing Manager

“Brand-consistent, captivating experiences are key to customer loyalty, especially in travel. The Acoustic Campaign email template builder and campaign design canvas enable marketers to deliver these experiences. Marketers can also use any customer data element to deliver the right offer at the right time, further boosting engagement.” [Learn more.](#)



David Miller
Director, Product Marketing

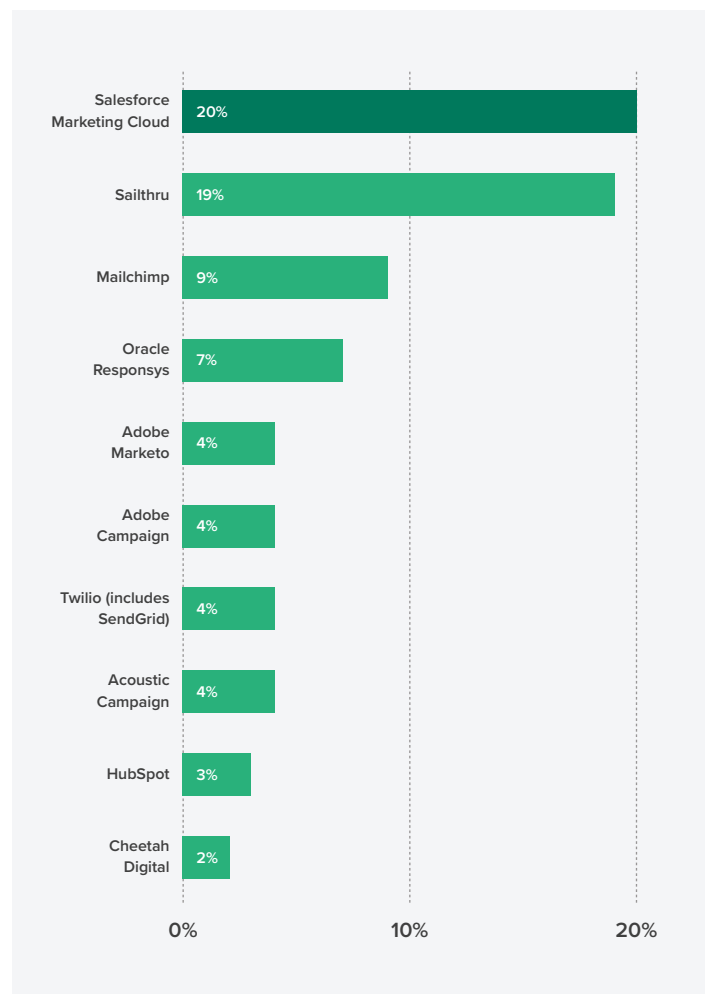
By Send Frequency

How often you're sending emails to your subscribers can affect which ESP you should choose. Whether it comes to pricing, limits, or an ESP's flexibility to help you handle multiple emails at once, take a look at how often you're looking to send emails. If it's more than four a week on average, consider looking at one of the ESPs popular amongst your high-volume sender peers.

Top ESPs Among High-Volume Senders

Percentage of brands that send their subscribers 4 emails a week on average using each service provider.

 189 respondents



Why is your tool a great fit for high-volume senders?

"Trust is Salesforce's #1 value. We have a team dedicated to security, infrastructure, and scale that is focused on ensuring that even the largest marketers' mission critical emails reach their subscribers' inbox throughout the year and especially during peak holiday shopping season."



Peh Teh

Senior Vice President,
Product Management

"Sailthru helps brands create personalized marketing for customers across channels with AI-driven technology and the best customer service in the business."



Jason Grunberg

VP Marketing

"Mailchimp sends 1 billion emails nearly every day with a 96-99% delivery rate. We have built-in domain authentication, bounce management, abuse-detection technology, and reports from ISP feedback loops. All of which is to say: we'll make sure your emails—regardless of how many you send—get into people's inboxes."



