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.

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

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

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

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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