



Integrate Amazon SES with Agile CRM

How-To Guide

Setting up the Amazon SES Integration



Agile CRM's integration with Amazon SES will allow you to send emails using Amazon's state of the art infrastructure and technology. Your business can now send transactional emails, promotional emails, newsletters or any other email.

How does this work?

When you send an email from your email client or any other application, the email leaves your computer and goes to an outbound server that was setup either by your company or your internet service provider (ISP). When the outbound server receives your email, it formats the email to comply with email standards and then sends it off to the internet. The email travels through the internet until it finds the incoming server of the recipient. This could be the recipient's ISP or company server. The incoming server then delivers the email to the intended recipient.



Image courtesy: Amazon's Developer Guide

Why should you use Amazon SES?

Sending emails to a large customer base means building an efficient (and very costly) infrastructure which in turn means dealing with challenges such as a server for email management, network configuration, IP address reputation and more. Agile CRM's integration with Amazon SES removes this overhead for Small Businesses. Amazon built their email system to serve their own customer base following which they opened it up for the rest of the world to use. You can now benefit from Amazon's sophisticated email infrastructure built over years of experience. More importantly, you can also cut all costs required to build an expensive email infrastructure of your own.

Setting up Amazon SES to work with Agile CRM

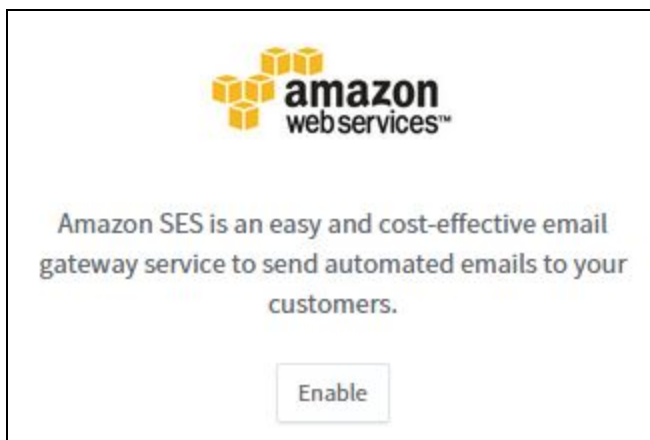
Step 1: Create an account with Amazon SES



The screenshot shows the Amazon SES sign-in page. At the top left is the Amazon Web Services logo. Below it, the text reads "Sign In or Create an AWS Account". A question asks "What is your e-mail or mobile number?". Below this is a text input field containing "bjorn@spacetek.com". There are two radio button options: "I am a new user." (which is selected) and "I am a returning user and my password is:". Below the second option is a password input field. A button labeled "Sign in using our secure server" with a right-pointing arrow is present. At the bottom, there is a link that says "Forgot your password?".

If you don't have an account with Amazon SES already, head over to <https://aws.amazon.com/ses/> and create your account. Pricing and other details are available here - <https://aws.amazon.com/ses/pricing/>

Step 2: Enable Integration on Agile CRM



The screenshot shows the Amazon SES integration enablement screen. At the top left is the Amazon Web Services logo. Below it, the text reads "Amazon SES is an easy and cost-effective email gateway service to send automated emails to your customers." At the bottom center, there is a button labeled "Enable".

On Agile CRM, head to *Admin Settings*. Click on *Integrations* and scroll down to find *Amazon Web Services* in the *Email Gateways* section.

Click on *Enable*.

Step 3: Enter Amazon SES credentials

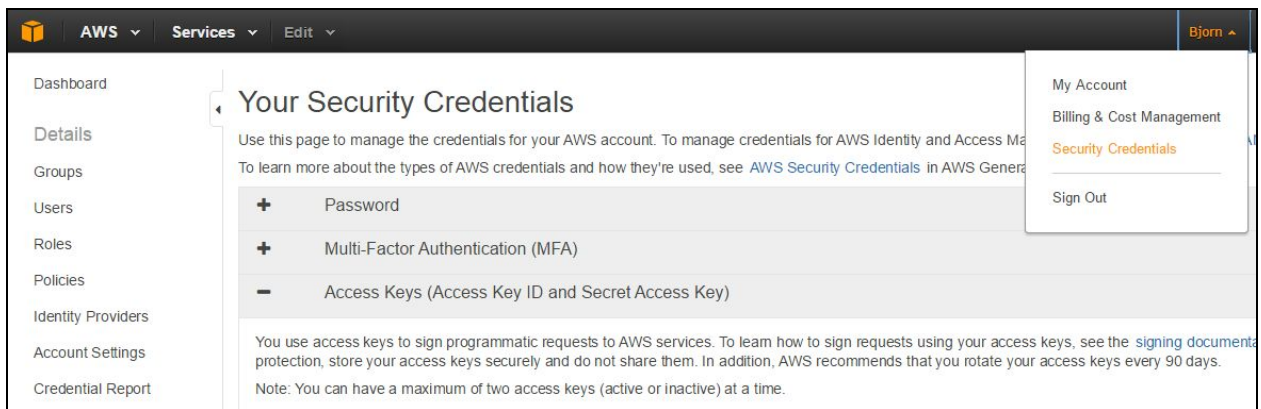


The screenshot shows a form for configuring Amazon SES. At the top is the Amazon Web Services logo. Below it are three input fields: 'Access Key', 'Secret Key', and a dropdown menu for the region, which is currently set to 'US East (N. Virginia)'.