Sean Fletcher

Product Marketing Manager

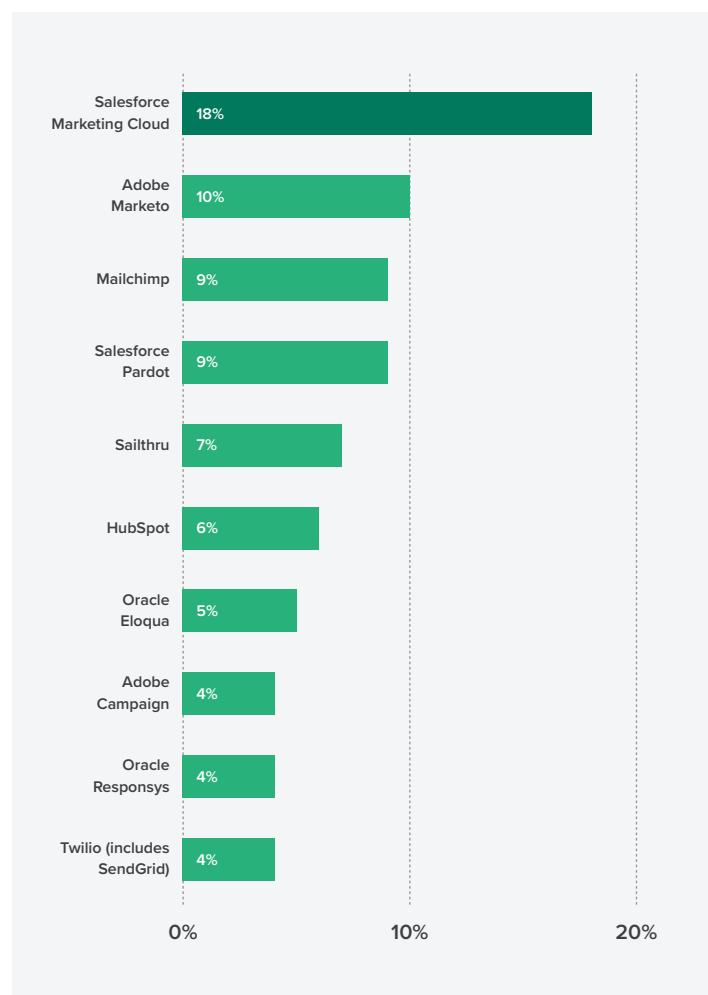
By Integration of Email With Their Marketing Stack

Email marketing is the strongest channel in your marketing mix—and if you're integrating it well with other channels, you can amplify its power. Some ESPs make it easier to do that than others.

Top ESPs Among Highly Integrated Email Programs

Percentage of brands that describe their email marketing program as highly or very highly integrated into their other marketing channels using each email service provider.

 305 respondents



Why is your tool a great fit for brands with highly integrated email programs?

"Salesforce's open platform allows marketers to leverage data from different sources, and integrate across partners, sales, service, and commerce. Marketers can trigger emails from any event and use relational data to create personalized emails at scale. We also have several integrations with other marketing, analytics, and advertising platforms."



Marla Thompson

Senior Vice President and General Manager

"Mailchimp's extensive integrations directory lets our customers connect with their favorite web services and discover new ways to improve their marketing. They can schedule an event through email, connect their store to send automated messages, and automatically share a social post based on an email."



