Throttling your Email in Marketing Cloud [1]



September 24, 2018 by jennifer.mortensen [2]

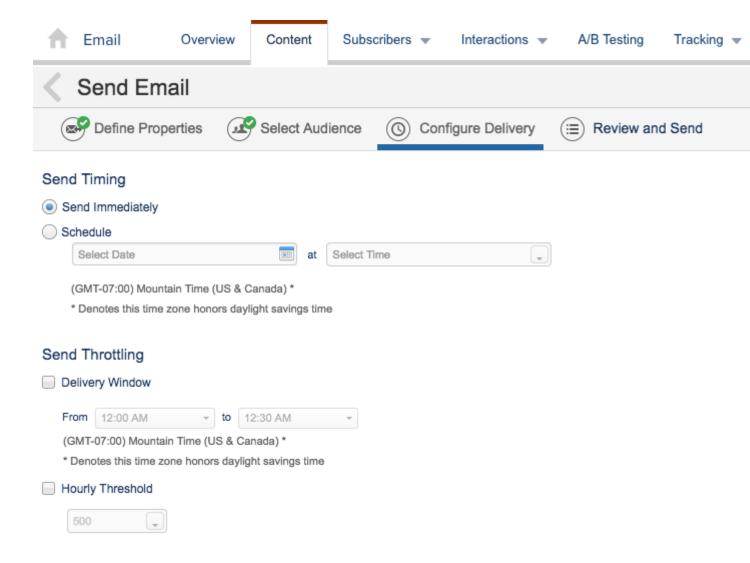
Marketing Cloud users conducting large sends to CU audiences (10,000+ recipients) during business hours should throttle their messages to avoid overloading serves. What is throttling? It's telling Marketing Cloud how many emails to send per hour and spreading your send over a period of hours rather than sending to everyone in your audience and exactly the same moment. Luckily, you can achieve this goal with just a few extra clicks while scheduling your email.

<u>CU policies</u> [3] require sends during business hours to occur at a rate of no more than five messages per second, or 18,000 messages per hour. For this example, we will assume an audience of 20,000 CU constituents.

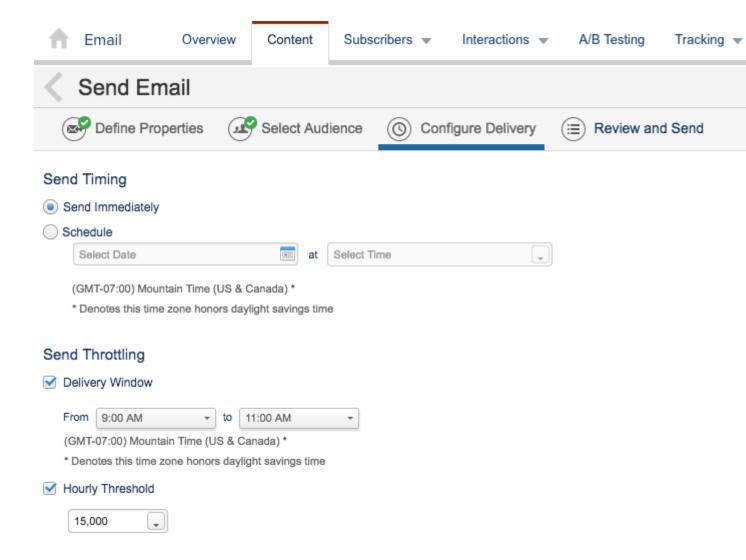
Guided Send Instructions | Salesforce Send Instructions

How to Throttle your Send (Guided Send)

- 1. Proceed through the "Define Properties" and "Select Audiences" tabs of the send as you normally would.
- 2. On the "Configure Delivery" tab, either select that you want to send your message immediately or schedule it for a later time. Below the "Send Timing" header and options, you'll notice a header called "Send Throttling." This is where we will configure throttling.



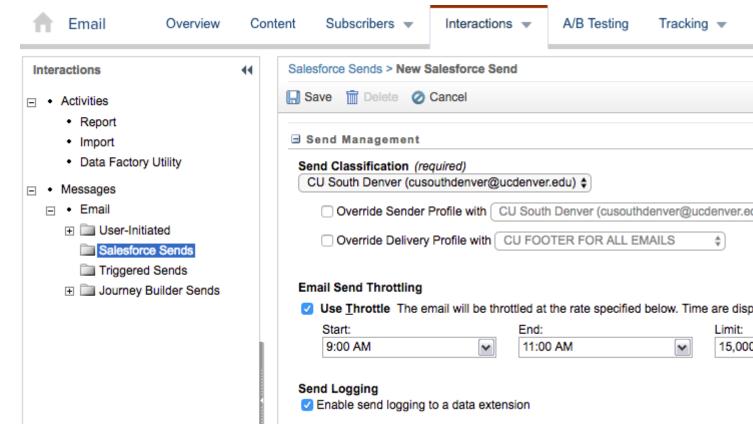
- 3. Under "Send Throttling," click the box next to "Delivery Window." Since we are working with an example audience of 20,000 and since CU requires a maximum of 18,000 sends per hour, we'll want to schedule at least 1.5 hours for our send. In this case, we will select 9:00 a.m. 11:00 a.m.
- 4. Next, click the box next to "Hourly Threshold." Marketing Cloud allows us to set a threshold in increments of 5,000. We will select 15,000/hour in order to comply with CU's 18,000/hour maximum send rate.



5. When you're finished configuring throttling, click "Next" and proceed with your send as normal.

How to Throttle your Send (Salesforce Send)

- 1. Go to "Interactions," "Salesforce Send Emails" and configure your email as you normally would.
- Under "Send Management" and "Email Send Throttling," click the box next to "Use Throttle."
- 3. Next, select the send times for your throttle. Since we are working with an example audience of 20,000 and since CU requires a maximum of 18,000 sends per hour, we'll want to schedule at least 1.5 hours for our send. In this case, we will select 9:00 a.m. 11:00 a.m.
- 4. Next, set your hourly threshold "Limit." Marketing Cloud allows us to set a threshold in increments of 5,000. We will select 15,000/hour in order to comply with CU's 18,000/hour maximum send rate.



5. When you're finished configuring throttling, continue configuring your send as normal.

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