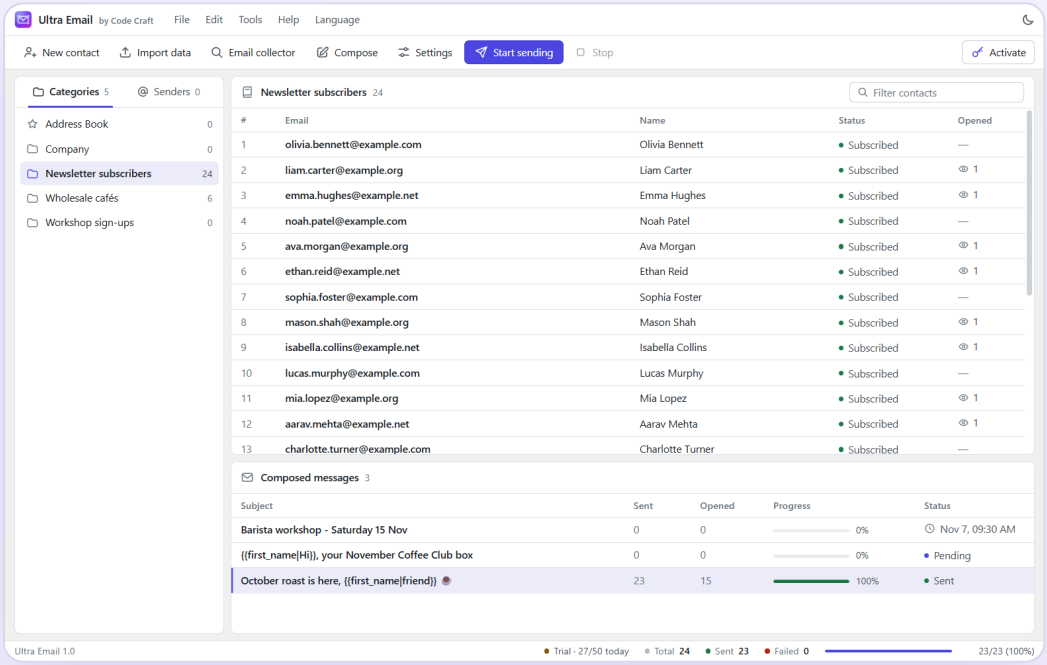
Ultra Email

The complete user guide

Install the app, activate your licence, connect Gmail, Outlook or your own mail server, import your contacts, and send personalised campaigns that land in the inbox.



Version 1.0 · Windows · macOS · Linux · Android app

Ultra Email, a product of Code Craft · ultraemailer.org · support: contact@ultraemailer.org

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How to read this guide. To send your first campaign, read chapters 1, 2, 5, 6 (or 7 or 8 for your provider), 10, 12 and 13. Menu paths are written like **Help → Activate / License…**, exactly as they appear in the app. The screenshots use a made-up coffee shop, *Harbor & Pine Coffee*, and placeholder addresses.

CHAPTER 1

What Ultra Email is and how sending works

Ultra Email is a desktop app for sending personalised email campaigns to people who asked to hear from you: newsletters, offers, event invitations, customer updates. Your contacts, messages, templates and sending history stay on **your own computer**. Nothing is uploaded to Code Craft.

Ultra Email does not send from its own servers and does not sell email credits. It sends through **your** email accounts, which the app calls **senders**: a Gmail or Outlook mailbox, a mailbox on your own domain, or a sending service such as Amazon SES, SendGrid or Brevo. Add several and Ultra Email rotates between them.

Ultra Email
Your contacts and message, personalised for each person

→

Your sender accounts
Gmail, Outlook, your domain, SES… rotated in turn

→

Your subscriber's inbox
From your own address, with a working unsubscribe link

You need

A Windows 10/11, macOS 12+ or Linux computer, an internet connection, and at least one email account or sending service.

You get

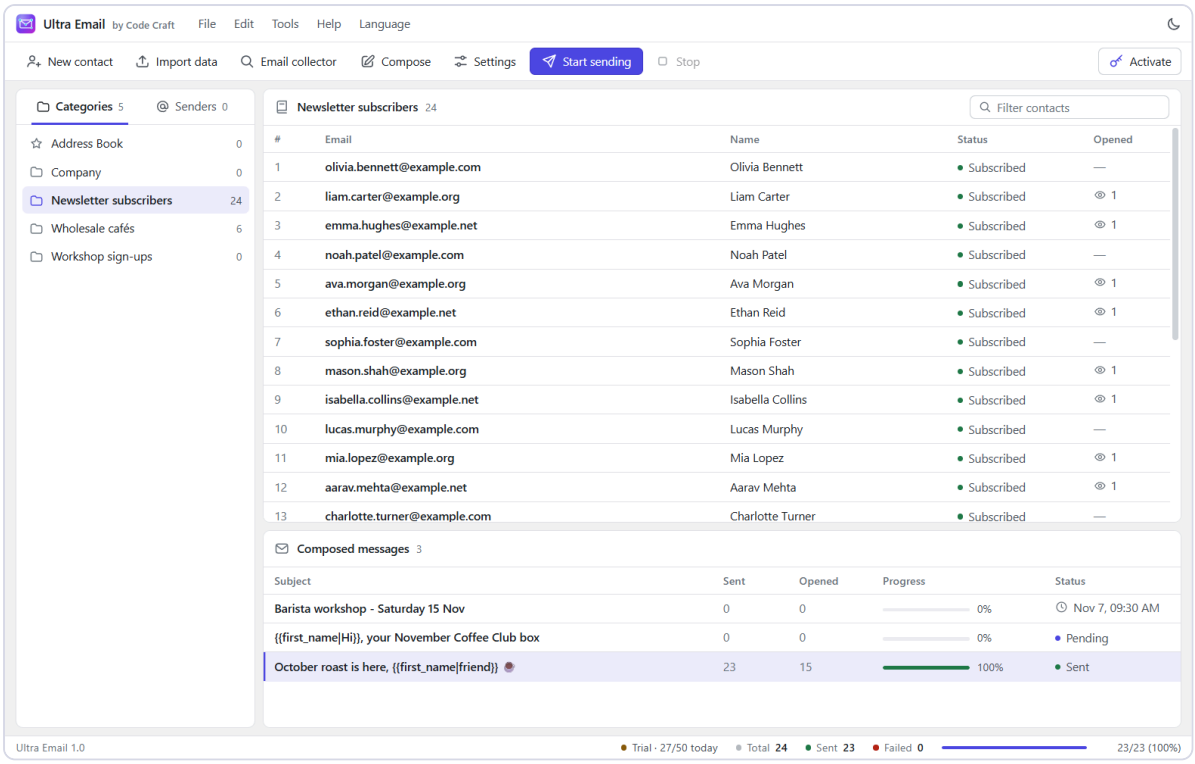
Unlimited categories and contacts, a rich editor with merge tags, sender rotation, sending limits, scheduling, address verification and open, click and unsubscribe tracking.

Free trial

Every feature works without a key. Sending is limited to 50 emails a day until you activate. The trial never expires.

Simulation mode

Practise safely: in simulation nothing leaves your PC. Each email is written to the outbox folder so you can open and check it.



The main window: categories on the left, the contacts of the selected category in the middle, and your composed messages with live sent and opened counts below.

CHAPTER 2

Install on Windows, macOS, Linux and Android

Download everything from **ultraemailer.org/download**. The same licence key works on every platform.

Windows 10 and 11

1. Download `UltraEmail-Setup.exe`.
2. Double-click it. If Windows shows **Windows protected your PC**, click **More info** → **Run anyway**. The installer is new and not yet code-signed, so SmartScreen does not know it yet; this is expected.
3. Choose the install folder and click **Install**. An **Ultra Email** shortcut appears on the desktop and in the Start menu.