Sean Fletcher

Product Marketing Manager

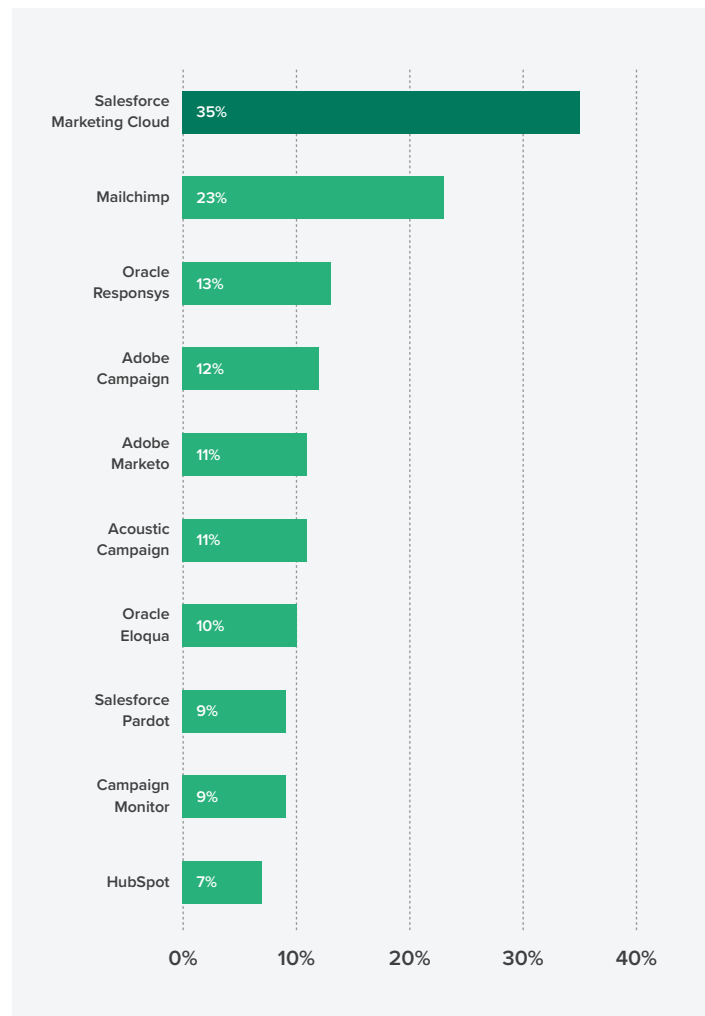
By Advanced Program Usage

Are you interested in implementing interactive elements in your emails? What about dynamic content? Or maybe you need to send out emails in multiple languages? Check out these ESPs based on your needs.

Top ESPs Among Brands That Use Interactivity

Percentage of brands that implement interactivity in their emails using each email service provider.

 376 respondents



Why is your tool a great fit for brands that use interactivity?

“ Salesforce allows marketers to create interactive email experiences by leveraging drag-and-drop content blocks. This enables brands to drive better conversions by allowing users to engage with content without leaving their inbox. ”



Joe Teplow

Senior Director,
Product Management

“ Mailchimp’s ease of use is key for interactive brands. You can quickly send an email campaign to all your social channels with a single click. And we have more than 200 integrations that let you connect your marketing to design tools, event scheduling, and your store. We love helping our users foster deeper relationships with their customers. ”



Sean Fletcher

Product Marketing Manager

“ Oracle Responsys, the core of Oracle CX Marketing, simplifies sophisticated marketing, empowering brands to deliver kinetic email messages with ease. Marketers can design and edit interactive content with drag-and-drop visual editors, and reduce production steps by saving personalization settings for use in future campaigns. ”



