

Case Study: AgentLoft

Building Scalable Email Infrastructure and
Recovering Network Reputation

Website

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01 Background

AgentLoft is a multi-tenant email platform serving real estate agents and teams. Customers send campaigns from their own domains - but all traffic flows through AgentLoft's shared SendGrid infrastructure.

*Each customer sends from their own domain, but everyone shares the same IP pool.
One customer's poor sending practices can degrade deliverability for the entire network.*

AgentLoft partnered with SH Consulting on two objectives:

1. Recover and stabilize the reputation of the sending infrastructure
2. Design a scalable, API-driven architecture - provision new customers with no manual overhead, with complete visibility into each customer's sending behavior and reputation

02 The Challenge

AgentLoft's SendGrid infrastructure faced significant reputation challenges:

IP reputation: BAD - ~5% blocking rate across all sending IPs

Engagement: ~14% open rate, ~1% click rate

Zero per-customer visibility - no way to target remediation

Manual provisioning - every new customer configured by hand

The core issue: AgentLoft couldn't improve what it couldn't measure.

03 The Approach

SH Consulting addressed both challenges through a coordinated two-track approach:

Track 1: Scalable Subuser Architecture

SH Consulting designed and documented a comprehensive API-based subuser provisioning workflow that automates SendGrid account creation and configuration for each new AgentLoft customer.

The architecture provides **several benefits:**

Automates the provisioning of an isolated SendGrid environment for each new AgentLoft customer.

Domain authentication, IP assignment, and click tracking, can all be configured automatically without manual intervention.

Subuser isolation provides complete visibility: AgentLoft can now see exactly how each customer is performing and quickly identify specific problems.

Rather than implementing broad-brush policies that affect all customers, AgentLoft can target interventions at the specific accounts creating problems, without degrading service for high performers.

03 The Approach

Track 2: Reputation Recovery Strategy

With the new architecture in place, Raleigh Realty, by far the largest sender on the AgentLoft network, was chosen as the test case for reputation recovery.

The recovery strategy used an aggressive engagement-based sunsetting approach:

Phase 1: Implement aggressive 30-day sunsetting window on Raleigh Realty's sending to eliminate low-engagement, potentially problematic recipients

Expected outcome: sending volume would drop significantly, but engagement metrics (opens and clicks) would remain relatively flat, indicating improved list quality

Phase 2: As reputation signals improved, gradually loosen the sunsetting policy to allow re-engagement with previously purged contacts

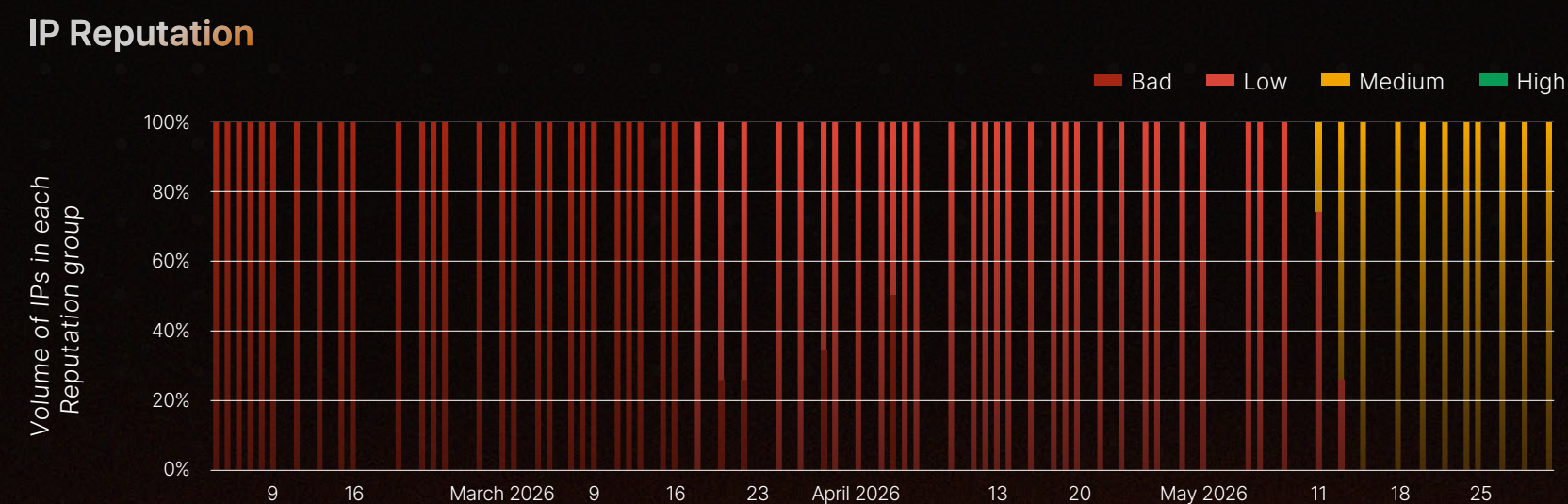
Success metric: both engagement rates AND absolute volume (total opens and clicks) would increase, proving that the network reputation had recovered