No admin rights? `UltraEmail-Portable.exe` runs without installing. Keep it in a folder you own (for example Documents) and start it from there.

macOS 12 or later

1. Download the file for your Mac: `UltraEmail-…-arm64.dmg` for Apple Silicon (M1 to M4) or `UltraEmail-…-x64.dmg` for an Intel Mac. Not sure? Apple menu → **About This Mac**: "Chip Apple M…" means arm64.
2. Open the `.dmg` and drag **Ultra Email** into **Applications**.
3. The first time, right-click the app → **Open** → **Open**. If macOS still blocks it, open **System Settings** → **Privacy & Security** and click **Open Anyway**.

Linux

Download `UltraEmail-<version>.AppImage`, make it executable and run it:

```
chmod +x UltraEmail-*.AppImage
./UltraEmail-*.AppImage
```

A `.deb` package is also offered for Debian and Ubuntu: `sudo apt install ./UltraEmail-<version>.deb`.

Android

1. On the phone, open **ultraemailer.org/download** and download `UltraEmail-<version>.apk`.
2. Open the downloaded file. Android asks you to allow **Install unknown apps** for your browser the first time; allow it, go back and tap **Install**.

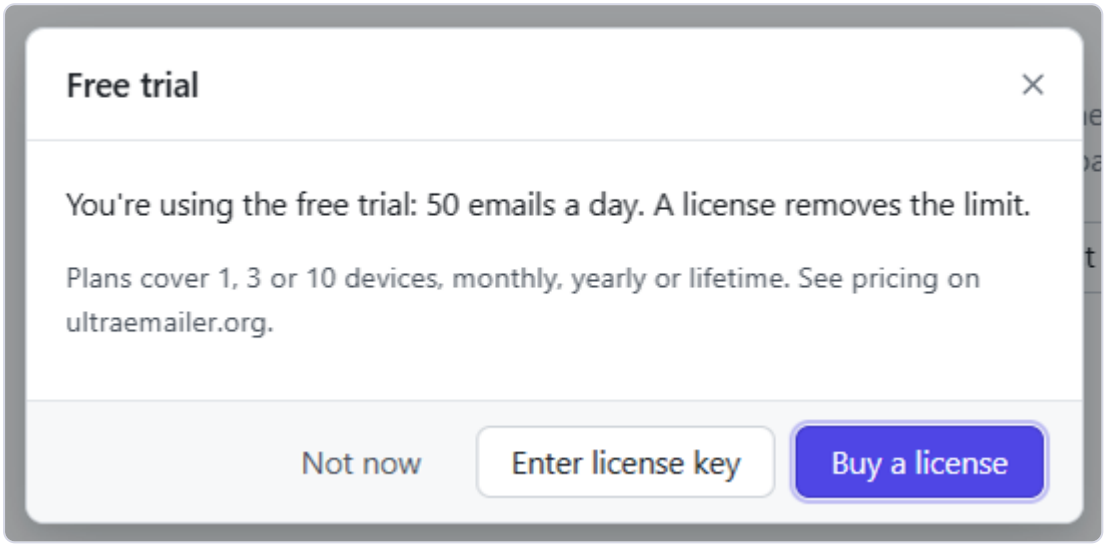
3. Open **Ultra Email**. The app works on 64-bit Android phones and tablets (arm64) and on x86_64 devices such as Chromebooks. Chapter 19 explains how it sends.

Upgrading from "Bulk Email"? Ultra Email is the new name of the same app. On first start it copies your old contacts, senders and campaigns automatically, and your existing licence key keeps working.

CHAPTER 3

Free trial, activation and renewal

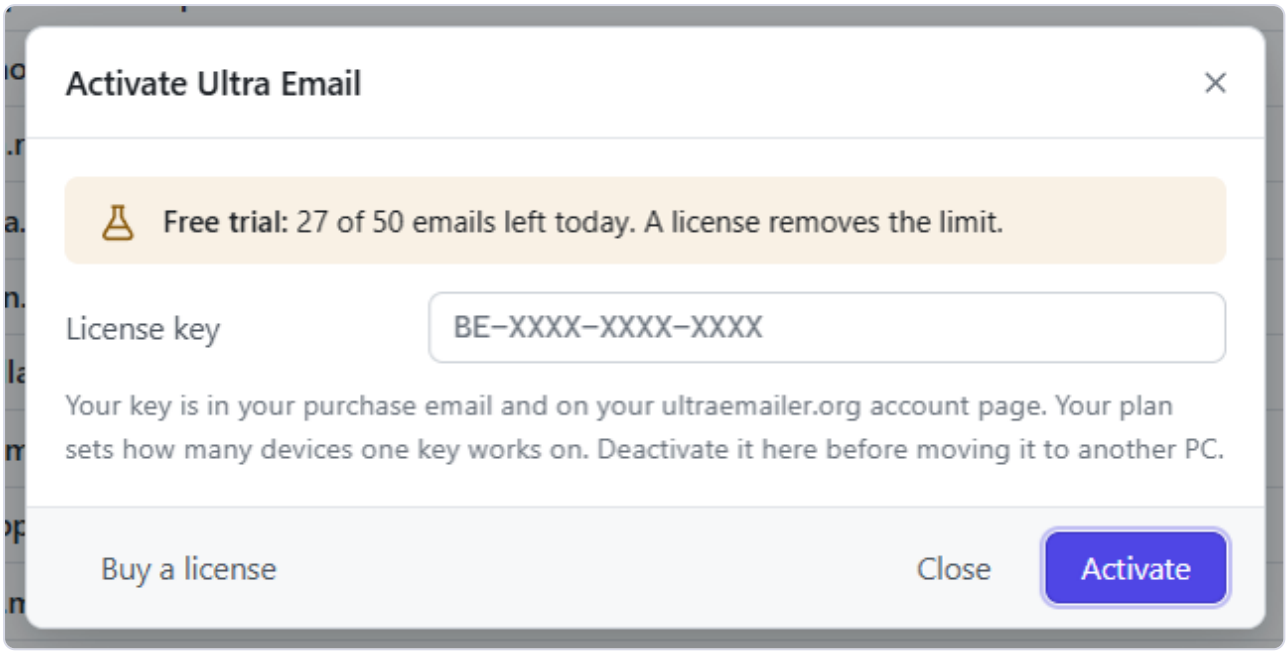
Without a key Ultra Email runs as a free trial: every feature works and you can send up to **50 emails a day**. The status bar at the bottom shows **Trial · 50/50 today** and counts down as you send. The count starts again at midnight. The first time you open the app, a short note explains this.



The one-time free-trial note. **Buy a license** opens ultraemailer.org/pricing.

Buy and activate

1. Choose a plan at **ultraemailer.org/pricing**. **Starter** covers 1 device, **Business** 3 devices and **Agency** 10 devices, computers or phones in any mix. Each plan is available monthly, yearly or as a one-time lifetime licence. See pricing on **ultraemailer.org**. Your key arrives by email and is always on your ultraemailer.org account page.
2. In the app click **Activate** on the toolbar, or open **Help → Activate / License...**.
3. Paste the key. It starts with `BE-` and looks like `BE-XXXX-XXXX-XXXX`. No email address is needed.
4. Click **Activate**. The status bar changes from *Trial* to the date your licence runs until, and the Activate button disappears from the toolbar.

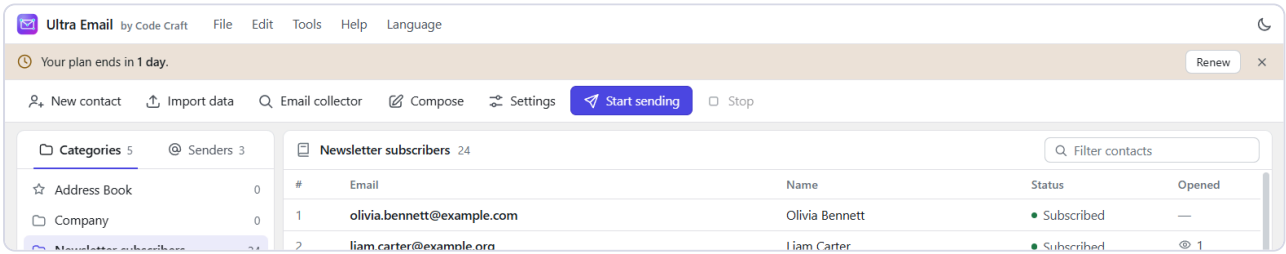


Help → Activate / License... in trial mode, with the number of emails left today.