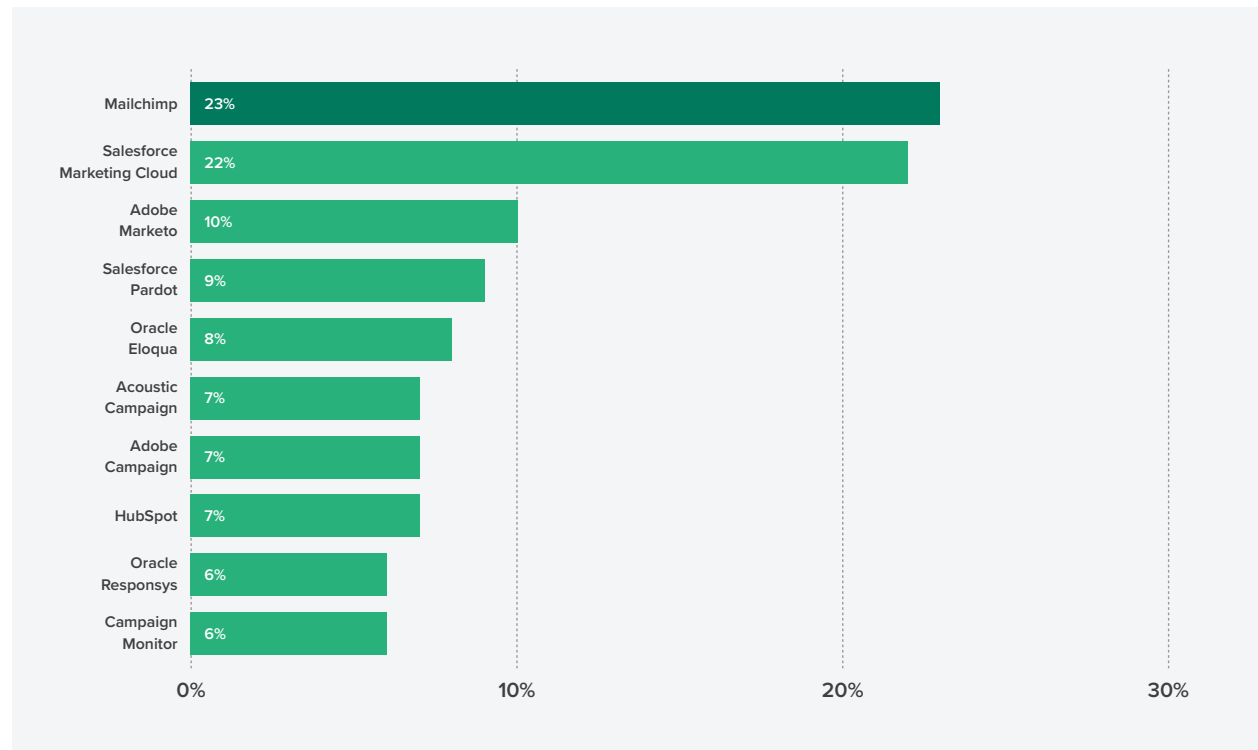
Steve Earl

Senior Director, Oracle Cloud
Business Group

Top ESPs Among Brands That Use Dynamic Content

Percentage of brands that use dynamic content in their emails using each email service provider.

 1,651 respondents



Why is your tool a great fit for brands that use dynamic content?

"Merge tags are a great way to start personalizing your emails by bringing contact data directly into your marketing content. You can start by organizing your audience, adding tags based on what you know about them, or apply tags automatically when someone signs up on your landing page. Then you can use the data you compile in our Marketing CRM to target important segments of your audience and deliver marketing crafted just for them."



Sean Fletcher
Product Marketing Manager

"Dynamic content is a key element to scaling an email program and Salesforce provides users the tools and templates to let the data drive the content based on audience, actions, or marketing rules. By creating dynamic content marketers can personalize emails and use our preview and test tool to validate all of their targeting logic prior to sending."

