



## Case Study

# MAXIMIZING COMMUNICATION EFFICIENCY AND COST-EFFICIENCY IN TRAVEL

## At a Glance

The Tarzan Way, a travel startup in Noida, Uttar Pradesh, faced challenges with high bounce rates in email due to International Long Distance Operator (ILDO) connections in India. Partnering with AceCloud, they implemented an email cleaning service, effectively reducing bounce rates.

Additionally, to address the issue of high charges for Indian recipients on Amazon SNS, they registered with the TRAI (Telecom Regulatory Authority of India). They also utilized Amazon CloudWatch for reputation monitoring and integrated AWS Lambda to automate pauses in email transmission, resulting in enhanced deliverability and engagement.

## Outcomes

The collaboration with AceCloud and the adoption of an email cleaning service resulted in a substantial decrease in bounce rates by validating recipient email addresses, achieving a remarkable 76% reduction.

Utilizing reputation monitoring alarms via Amazon CloudWatch facilitated real-time tracking of email sending reputation, enabling proactive measures to preserve the company's email reputation.

Automating the pause of email transmission upon exceeding predefined reputation thresholds ensured enhanced deliverability and engagement, optimizing The Tarzan Way's email communication strategy.

The registration with TRAI led to a 32% reduction in costs on Amazon SNS, resulting in significant savings and improved cost-effectiveness.

## The Client

The Tarzan Way, a pioneering travel startup headquartered in Noida, Uttar Pradesh, redefines the essence of travel through its innovative AI-based platform. Founded in 2018, the company is committed to simplifying the travel experience for all, from solo female adventurers to international explorers.

By offering highly personalized travel plans, seamless bookings, and 24/7 live concierge services, The Tarzan Way ensures that every journey is tailored to the individual's preferences and needs. With a focus on curated experiential programs and the empowerment of local communities, the platform seamlessly blends cultural immersion with sustainability. Through its dedication to inclusivity, innovation, and community engagement, The Tarzan Way emerges as a catalyst for transformative travel experiences, fostering connections that transcend borders and enrich lives.

## The Challenge

The Tarzan Way encountered significant challenges with high bounce rates in email communications, primarily due to the utilization of International Long-Distance Operator (ILDO) connections by Amazon SES (Simple Email Service).

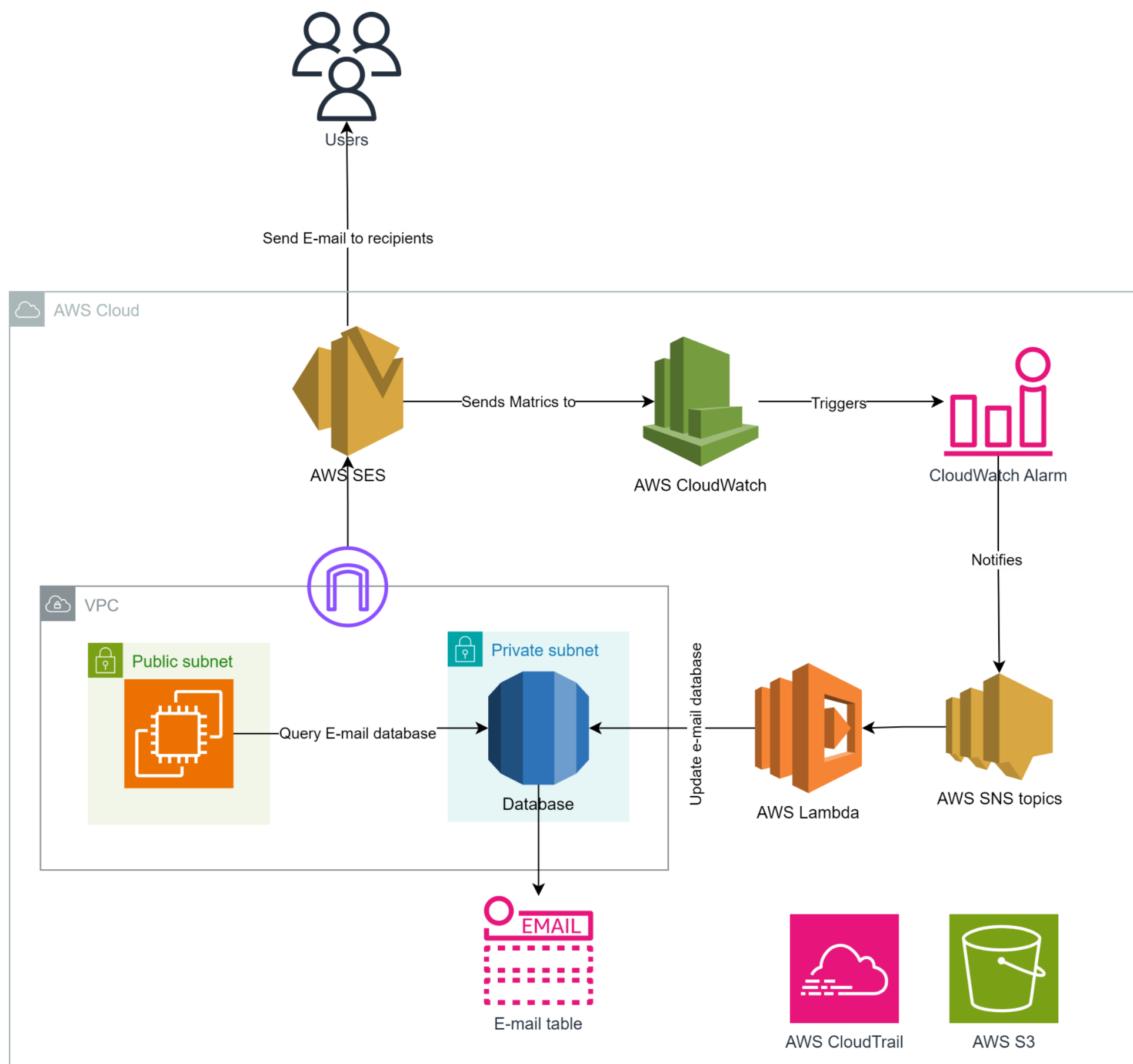
This reliance on ILDO connections led to frequent message delivery issues, resulting in elevated bounce rates and hindering effective communication efforts. Additionally, for Amazon SNS (Simple Notification Service), the challenge was posed by the high charges incurred for "All Networks - International" due to the utilization of ILDO connections. These high charges further burdened the company financially, impeding its ability to effectively utilize SNS for communication purposes.