Moving to another computer? Open **Help → Activate / License...** on the old computer and click **Deactivate**. That frees the seat, and you can activate the key on the new computer. If the old computer is gone, the seat can be freed from your ultraemailer.org account page.

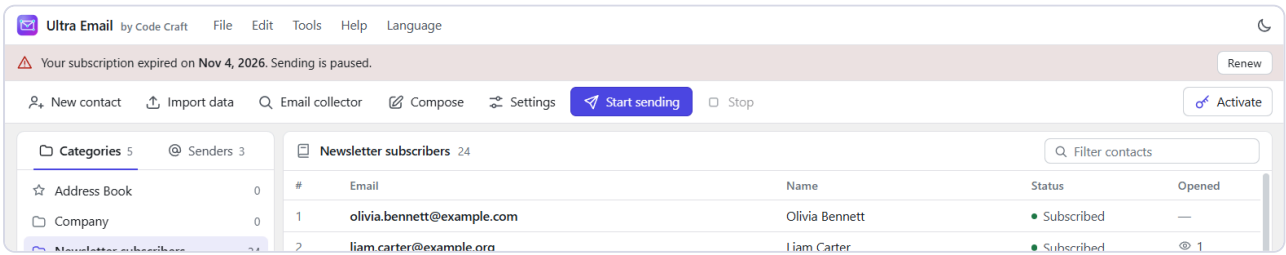
Renewal

A lifetime licence does not expire. A monthly or yearly licence runs until the date shown in the activation window and in the status bar. Two days before it ends you get a reminder email, a desktop notification, and a yellow bar at the top of the app with a **Renew** button.



The reminder bar two days before the end date.

If the licence is not renewed, sending pauses on the end date and the bar turns red. Your contacts, messages and settings stay safe.



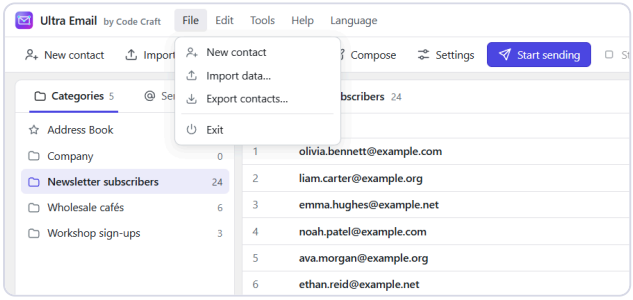
After the end date: sending is paused until you renew.

1. Click **Renew** in the app, the link in the reminder email (**ultraemailer.org/renew**), or **Renew** on your account page.
2. Pay with the email address the key was bought with. The **same key** is extended. Paying early adds the time on top of your current end date.
3. The app picks up the renewal by itself within a few hours. To apply it at once, open **Help → Activate / License…**.

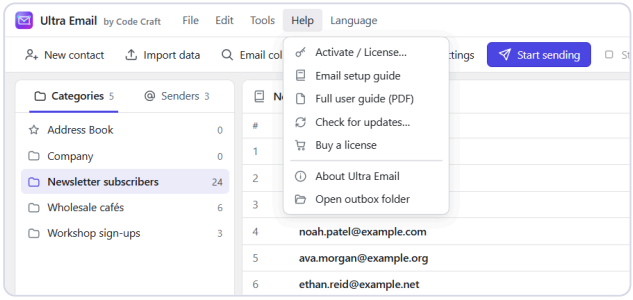
CHAPTER 4

A tour of the main window

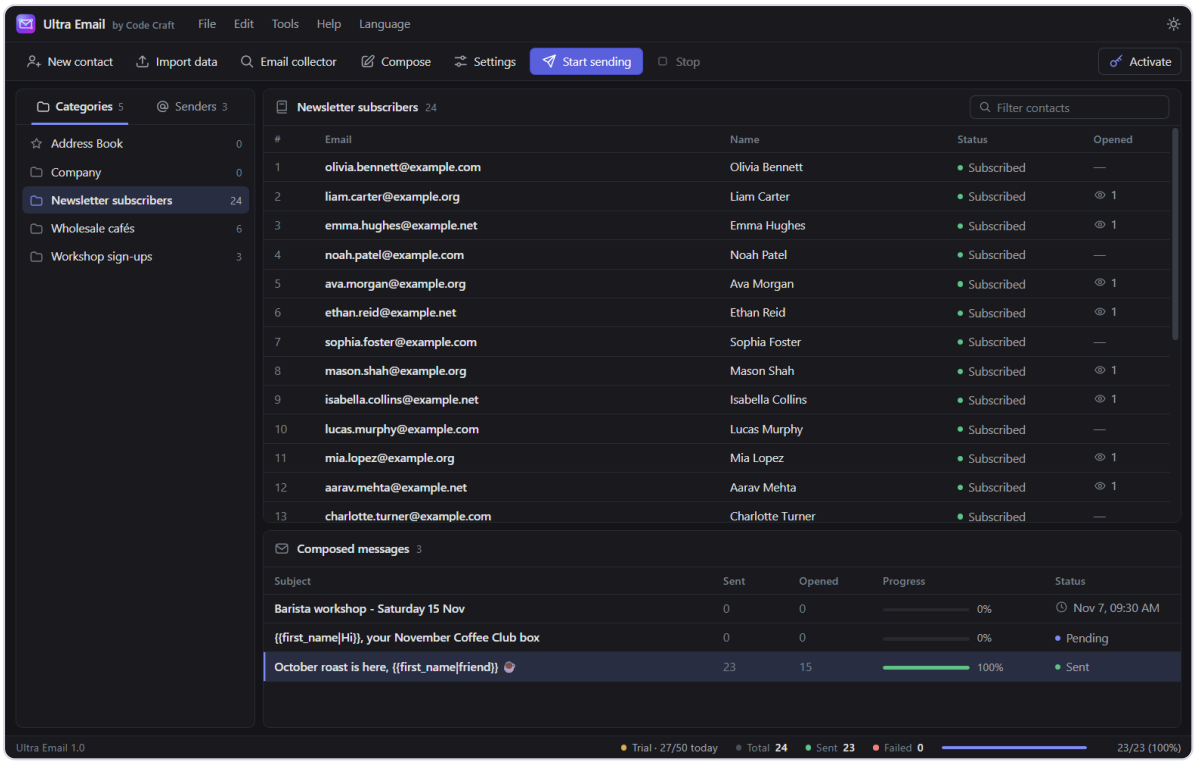
Area	What it does
Menu bar	**File** (new contact, import, export, exit), **Edit** (new category), **Tools** (all checkers, verification, collector, settings, backup, theme), **Help** (activation, setup guide, this PDF, updates, about, outbox folder).
Toolbar	New contact · Import data · Email collector · Compose · Settings · **Start sending** · Stop · Activate. The moon icon at the top right switches between light and dark.
Categories tab	Your contact lists. Click one to show its contacts; right-click for New, Rename, Delete, Import data here and Export contacts.
Senders tab	The email accounts Ultra Email sends from, with how many emails each has sent. Right-click for New sender, Modify, Delete, Copy and Disable.
Contacts grid	The contacts in the selected category: email, name, status and how often each one opened your emails. Type in **Filter contacts** to search.
Composed messages	Your campaigns with Sent, Opened, Progress and Status (Pending, Sending, Sent, or the scheduled time). Double-click to edit; right-click for more.
Status bar	Trial or licence state, the total contacts in the category, sent and failed counts, and the progress of the current send.