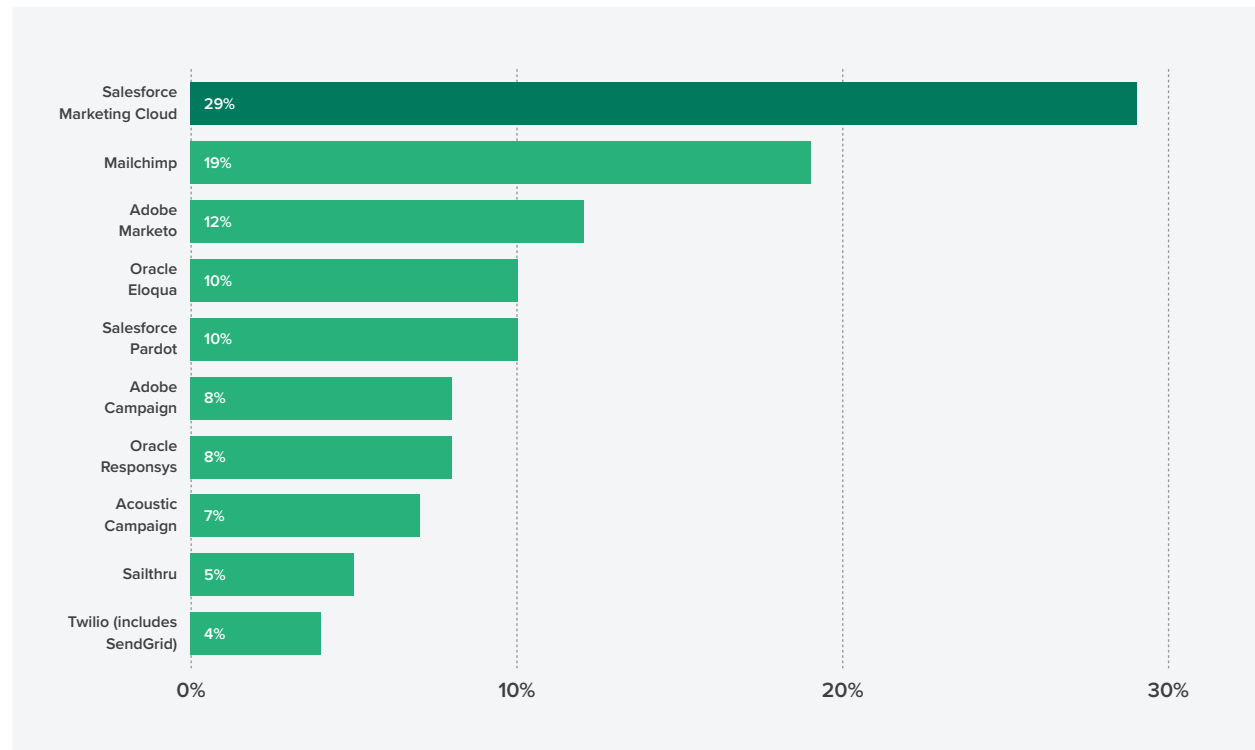


Jeff Baker
Senior Director, Product Management

Top ESPs Among Brands That Send Emails in Multiple Languages

Percentage of brands that send emails in multiple languages using each email service provider.

 420 respondents



Why is your tool a great fit for brands that send emails in multiple languages?

"With our enhanced dynamic content, Salesforce empowers email marketers to upload content in multiple languages so marketers can create and send one email with multiple versions, speaking to the subscriber in their preferred language. We also provide preview and validation tools to easily check content prior to sending."



Jeff Baker
Senior Director, Product Management

"There are a couple ways Mailchimp can serve your multi-lingual brand. Using a translation merge tag will let you translate to a preferred language through Google Translate. And if you store a customer's language preferences in our Marketing CRM, you can use a conditional merge tag that will translate each email based on those preferences."



Sean Fletcher
Product Marketing Manager

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How to Use the Insights from This Report

Marketers have [hundreds of email sending tools](#) to choose from—so finding the right fit can feel like an impossible task. This report can provide a great starting point on the quest to find the perfect ESP for your brand. Cross-compare our Top 10 lists in this report to close in on the most popular tools among brands similar to yours. For example, if you're a large ecommerce brand with a heavily decentralized team, check out the top tools in those three categories and create a list of three to five popular ESPs you'd like to look into in more detail. Checking out the ESPs' websites and case studies of happy customers will provide further insights into whether or not a tool could be a good fit for your team.

