

AMAZON SES is a web service that simplifies email sending, with minimal setup and maximum deliverability. Send as many messages as you need, without needing to maintain your own email infrastructure.

Amazon Simple Email Service

AMAZON SIMPLE EMAIL SERVICE (AMAZON SES) IS AN EASY-TO-USE WEB SERVICE THAT LETS YOU SEND EMAIL WHILE MINIMIZING MESSAGES THAT ARE BLOCKED OR FILTERED AS SPAM. IT PROVIDES DEVELOPERS A COST-EFFECTIVE MEANS TO MAXIMIZE THEIR BUSINESS'S DELIVERABILITY – THE PROPORTION OF EMAIL WHICH IS DELIVERED TO THE INBOX.

AMAZON SES FUNCTIONALITY

Amazon SES is a highly scalable and cost-effective bulk and transactional email-sending service for businesses and developers. Amazon SES eliminates the complexity and expense of building and maintaining an in-house email solution, so that you can focus on communicating with your customers. Amazon SES lets you get started quickly, and lets your applications leverage Amazon's scalable, fault-tolerant email infrastructure for your own business. Amazon SES makes it easy to send email, with minimal setup and maximum deliverability—the percentage of your outgoing email that arrives in recipient inboxes. Built-in content filtering technologies protect against sending email containing spam, viruses, and other undesirable content, decreasing the likelihood that ISPs will block your messages. Amazon SES also provides reporting capabilities to help you manage your sending activity, and respond to problems such as bounces and complaints.

SERVICE HIGHLIGHTS

- **Inexpensive.** Amazon SES is attractively priced, with a low rate per thousand emails sent plus data transfer fees. Save even more by using Amazon SES together with Amazon EC2 or AWS Elastic Beanstalk: see the Amazon SES Pricing section on the reverse side for details.
- **Easy to use.** With Amazon SES, you don't need to understand low-level email standards and protocols, nor do you need to configure and manage your own email server.
- **High deliverability.** Amazon Web Services works with ISPs to ensure that Amazon SES remains trusted, so you can be confident that your email messages will be delivered in a timely manner.
- **Scalable.** Amazon SES provides very rapid, high-bandwidth sending for any scenario, including support for merchandising, subscription, and event-driven messages. Amazon SES is capable of sending very high volumes of email, at very high rates of speed.

AMAZON SES USE CASES

- **Add email capabilities to your applications:** Start sending messages in minutes using the AWS software development kits (SDKs), or code directly to our HTTPS interface. Amazon SES also provides utility scripts for sending email from the command line.
- **Integrate With Your Email Infrastructure:** If you have an existing email server, you can redirect all of your outgoing email to Amazon SES. When you do this, there is no need to modify your existing clients and applications – the changeover will be transparent to them.
- **Send Email From Amazon EC2:** You can email-enable any application running on Amazon EC2 and eliminate the hassles of licensing, installing, and operating third-party email software.
- **Integrate With Other AWS Services:** Amazon SES integrates seamlessly with other AWS services, such as Amazon S3, Amazon SQS, and Amazon Simple DB. You can use these services as triggering mechanisms for sending email. For instance, an application that manages customer payments can send a confirmation email message after a payment transaction is committed in an Amazon RDS database.

AMAZON SES

With Amazon SES, you don't need to worry about long-term contracts, negotiations with ISPs, or up-front investment. You pay only for the resources you use.



USING AMAZON SES

Amazon SES lets you send bulk and transactional email to customers in a quick and cost-effective manner. Here's how to get started:

1. Sign up for Amazon SES. Go to the Amazon SES detail page and sign up for the service. You must have an Amazon Web Services account to sign up; if you do not already have one, you will be prompted to create one.
2. Verify sending address. Before you can send email via Amazon SES, you need to verify that you own the email address from which you'll be sending email. To verify an email address, make an API call with the email address as a parameter. This API call will trigger a verification email, which will contain a link that you can click on to complete the verification process.
3. Send test messages. You can immediately access the Amazon SES sandbox – an environment that lets you test and evaluate the service. In the sandbox, you can use the Amazon SES API to send email messages to any address that you have verified.
4. Request production access. When you're done testing and are ready to use Amazon SES to send email to other addresses, you request production access. It only takes a few minutes to apply for production access, and you usually receive a response within 24 hours.
5. Grow your quota. With production access, you can send up to 1,000 emails per 24-hour period. Amazon SES will automatically increase this quota as you continue to send greater quantities of high-quality email.

GETTING STARTED

- Sign up for Amazon SES
- Verify sending address
- Send test messages
- Request production access
- Grow your quota

“Amazon SES gives us a simple way to send high-quality email directly from Amazon EC2. By providing feedback and insight into the quality of the email we’re sending, we can further improve our communication with our customers.”

- George Cook, VP of Technical Architecture, 42 Entertainment

AMAZON SES PRICING

FREE TIER

If you are an Amazon EC2 user, you can get started with Amazon SES for free. You can send 2,000 messages for free each day when you call Amazon SES from an Amazon EC2 instance directly or through AWS Elastic Beanstalk. Many applications are able to operate entirely within this free tier limit. Note: data transfer fees still apply.

EMAIL MESSAGES

\$0.10 per thousand

ATTACHMENTS

\$0.12 per GB

There are no set-up fees or minimum commitments to begin using the service. At the end of the month, your credit card will automatically be charged for that month's usage. For complete pricing details, see <http://aws.amazon.com/ses/pricing>.

LEARN MORE

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