File menu.



Help menu.



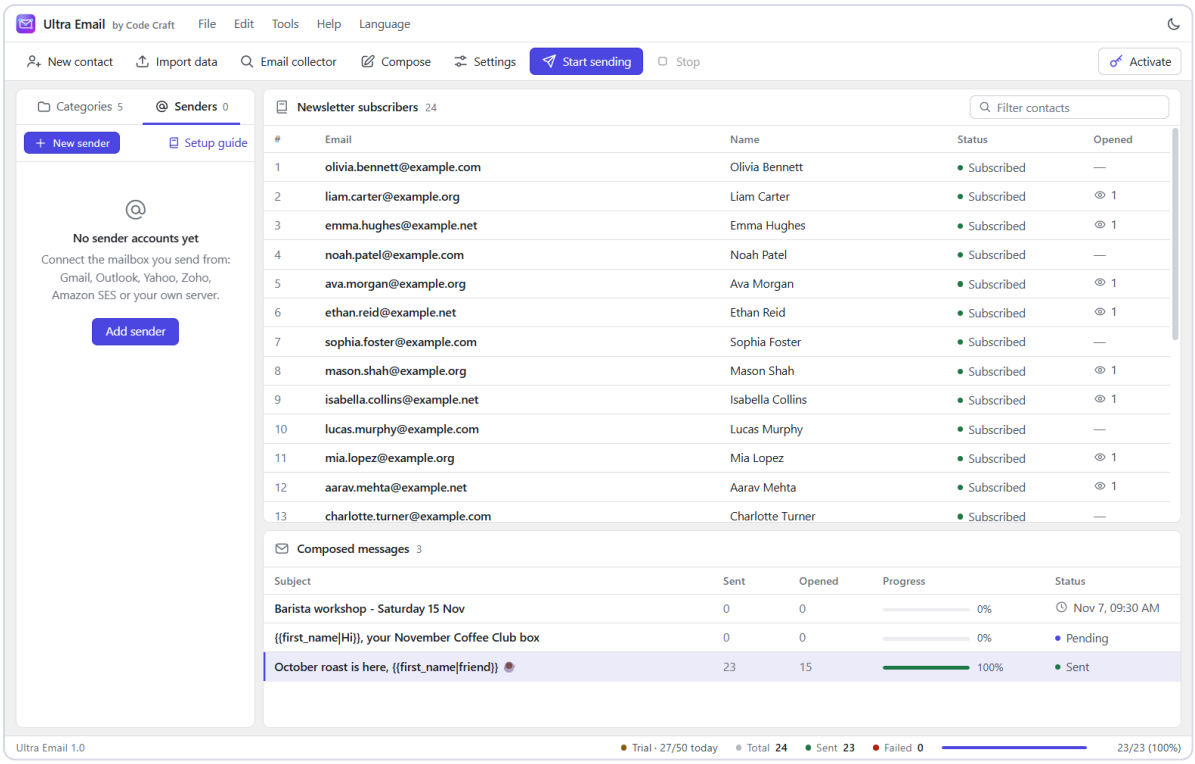
The same window in the dark theme. Click the moon icon, or **Tools → Theme: toggle light / dark**. **Theme: follow system** matches Windows or macOS.

Tip. Almost everything has a right-click menu. Minimising the window sends Ultra Email to the system tray, where long sends and scheduled campaigns keep running. Double-click the tray icon to bring it back.

CHAPTER 5

Senders and app passwords

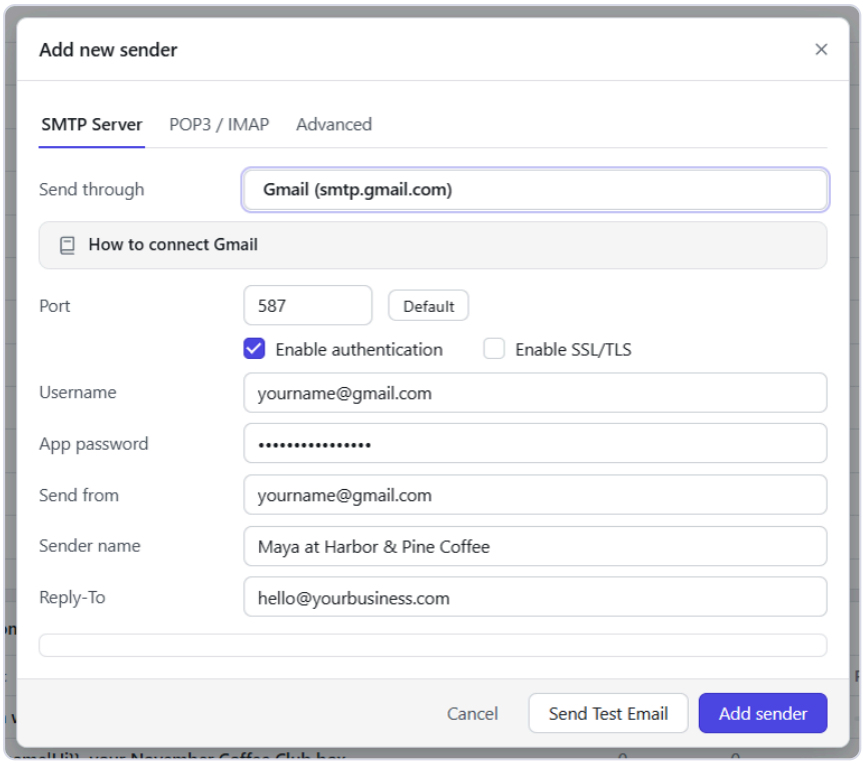
A **sender** is an email account Ultra Email sends through. Add as many as you like: Ultra Email rotates between the enabled ones, keeps each under your limits, and can switch off one that keeps failing.



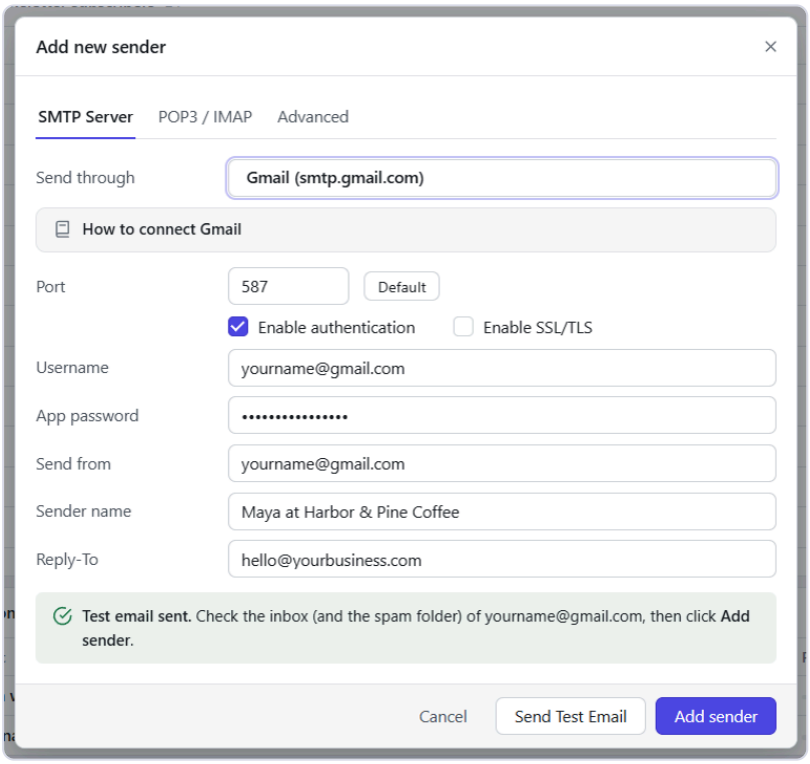
The **Senders** tab before any account is added. **Setup guide** opens a quick reference of server settings.