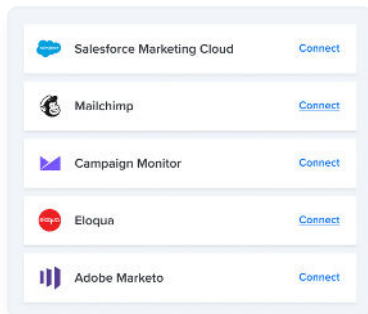
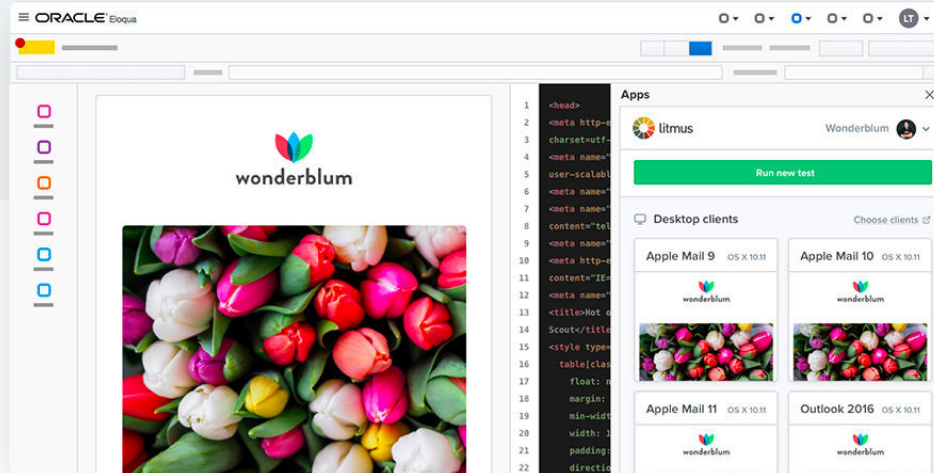
Keep in mind that this report is not meant to be a substitute for a thorough ESP search or [request for proposal \(RFP\) process](#). These listings provide a snapshot of user market share in 2019, but do not consider past changes in market share, the strength of future offerings, your team's unique requirements, or a myriad of other factors that may be critical to comparing or selecting an ESP. For those reasons and others, these listings should not be considered as an endorsement or recommendation of one ESP over another.

Finally, don't forget that the ESP industry is heavily fragmented and new products are introduced all the time. This means you have lots of choices outside of the top 10, including up-and-comers, innovators, and true bargains.

Litmus works alongside any email service provider and is proudly ESP-agnostic.

Litmus Works Where You Do

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ESP Integrations

Access Litmus Email Previews inside hundreds of popular ESPs as a final quality check before pressing send.

ESP Syncing

Seamlessly transfer code from Litmus Builder to an ESP with a single click and automatically sync any code changes to that ESP once connected. ESP Syncing is available for:



Litmus Chrome Extension

Preview, test, and troubleshoot emails alongside an ESP's builder or a standalone code editor directly on your desktop—and eliminate the need to switch between tools.

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About Litmus



Litmus helps more than 250,000 marketers make email better. They use the Litmus Platform alongside their existing email service provider to ensure a consistently great brand experience for every subscriber, work more efficiently, accelerate campaign performance, reduce errors, and stay out of the spam folder. For more information about Litmus and the latest email news and trends, visit www.litmus.com.



About the author



Whitney Rudeseal Peet is the Digital Marketing Specialist at Litmus. Her average day at work involves writing and editing Litmus' content in addition to wrangling social media across multiple platforms. When she's not at her desk, you can find her reading a good book, enjoying a glass of wine, and planning her next trip to London.



About the designer



Chase Carpenter is a Junior Designer at Litmus. With a passion for simple illustration, subtle detail, and concise visual-communication, he strives to make the Litmus brand as approachable and memorable as it can be. When away from his computer, he can be found venturing out into the mountains around Salt Lake City to meditate or taking in a baseball game with a beer.

