CASE STUDY

Binance Reaches an Additional 32 Million Inboxes Per Year and Achieves a Multimillion-Dollar Revenue Uplift with Validity.

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BINANCE

Binance is the world's leading blockchain ecosystem, with a product suite that includes the largest digital asset exchange. The company's mission is to be the infrastructure provider for crypto in tomorrow's world.

The challenge:
Maintaining strong inbox placement as a high-volume, high-growth sender.

Binance is the world's largest cryptocurrency exchange by trading volume, serving over 200 million users across 180+ countries.

"The history of Binance almost coincides with the crypto industry itself," explained Kushal Manupati, Director of Growth Marketing at Binance. "We are growing at an exponential pace."

As Binance's user base evolves, the company relies on the email channel to engage and educate their audience.

"Binance's user base was initially made up of 'Crypto natives,' who had an advanced understanding of the industry," explained Manupati. "But as the new generation of users comes in, crypto is new for them, and they want to learn more about it from us."

To meet this need, Binance sends educational content to newer users, as well as regular communications to native users to share the company's new, innovative products and initiatives.

"Email is the perfect channel for both purposes," summarized Manupati. "It's unlike any other channel in its ability to reach a lot of users at once."

However, operating a high-volume email program comes with challenges. "We're sending to millions of users every day," said Manupati. "So, if anything goes wrong, it goes wrong on a very large scale."

Pre-Validity, the Binance marketing team relied on high-level delivery metrics from their email service provider—which didn't always tell the full story of their email performance. They had limited visibility of their email deliverability with individual mailbox providers, for example.

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> **Kushal Manupati**
> Director of Growth Marketing

"A Validity sales representative actually sent us data showing our inbox placement at a major provider, and these numbers were lower than we expected," said Manupati. "While we never had a huge deliverability problem, we wanted to be proactive about building a strong foundation for our email program."

The solution: Validity Everest, Sender Certification, and expert coaching on email best practices.

To fully understand their email performance, Manupati and his team partnered with Validity, the leading provider of email deliverability and CRM data quality solutions.

"We did evaluate other vendors at the time," recalled Manupati. "But nothing came close to the quality we'd be getting with Validity."

The Binance team implemented Validity Everest, which provided them with inbox placement insights by mailbox provider, and sender reputation and infrastructure monitoring capabilities.

"For the first time, we had visibility of how we were performing with Microsoft and Yahoo, and if our emails were reaching customers' inboxes or their spam folders," said Lance Wei, CRM Operations Manager at Binance.

The Binance team also completed Validity's Sender Certification program, which gave them priority status with mailbox providers and spam filtering agencies worldwide.

Access to the Certification program's exclusive data feeds (including daily performance reports delivered to their inboxes each morning) kept the Binance team alerted to any changes in their email performance and helped them pinpoint any problem areas quickly.

"With the Certification benefit, we know we're always following the gold standard for email," said Manupati. "While we initially used Certification to improve our performance with one major provider, the improvements we made had a halo effect across our entire email program, including our performance with Microsoft and Gmail."

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Binance also sees significant value in regular meetings with their dedicated Customer Success Manager. "We get so much professional guidance in these meetings, and we always walk away with clear action items to improve our performance," said Wei.

According to Manupati and Wei, this expert support is particularly helpful during times of change in the email industry. When Gmail and Yahoo implemented new requirements for bulk senders in early 2024, "Validity notified us about the upcoming policy changes well in advance," recalled Wei. "They explained the changes to us and created a plan for us to prepare."

"As marketers, we aren't necessarily experts on the more technical aspects of email," added Manupati. "Having Validity as a resource saved us a lot of time reading through lengthy explainer articles and documentation associated with these changes. This is worth a lot, in my opinion."

The results: A multimillion-dollar revenue uplift and scalable email processes to fuel Binance's next phase of growth.

After onboarding Validity's email solutions, the Binance team saw performance improvements quickly.

The company has maintained a ~100% inbox placement rate with major mailbox providers like Microsoft and Yahoo. Their Sender Score is an impressive 97—putting them in league with best-in-class senders.

Perhaps most significantly, the Validity partnership also helped Binance reach an additional 32 million inboxes per year. According to Manupati, this has resulted in a multimillion-dollar revenue uplift.

However, Binance has also realized some unintended benefits from the partnership.

Validity helped Binance standardize their processes across the various teams within the company that send emails. "We operate in 100+ markets, and in most countries, the regional marketing team has certain freedoms to deploy their own emails," said Manupati. "When we started working with

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> Validity, we had the data we needed to set a central strategy and ensure nobody deviated too far outside the line."

While complying with various international marketing regulations might cause headaches for some senders, Binance feels well-prepared to meet these challenges.

"Because we're already following the gold standard set by Certification, there's usually not much we need to do to comply with local regulations," said Manupati.

Working with Validity's email experts has also helped Binance team members grow their email abilities. "In working with Validity and sharing Validity's knowledge and instructions broadly within the company, we're all becoming better senders," said Wei. "We're gradually building a deep pool of talented email marketers."

"Validity gives us the peace-of-mind factor—which is incredibly valuable in email marketing," summarized Manupati.

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