Add a sender

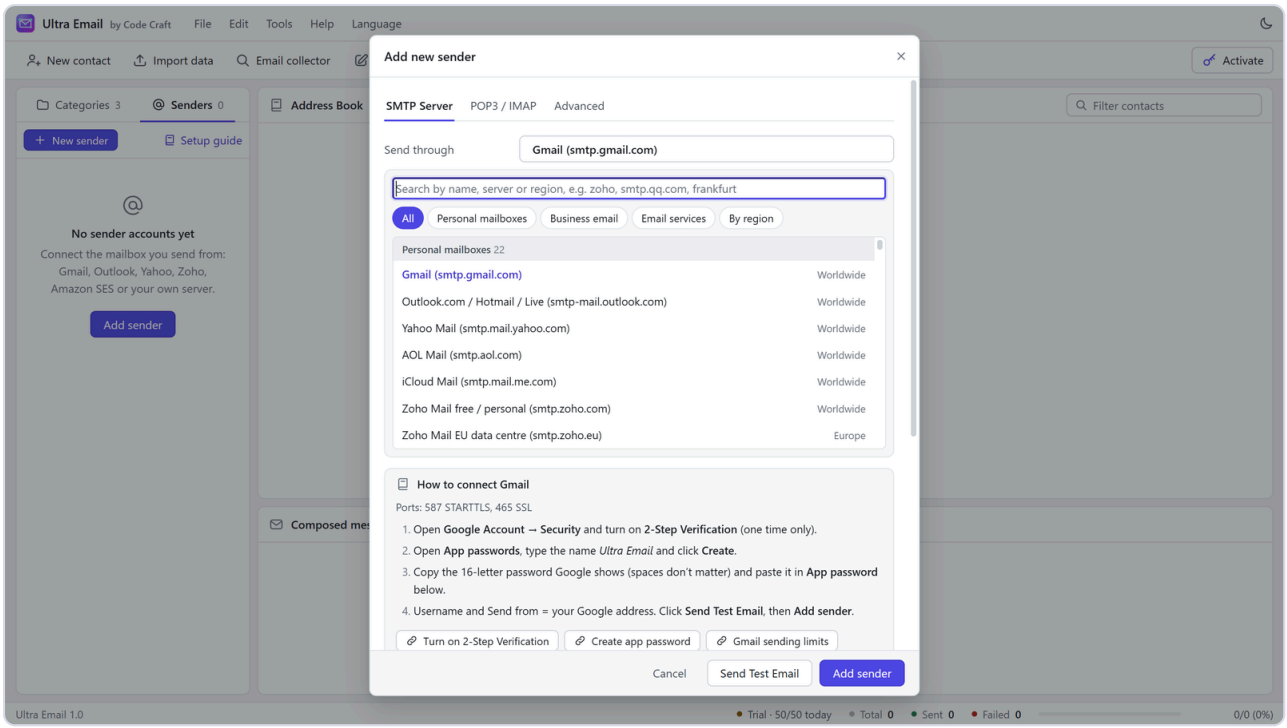
1. Click the **Senders** tab in the left panel, then **New sender** (or right-click the list → **New sender**).
2. The picker opens under **Send through**. Search by name, server or region (for example *zoho*, *smtp.qq.com* or *frankfurt*), or filter with **Personal mailboxes**, **Business email**, **Email services** and **By region**. There are 119 providers (chapter 24 lists them), and **Custom** is always there for any other server. The port and security are filled in for you, and a **How to connect** card shows the steps for that provider, with buttons that open the right settings pages.
3. Enter the **Username** (usually your full email address) and the **Password**, which for most providers is an **app password** (see below).
4. Fill in **Send from** (the address recipients see), **Sender name** (for example *Maya at Harbor & Pine Coffee*) and, if replies should go elsewhere, **Reply-To**.
5. Click **Send Test Email** and enter an address you can check. When the test arrives, click **Add sender**.



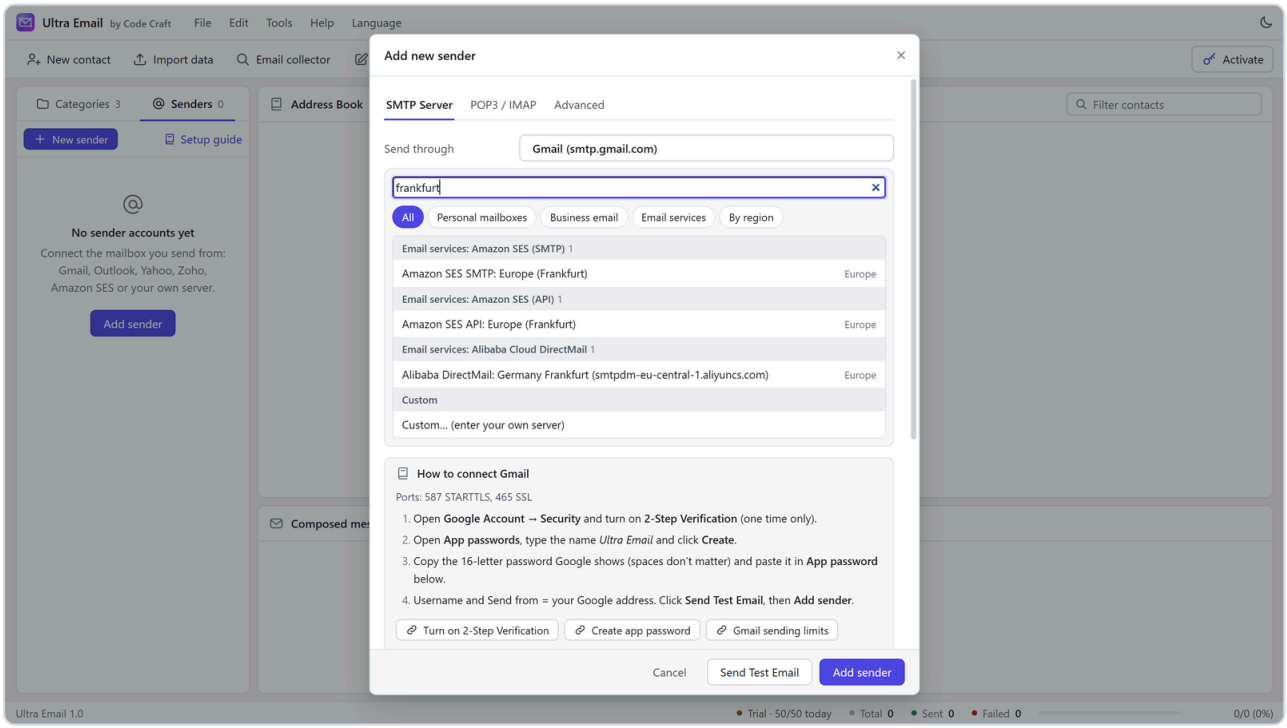
A Gmail sender ready to test. The app password is pasted into **App password**; spaces are removed automatically.



