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Introduction to SES

Master Email Sending with AWS Simple Email Service (SES)

DEFINITION

> AWS Simple Email Service (SES) is a cloud-based email sending service designed for businesses. It allows users to send marketing, notification, and transactional emails easily and at scale.

KEY CONCEPTS

Email Sending

SES enables users to send bulk emails efficiently, supporting various email types.

Email Receiving

SES can also receive emails, allowing users to manage inbound messages through AWS.

Configuration Sets

Configuration sets help track email sending metrics like opens, clicks, and bounces.

Templates

SES allows the creation of email templates for consistent branding and messaging.

Sending Limits

SES has sending limits based on the account's verification status and region.

EXAMPLES

→ Sending a newsletter to thousands of subscribers using SES.

→ Creating a welcome email template for new users.

→ Tracking the performance of marketing emails through configuration sets.

MEMORY TIPS

★ Think of SES as your email 'mailroom' in the cloud.

★ Remember 'SES' for 'Send Emails Simply'.

★ Visualize SES as a conveyor belt delivering emails to recipients.

COMMON MISTAKES

✗ Not verifying email addresses before sending.

✗ Exceeding sending limits without realizing.

✗ Neglecting to set up tracking for email performance.

QUICK RECAP

AWS SES is a powerful tool for sending and receiving emails in the cloud. It supports tracking and templating to enhance email campaigns. Always verify addresses and stay within sending limits for optimal use.