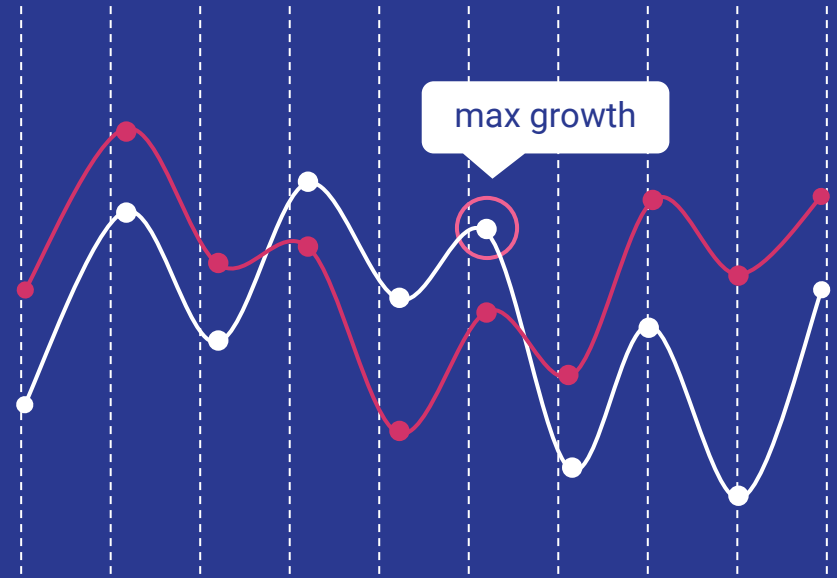


Tracking SES with CDK + TS

Discover the Unseen!

"Observability isn't just about knowing what's happening in your systems right now, it's about being able to ask any question of your systems, at any time." - **Charity Majors**



AWS Cloud Development Kit

is a framework that allows developers to define cloud infrastructure using familiar programming languages like TypeScript, JavaScript, Python, Java, and C#

- Abstraction of CloudFormation Complexity
 - Reusable and Shareable Components
 - Integration with AWS Ecosystem
-

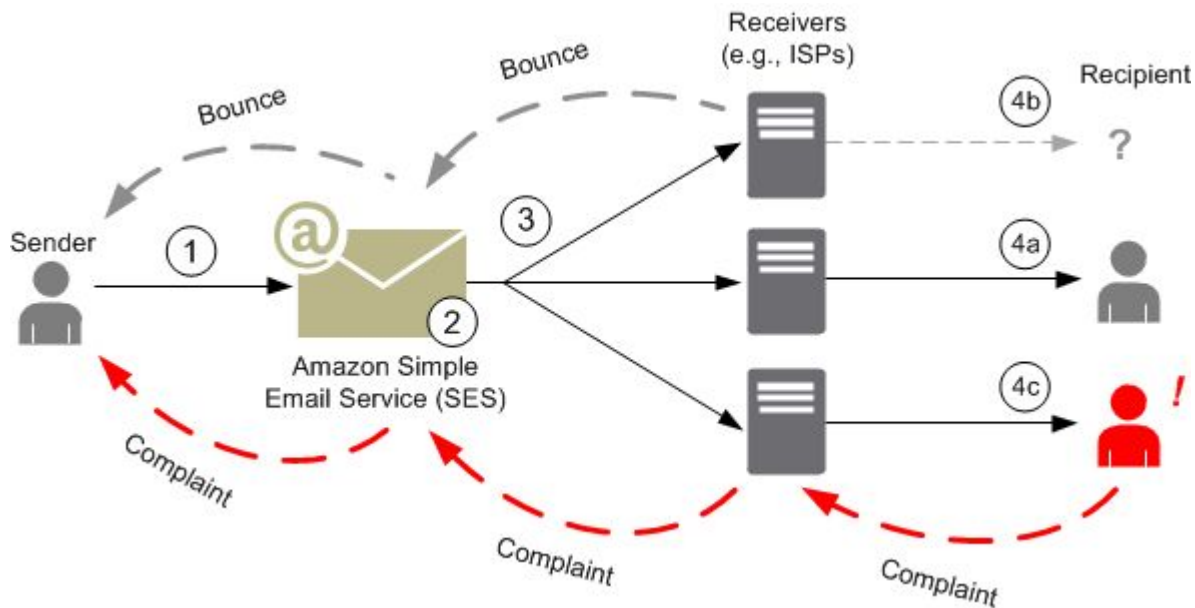
Simple Email Service

- What is SES?
Your digital postman, ensuring your emails reach their destination safely and on time in the chaotic internet world