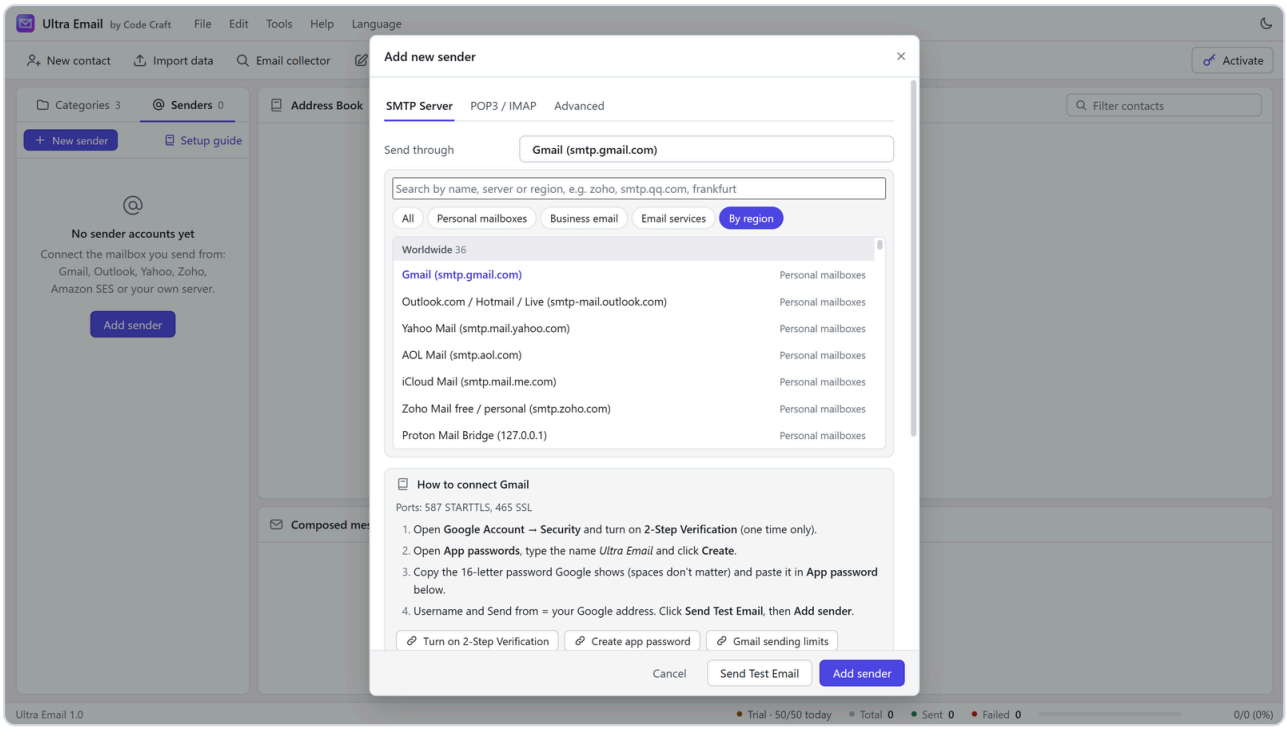
After **Send Test Email**: check the inbox (and the spam folder), then click **Add sender**. If the test fails, the window explains the error in plain words.



The searchable picker in **Add new sender**.



Search by name, server or region. Here, *frankfurt* finds the European Amazon SES region.



By region groups local providers together.

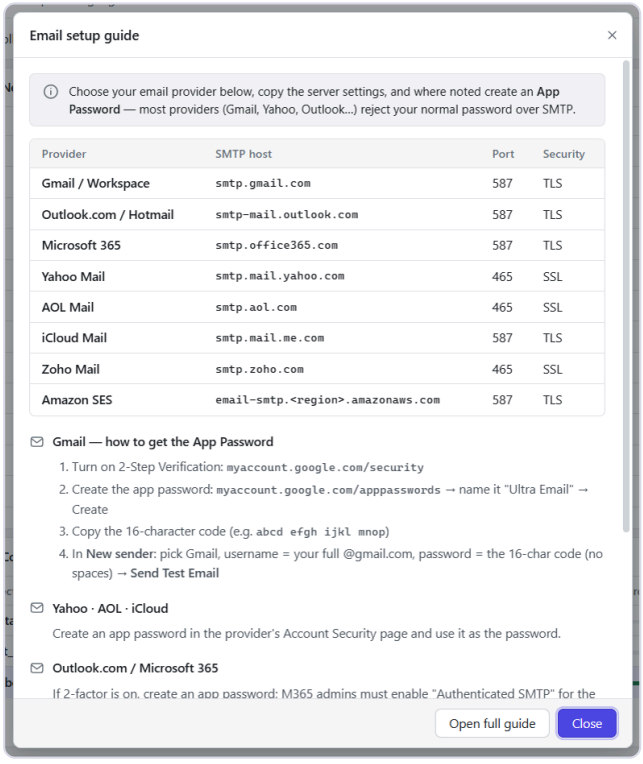
Why an "app password"?

Gmail, Outlook.com, Yahoo, AOL and iCloud do not let desktop apps sign in with your normal password. Instead you create a separate **app password** just for Ultra Email. It only works for sending mail, you can revoke it at any time, and your real password stays private. App passwords only appear once **2-Step Verification** (two-factor sign-in) is turned on for the account.

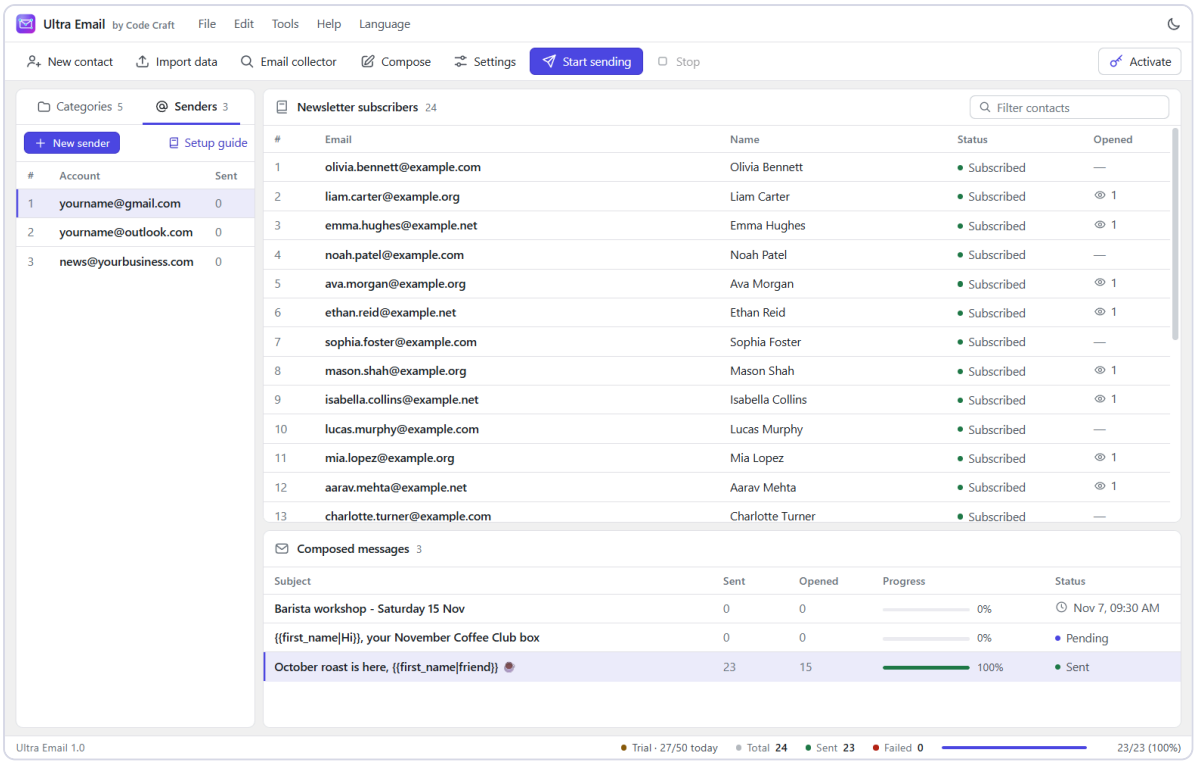
Server settings at a glance

Provider	Host	Port / security	Password to use
Gmail / Google Workspace	`smtp.gmail.com`	587 STARTTLS	Google app password
Outlook.com / Hotmail / Live	`smtp-mail.outlook.com`	587 STARTTLS	App password (if two-step is on)
Microsoft 365 (business)	`smtp.office365.com`	587 STARTTLS	Mailbox password; SMTP AUTH enabled by the admin
Yahoo Mail	`smtp.mail.yahoo.com`	465 SSL	Yahoo app password
AOL	`smtp.aol.com`	465 SSL	AOL app password
iCloud Mail	`smtp.mail.me.com`	587 STARTTLS	App-specific password
Zoho Mail	`smtp.zoho.com (.in / .eu)`	465 SSL	Zoho password or app password
Hostinger email	`smtp.hostinger.com`	465 SSL	Mailbox password