04 The Findings

The results exceeded expectations. By focusing reputation recovery efforts on Raleigh Realty, the largest sender on the network, SH Consulting was able to lift the reputation of AgentLoft's entire SendGrid infrastructure.

Network-Wide IP Reputation

- ♦ Google Postmaster IP reputation: BAD → Medium (within 2 months)
 - ♦ Network-wide blocking rate: 5% → 1.2% (75% improvement)



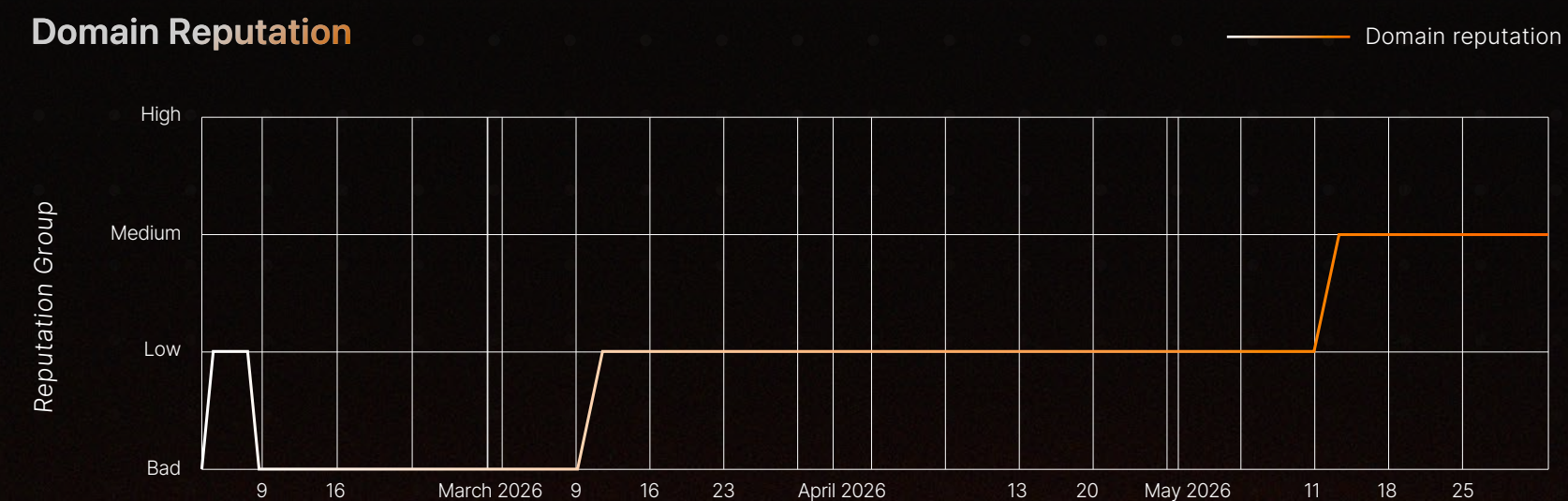
IP Reputation Improvement: From predominantly Bad/Low reputation (dark red) to Medium (yellow) by May 2026

04 The Findings

Raleigh Realty Performance (Test Case)