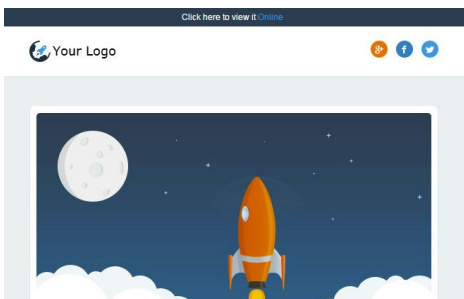
Enter your Amazon SES Access Key and Secret Key to help Agile CRM connect with your Amazon SES account.

Where to find your Amazon SES Access Key and Secret Key?

Login to your Amazon AWS account and click on your name -> Security Credentials. On this page, you can create an Access key. You will also be able to see the corresponding Secret Key.



Good to go!

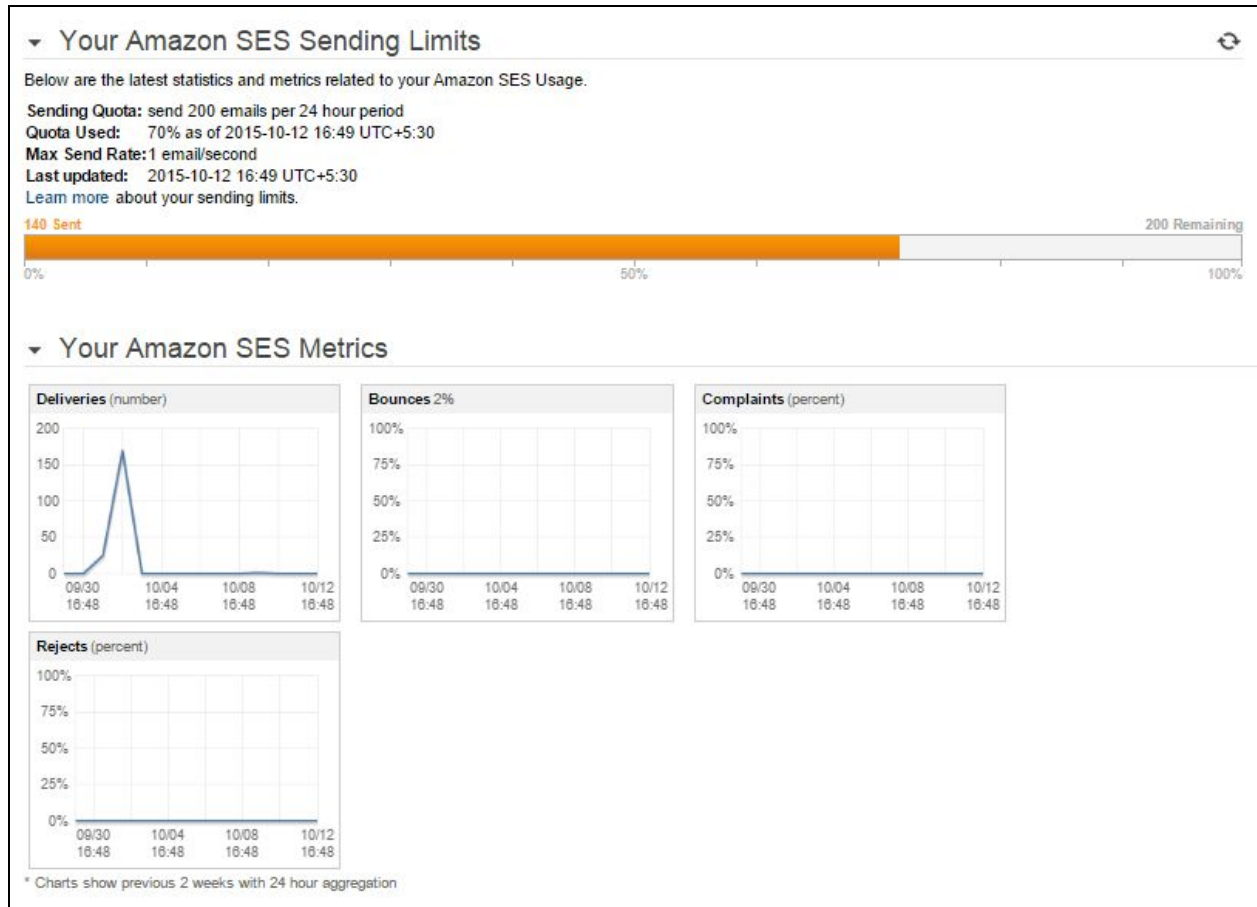


If everything goes well, Amazon SES should now be integrated with Agile CRM. Now, whenever you send an email to your contact or create massive newsletter campaigns, your emails will be sent via Amazon SES. In the next section, we will take a look at the Amazon SES dashboard.

The Amazon SES dashboard and metrics

Know how many emails you have consumed so far, how many emails were delivered and how many bounced. The Amazon SES metrics dashboard serves as a good high level view into all your emails as a whole.

Happy marketing :)



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See documentation for other Agile CRM integrations and features:

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