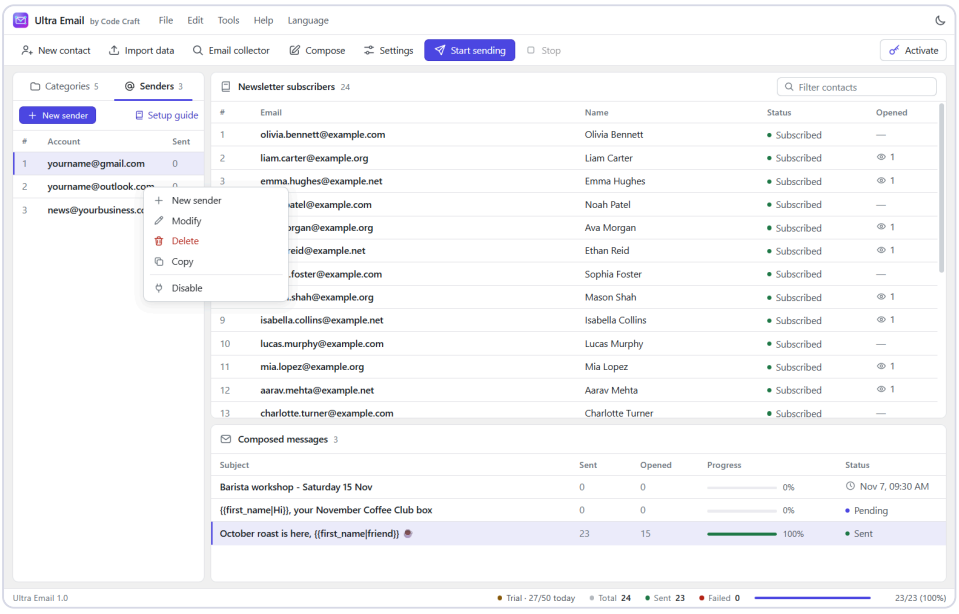
cPanel / your host	`mail.yourdomain.com`	465 SSL or 587	Mailbox password
Amazon SES (SMTP)	`email-smtp.<region>.amazonaws.com`	587 STARTTLS	SES SMTP credentials
SendGrid	`smtp.sendgrid.net`	587 STARTTLS	User `apikey`, password = API key
Brevo	`smtp-relay.brevo.com`	587 STARTTLS	Brevo SMTP key
Mailgun	`smtp.mailgun.org`	587 STARTTLS	Domain SMTP credentials
Mailjet	`in-v3.mailjet.com`	587 STARTTLS	API key / secret key
Postmark	`smtp.postmarkapp.com`	587 STARTTLS	Server API token (user and password)
SMTP2GO	`mail.smtp2go.com`	587 STARTTLS	SMTP user password



Help → Email setup guide shows the same table inside the app.



Three senders: Gmail, Outlook and a mailbox on the business's own domain. Ultra Email rotates between them.



Right-click a sender to modify, copy, delete or temporarily disable it.

CHAPTER 6

Gmail and Google Workspace, step by step

This takes about five minutes the first time. A video of the same steps is on **ultraemailer.org/videos**.

Part A: turn on 2-Step Verification (one time)

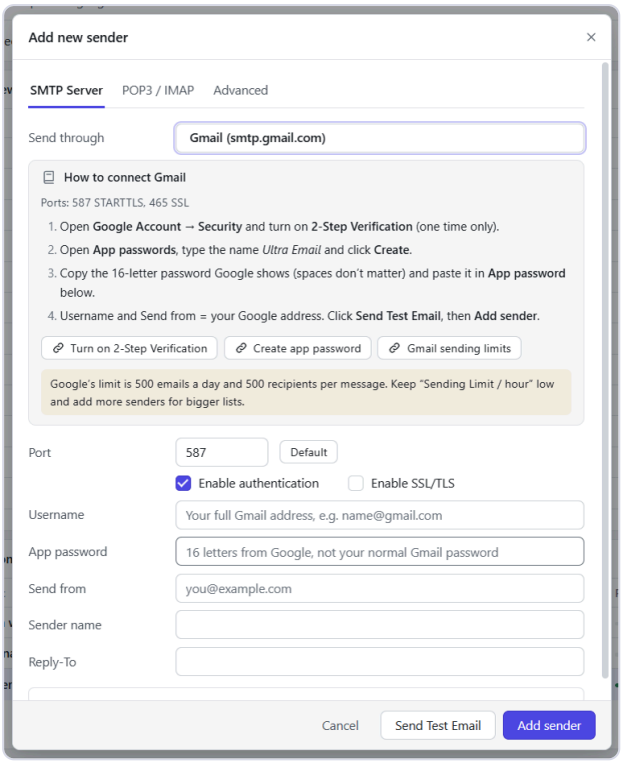
1. Open **myaccount.google.com** and sign in with the Gmail account you want to send from.
2. Click **Security** (on the left, or the Security tab on a phone).
3. Under **How you sign in to Google**, click **2-Step Verification** → **Turn on**, and follow the prompts (a phone number or the Google prompt on your phone).

Part B: create the app password

1. Go to **myaccount.google.com/apppasswords**, or type "App passwords" in the search bar of your Google Account.
2. Type a name such as **Ultra Email** and click **Create**.
3. Google shows a 16-letter password in a yellow box, for example `abcd efgh ijkl mnop`. Copy it. Google will not show it again (you can always create a new one).

Part C: add Gmail as a sender

1. In Ultra Email open the **Senders** tab → **New sender**. Gmail is already selected.
2. **Username**: your full Gmail address. **App password**: paste the 16-letter password (spaces do not matter).
3. **Send from**: the same Gmail address. **Sender name**: how you want to appear.
4. Click **Send Test Email**, check your inbox, then click **Add sender**.



The Gmail card in the Add new sender window, with buttons that open the 2-Step Verification and app password pages.

Gmail sending limits. Google allows personal Gmail accounts roughly **500 recipients a day** and Google Workspace accounts about **2,000 a day**. Set **Sending Limit / hour** in Settings well below that, add several senders and let Ultra Email rotate between them, or use a sending service such as Amazon SES for larger lists.

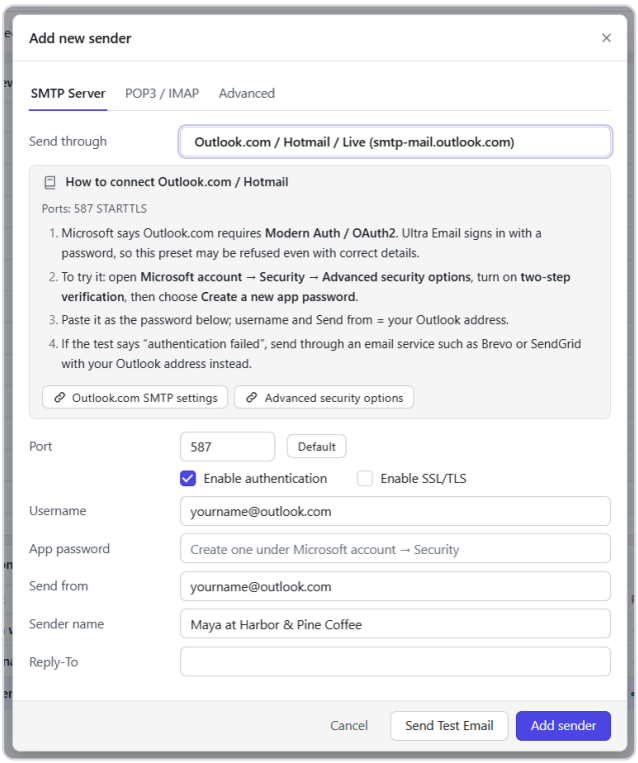
No "App passwords" page? It only appears when 2-Step Verification is on. On Google Workspace your administrator may have turned app passwords off; ask them to allow it, or use your domain's own SMTP relay. The **Send from** address can be any alias you added in Gmail under **Settings → Accounts → Send mail as**.