## The Solution

To fortify its efforts in combating high bounce rates in email communications, The Tarzan Way strategically partnered with AceCloud, an Advance Consulting and Certified AWS Well-Architected Partner. Together, they executed a comprehensive solution: subscribing to an email cleaning service to ensure messages reached only valid email addresses, thereby addressing the challenge with Amazon SES. Additionally, to tackle the high charges incurred for "All Networks - International" by Amazon SNS due to ILDO connections, The Tarzan Way registered with the Telecom Regulatory Authority of India (TRAI).

Furthermore, they established reputation monitoring alarms using Amazon CloudWatch to track email sending reputation in real-time. Leveraging Amazon CloudWatch and AWS Lambda, a dynamic solution was created to automatically pause email sending when reputation metrics surpassed predefined thresholds. This proactive approach not only minimized bounce rates but also safeguarded the company's email reputation, ultimately enhancing deliverability and engagement. Through this collaboration, The Tarzan Way optimized its email communication strategy, fostering stronger connections with its audience and amplifying the effectiveness of its marketing endeavors.

## Architectural Diagram



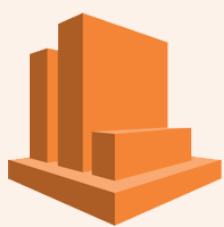
## Results and Benefits

- Reduced Bounce Rates:** The implementation of an email cleaning service, in partnership with AceCloud, significantly decreased bounce rates, ensuring more effective communication. This strategic initiative resulted in a notable 76% reduction in bounce rates by validating recipient email addresses.

## Results and Benefits

- **Enhanced Deliverability:** By leveraging Amazon CloudWatch for reputation monitoring, The Tarzan Way improved email deliverability, ensuring messages reached their intended recipients consistently.
- **Reduced SNS Costs:** The registration with TRAI resulted in a 32% reduction in costs for "All Networks – International" on Amazon SNS, alleviating financial burdens and enhancing overall cost-effectiveness.
- **Increased Engagement:** Integration of AWS Lambda for automated pauses in email transmission led to enhanced engagement, as users received messages at optimal times, fostering stronger connections with the audience.
- **Streamlined Communication:** These initiatives collectively streamlined communication processes, allowing The Tarzan Way to deliver personalized, timely, and engaging content to its audience with greater efficiency and effectiveness.

## AWS Services Used



**Amazon Simple Email Service (SES)**



**Amazon Simple Notification Service (SNS)**



**Amazon Relational Database Service (RDS)**



**AWS Lambda**



**Amazon CloudWatch**



## About Us



Years of Exp

**15+**



Data Center

**10+**



Awards

**100+**

AceCloud is a leading provider of end-to-end cloud computing solutions to global organizations across industries at scale. It offers a full spectrum of cloud services, including Public Cloud, Application Hosting, AWS Services, Managed Security Services, and Hosted Virtual Desktop Solutions.

AceCloud is a brand of [Real Time Data Services](#) (RTDS) group of companies – a leading provider of information technology capabilities specializing in Cloud Computing and Cloud Telephony. RTDS Group has an employee base of 600+ across India, the US, and the UK, supporting over 20,000+ customers and IT infrastructure in 10+ data centers spanning the globe. It offers industry-leading technological solutions that help customers streamline their operations and enhance efficiency.

As an advanced consulting and certified AWS Well-Architected Partner, AceCloud recently achieved the prestigious AWS Storage Competency and is also recognized as an Amazon RDS Service Delivery Partner. These achievements underscore its deep expertise in AWS technologies and commitment to delivering high-quality cloud solutions.



- Public Sector
- Amazon RDS Delivery
- Storage Services Competency
- Well-Architected Partner Program



## Contact Us

Are you ready to cut down your cloud spending? Contact AceCloud Experts today to get a customized quote.



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