

User Interface Options

Use any, or all three!



PoliteMail for Outlook Desktop

PoliteMail for the desktop allows you to create powerful measured emails for your internal communications, without ever leaving the Outlook application. Use the PoliteMail Builder to create Templates, manage your Content, manage users, view Measurement reports and more. At the same time, you can use the many tools and add-ins that Outlook has to offer.



PoliteMail Online

For maximum flexibility, PoliteMail Online offers the same great features as the Desktop edition in an online interface – no downloads required. PoliteMail Online is not a part of Microsoft Outlook, and so the interface is slightly different, and no other Outlook components (such as the Outlook Calendar) or add-ins are included. A great choice for those on the road!

PoliteMail for Microsoft 365

If your organization uses Microsoft 365 to access Outlook online, the PoliteMail 365 edition allows users to send or schedule measured messages from the Outlook.com interface, and can access their PoliteMail Content. Users cannot access any reporting or a few other features, but there is a handy link to quickly go to PoliteMail Online to use those features when needed.

	Desktop	Online	M365
Requires app Installation	✈		
Tools Reside Inside Outlook	✈		
Social Advocacy	✈		
Appointment Metrics	✈		
Web Analytics Integration	✈		
Account Settings	✈	✈	
Metric Results	✈	✈	
Access Templates	✈	✈	✈
Brand Themes	✈	✈	✈
Paragraphs	✈	✈	✈
Links	✈	✈	✈
Images	✈	✈	✈
Smart Attachments	✈	✈	✈
Buttons	✈	✈	✈
Ai/B Testing	✈	✈	✈
Tags	✈	✈	✈
Personalization	✈	✈	✈
PoliteMail Builder	✈	✈	✈
Campaigns	✈	✈	✈
Scheduled Sending	✈	✈	✈
Video	✈	✈	✈
Uses Existing Distribution Groups	✈	✈	✈

Features



New features are added with every update!

System & Security

Feature	Additional Description
Single Sign-On (SSO)	Gain automatic PoliteMail user account management based on your company's own Office365 identity and active directory security groups. <i>Contact us for more information.</i>
Microsoft Graph Support	PoliteMail utilizes Microsoft Graph, configured to read-only least privilege principles to get distribution list membership, working hours and time zone location data. This data is used for replication of email broadcasts and scheduling email delivery to recipients during their working hours by time zone. <i>Contact us for more information.</i>
SAML2 with Okta Support	Contact us for more information.
Unified Interface	New modern Office interface for both desktop and online. <i>Contact us for more information.</i>
Powered by Webview2	PoliteMail runs on the Chrome engine, greatly boosting speed and performance.

Preferences

Feature	Additional Description
Override Word Count	Manually override the word count for messages composed in multiple languages for more accurate metrics
Send Progress Notifications	Notifies a user on the progress of tracked sends
Shared Mailbox Scan	Automatically scan for any shared mailboxes in Outlook and add them to preferences for capturing replies
Allowed FROM address required	If the company requires approved senders for emails, PoliteMail Admins can enter and approve the sending address.
Delete Preflight Messages	Automatically delete preflight test messages after a predetermined time.
Global and Locked Messages	Set and lock settings for best performance across all users.

List Expansion

Feature	Additional Description
EWS Caching	Caches the list membership and reuses it for 24 hours
Fallback Expansion	Provides list expansion backup if your primary method fails
Hidden Membership Warning	PoliteMail will return a warning if the distribution list membership is empty or has hidden members

Email Tools

Feature	Additional Description
Scheduled Sends	Schedule a tracked message to be sent at a future date and time or by recipient's time zone
Power Automate	Automate some of your email processes based on PoliteMail interaction data
Appointment Tracking	Use PoliteMail tracking tools when scheduling meetings in Outlook's Calendar
Open Visibility	Allow recipients to see interaction data in near real-time, including page views, read time, mobile opens and clicks
Social Advocacy	Add Facebook, Twitter, and LinkedIn icons so recipients can share stories to their own personal social media sites. These links can be tracked
Subscription Lists	Gives recipients the ability to remove themselves from subscription lists and manage which subscription lists they are on
PoliteMail Builder	Improved drag and drop template builder with more layout options and editing controls
Message Tagging	Assign tags to messages to help with organization
Return Path	Specify a different inbox for bounces to be returned to.
Customize Preheader Text	Add up to 3 lines of text to be displayed in the recipient's Outlook Reader Pane on tracked PoliteMail messages.
A/B Testing	Allows users to test subject line alternatives and automatically suggest wording to gain the highest attention
Buttons	Add call to action buttons to templates
Create Video Thumbnail/Play Button Overlay	Adds a play button graphic to images
O365 Measurement	Non-image based open measurement to effectively capture accurate Mac desktop and iPhone open data.
Save as Draft	Save your message for others to access before sending.
View Sent Items	View messages already sent just like a Preflight Test Send.

Content & User Management

Feature	Additional Description
Exporting Data Grids	Export any data grid to Excel
Bulk Update	Allows you to choose multiple columns within a List and edit them to one common value
Migrate User	Migrate a user's data to another user instead of deleting it
Delete Contacts	Delete contacts from a single mailing list instead of removing them from all lists
Enhanced Filtering	Filter results by date range
Unlimited Custom Fields	Unlimited custom fields for more targeted personalization, as well as support for HTML code

Metrics

Feature	Additional Description
Heat Map	Provides a cool to warm overlay which shows read-time and click metrics visually
Account Reporting	Get reports for Reach, Readership, and Engagement.
Compare to Industry Benchmark	Compare results to Industry Benchmark from PoliteMail's Benchmark report.
Export to email	Export results to email
Multi-Comparison	Allows you to compare more than two messages in one report