- ◆ Domain reputation: Bad → Medium
- ◆ Unique open rate: ~14% → ~42% (3x improvement)
- ◆ Unique click rate: ~1% → ~4% (4x improvement)
 - ◆ Block rate: ~5% → ~1.2%

raleighrealty.com ▶ Domain Reputation

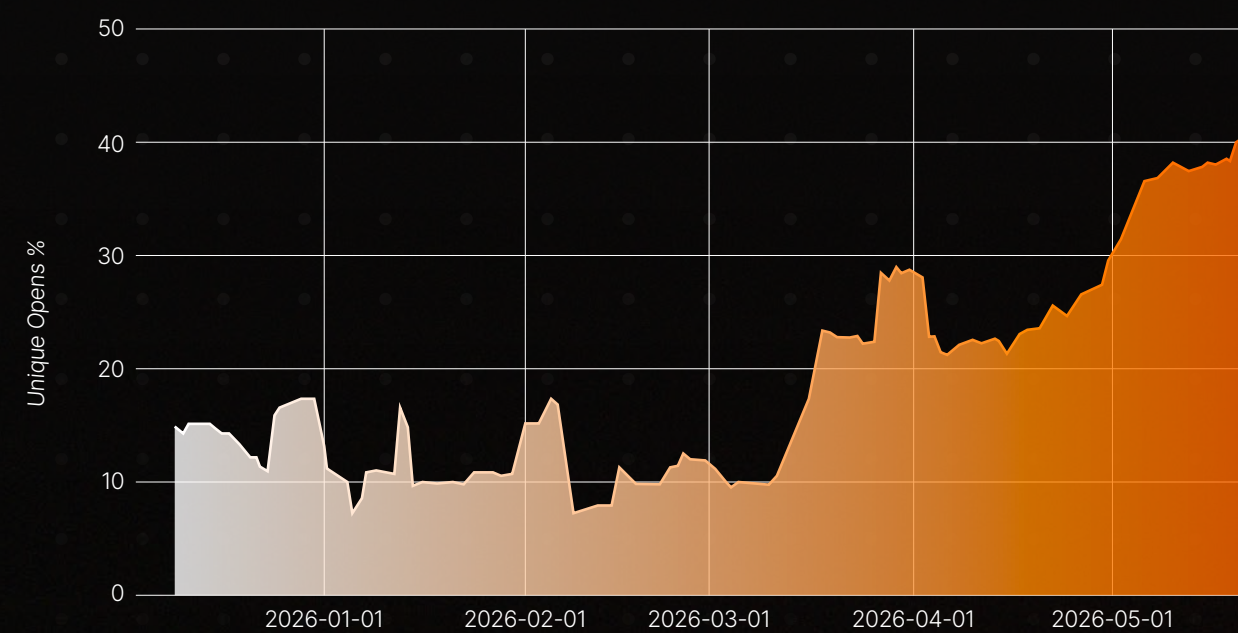


Domain Reputation Improvement: raleighrealty.com improved from Bad through Low to Medium by May 2026