MakeAGIF.com

How SES works?



*A high-level overview of the sending process
from "AWS SES Documentation". Retrieved from
<https://docs.aws.amazon.com/ses/latest/dg/send-email-concepts-process.html>*

SES Components

- Verified Identities
- Configuration Sets



Common problems when using SES

- Email Deliverability Issues
- Lack of Monitoring and Reporting



Simple Email Service

- Why should I track it?



Understanding SES Metrics

These metrics help email senders understand how recipients engage with their emails and identify areas for improvement

- Delivery Rate and Delivery Delay
 - Open Rate
 - Click-Through Rate (CTR)
 - Bounce Rate
 - Complaint Rate
 - Rendering Failure
-

Understanding SES Metrics

CloudWatch > Metrics

SES Metrics

1h

3h

12h

1d

3d

1w

Custom (4w)

UTC timezone

Actions

Line

↻

▼

Various units

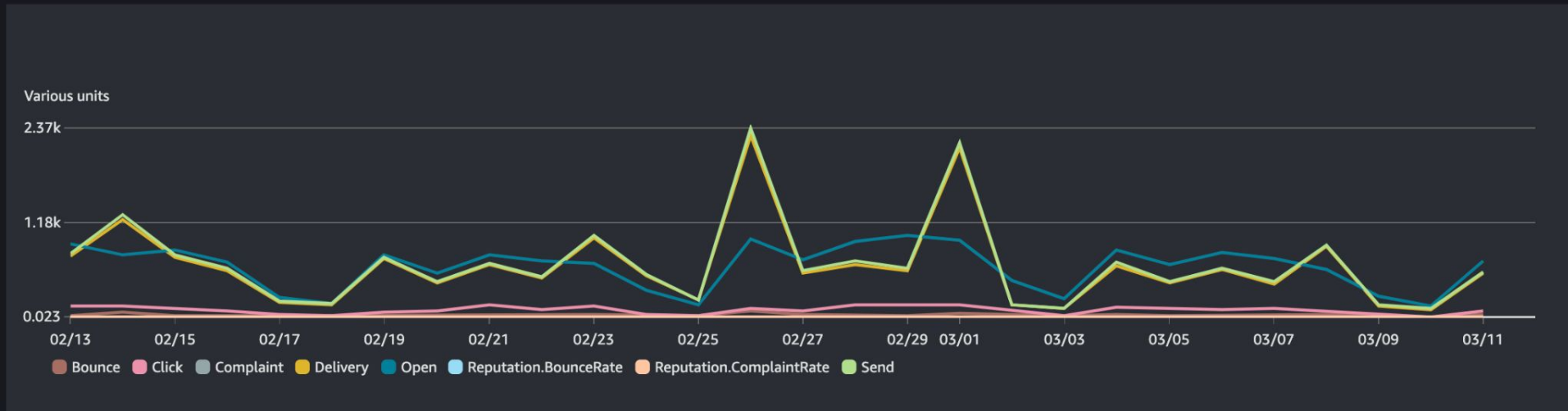
2.37k

1.18k

0.023

02/13 02/15 02/17 02/19 02/21 02/23 02/25 02/27 02/29 03/01 03/03 03/05 03/07 03/09 03/11

Bounce Click Complaint Delivery Open Reputation.BounceRate Reputation.ComplaintRate Send



Hands On



Thanks!

Any questions?
devopmh@gmail.com

Share your opinion here:

