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E-mails have become a very common source of communication for people. They are easy to send and receive and help in maintaining contacts in an effective manner. The entire process of sending and receiving mails takes just few seconds. Doesnâ€™t it seem strange that how the entire process works? The sending and receiving of emails take place through SMTP servers. These servers are like connection points through which the emails are directed to their respective destinations. With the coming of the SMTP mail server software, communication via emails has become all the more faster and smoother. Installing a good and genuine SMTP mail server software ensures that the SMTP servers can take better loads of sending out and receiving emails. Companies that deal with email marketing require these servers and software so that innumerable mails can be sent out in the least possible time.

The communication that happens while sending and receiving mails happens through a connectivity that is routed via a client server. In most of the cases, they are SMTP servers. For its better functionality, many companies now install SMTP mail server software. The time when an email is sent, the system tries and establishes a connection with the centralized computer system that has SMTP servers. The destination address to where the email is to be sent is found out and then the mail is sent to the particular address. In case the SMTP mail server software fails to find the recipientâ€™s email address, it will redirect the email to the inbox of the mail sender with a â€˜delivery failureâ€™ notification. In some cases, the reasons for delivery failure are also mentioned clearly.

In email marketing, companies start sending out bulk emails to people and companies. Most of these companies have large database of email addresses and they send the emails on random basis. For this service, SMTP servers as well as SMTP mail server software are a must. However, there might be time to time disturbances in the servers due to over-loading and over-burdening the servers with emails. Every server has a limited capacity and when emails are sent on unlimited basis, it might cause breakdown of the servers and thus no emails can be sent or received in that condition. This is the reason that most of the companies that deal with bulk e-mail marketing have backup SMTP servers as well as SMTP mail server software for safety.

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