04 The Findings

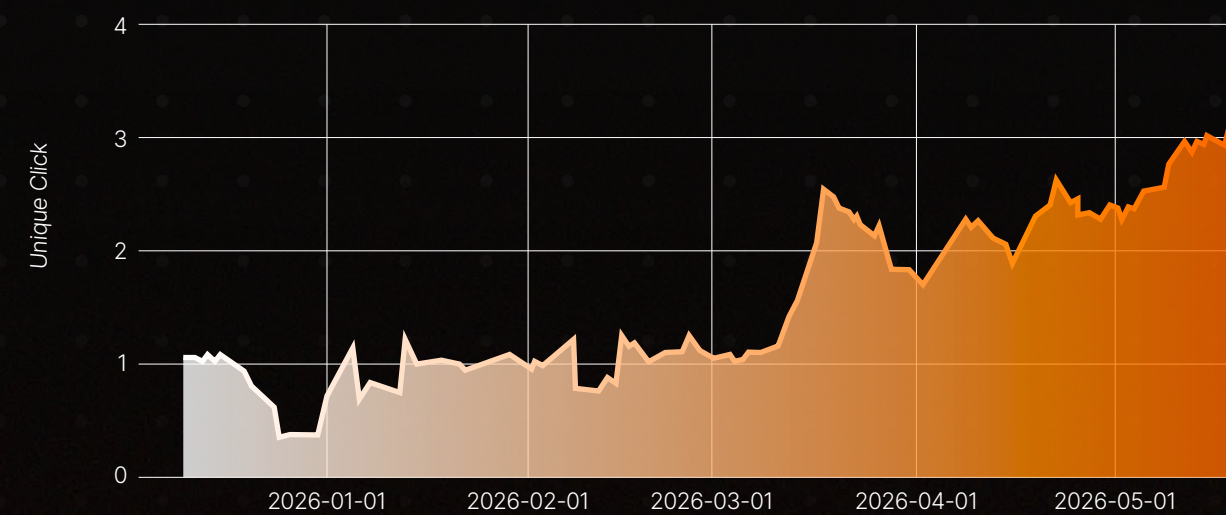
Engagement & Blocking Trends

Unique Open% VS. Date



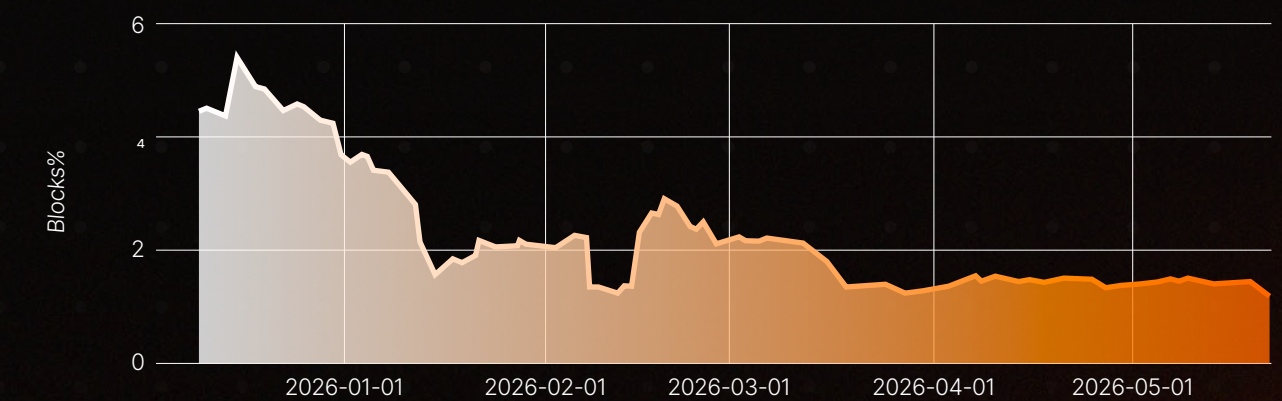
Open Rate Improvement: Unique open rate climbed from ~14% to ~42% over the engagement period

Unique Click% VS. Date



Click Rate Improvement: Unique click rate increased from ~1% to ~4%

Blocks% VS. Date



Block Rate Improvement: Network blocking rate declined from ~5% to ~1.2%

05 Key Insight

Aggressive sunseting

1

Sending volume drops sharply - but total opens and clicks stay flat.

The signal

2

Flat engagement on falling volume meant the toxic weight was gone. Reputation signals improving.

Loosen the policy

3

Both engagement rates and total engagement grow - recovery confirmed.

Flat engagement during a volume drop was the signal that recovery was working.

06 The Value Delivered

SH Consulting delivered multiple layers of value to AgentLoft:

1. Scalable Infrastructure for Growth

Once implemented, the API-driven subuser architecture will allow AgentLoft to onboard new customers without manual SendGrid configuration. Each new customer gets a properly authenticated, isolated sending environment with complete reputation tracking, all provisioned automatically.

2. Network-Wide Reputation Recovery

IP reputation improved from BAD to Medium in two months by targeting behavior on a single high-volume sender. This lifted deliverability for the entire network.

3. Complete Visibility into Customer Performance

With isolated subusers and independent webhook tracking, AgentLoft will be able to see exactly how each customer is performing. They can identify high performers to learn from, and can target interventions for customers who are creating reputation risk without broad-brush policies that affect everyone.

4. Proven Reputation Recovery Playbook

The sunsetting strategy demonstrated that aggressive, data-driven engagement policies can recover network reputation. This approach can be applied to other customers or issues in the future.

07 The Takeaway

Multi-tenant email platforms face a fundamental tension: one customer's poor sending practices can degrade deliverability for everyone. However, the solution isn't broad restrictions that hurt high performers, it's visibility and targeted intervention. AgentLoft's case demonstrates how proper architecture and strategic reputation management can work together:

Architecture matters: Isolated subusers with independent tracking provide the visibility needed to manage multi-tenant networks effectively

Reputation recovery requires focus: By concentrating effort on the largest sender, AgentLoft lifted reputation for the entire network

Data-driven strategy wins: The sunseting approach worked because it was measured, iterative, and based on real signals

Scalability requires planning: With infrastructure in place, AgentLoft can now grow their customer base while maintaining high deliverability standards

AgentLoft went from struggling with network-wide reputation issues to having the architecture and playbooks needed to scale a high-performing email service. With IP reputation now at Medium and a clear path to High, they're ready for growth.

Email Deliverability.
Security. Compliance.

SH Consulting

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