CHAPTER 7

Outlook, Microsoft 365, Yahoo, iCloud, Zoho

Outlook.com, Hotmail and Live

1. At **account.microsoft.com** → **Security** → **Advanced security options**, turn on two-step verification.
2. On the same page, under **App passwords**, click **Create a new app password** and copy it.
3. In Ultra Email choose **Outlook.com / Hotmail / Live**. Username = your full address, password = the app password.



The Outlook.com card.

If Outlook.com refuses the login. Microsoft is moving personal accounts away from password-based SMTP. If the test fails with an authentication error even with an app password, send through a service such as Brevo, SendGrid or Amazon SES and use your Outlook address as the **Send from** address (chapter 8).

Microsoft 365 (business mailbox)

Choose **Microsoft 365 / Outlook business**. Your IT admin must turn on **Authenticated SMTP** for the mailbox (Microsoft 365 admin center → Users → the user → Mail → Manage email apps). If multi-factor sign-in is enforced, ask for an app password.

Yahoo Mail and AOL

1. Yahoo: **login.yahoo.com** → Account info → Account security → **Generate app password**. AOL: **login.aol.com** → Account security → **Generate app password**.
2. Name it **Ultra Email** and copy the password.
3. Choose the Yahoo or AOL preset (port 465, SSL). Username = full email address, password = the app password.

iCloud Mail

At **appleid.apple.com** → Sign-In and Security → **App-Specific Passwords**, generate one. Use the iCloud Mail preset; the username is your iCloud address (for example name@icloud.com).

Zoho Mail

Use the Zoho Mail preset. Accounts hosted in India use `smtp.zoho.in`, in Europe `smtp.zoho.eu`: choose **Custom…** and type that host if needed. With two-factor sign-in, create an application-specific password in Zoho Accounts → Security.

Proton Mail

Proton needs the free Proton Mail Bridge app running on the same computer. Bridge shows a local username and password; use the **Proton Mail (Bridge)** preset with those.

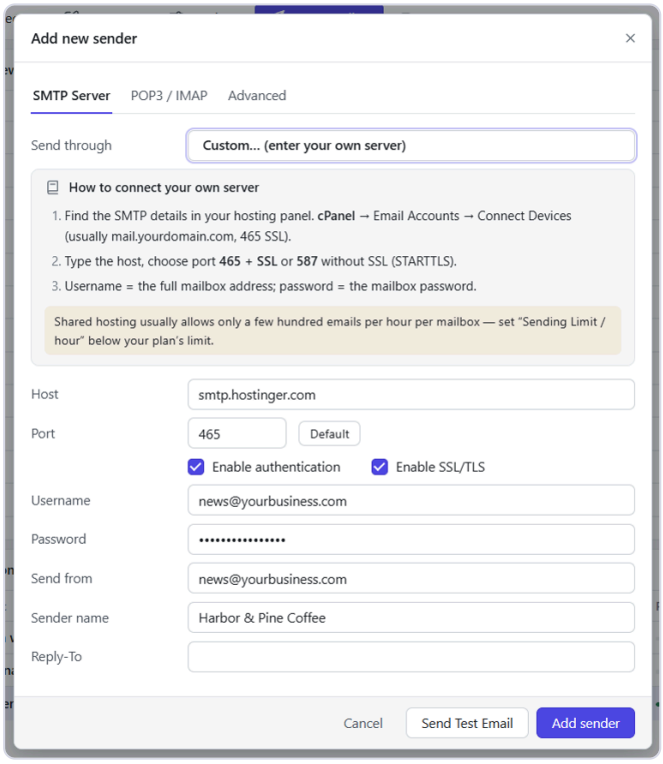
CHAPTER 8

Your own domain and sending services

A mailbox on your own domain (custom SMTP)

Sending from *news@yourbusiness.com* looks more professional and usually delivers better than a free address.

1. In your hosting panel create a mailbox (for example `news@yourbusiness.com`) and note its password.
2. Find its SMTP details. Hostinger: **Emails → Connect apps & devices** (`smtp.hostinger.com`, 465 SSL). cPanel: **Email Accounts → Connect Devices** (usually `mail.yourbusiness.com`, 465 SSL).
3. In Ultra Email choose **Custom… (enter your own server)** at the bottom of the SMTP server list. Enter the host, the port, tick **Enable SSL/TLS** for port 465, and use the full mailbox address and its password.
4. Send a test, then set up SPF, DKIM and DMARC for the domain (chapter 16). Most hosts have a one-click button for this.



A mailbox on Hostinger: custom host, port 465 with SSL/TLS.

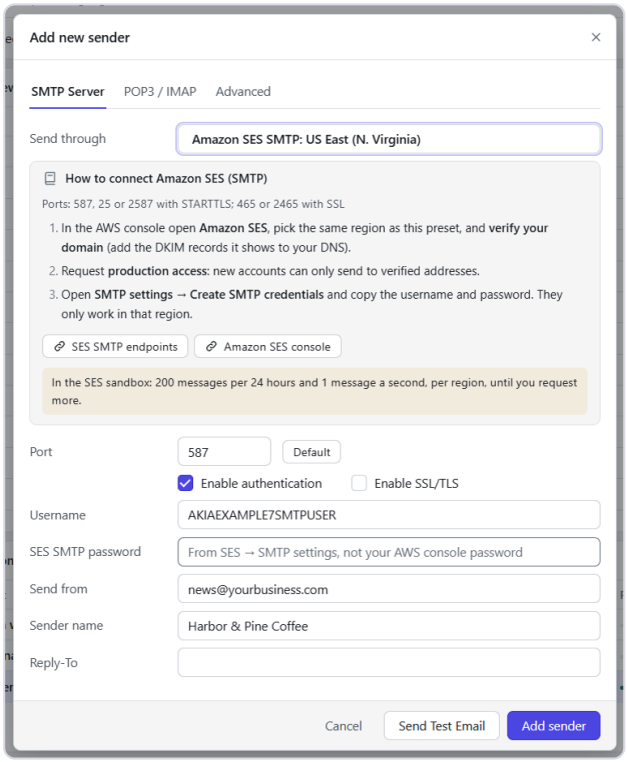
Shared hosting limits. Most shared hosts allow only a few hundred emails an hour per mailbox. Check your plan and set **Sending Limit / hour** below it, or the host may suspend the mailbox.

Sending services for larger lists

For thousands of emails a day, use a sending service (also called a relay). They are built for bulk delivery, handle bounces and cost little.

Amazon SES

1. In the AWS console open **Amazon SES**, pick a region and verify your domain (SES gives you DNS records for DKIM).
2. New SES accounts start in the sandbox and can only send to verified addresses. Request **production access** from the SES dashboard.
3. Either use SMTP: **SES → SMTP settings → Create SMTP credentials**, then the **Amazon SES — SMTP** preset with that username and password (change the region in the host if yours is not us-east-1). Or use the API: choose an **Amazon SES API** preset for your region and enter an IAM access key and secret allowed to call `ses:SendEmail`.



The Amazon SES (SMTP) card. The username is the SES SMTP user, not your AWS console login.

SendGrid, Brevo, Mailgun, Mailjet, Postmark, SMTP2GO, Turbo-SMTP

Each gives you SMTP credentials in its dashboard after you verify your domain. Pick the matching preset and paste them in. For SendGrid the username is literally `apikey` and the password is your API key. See the table in chapter 5.

CHAPTER 9

Categories and contacts

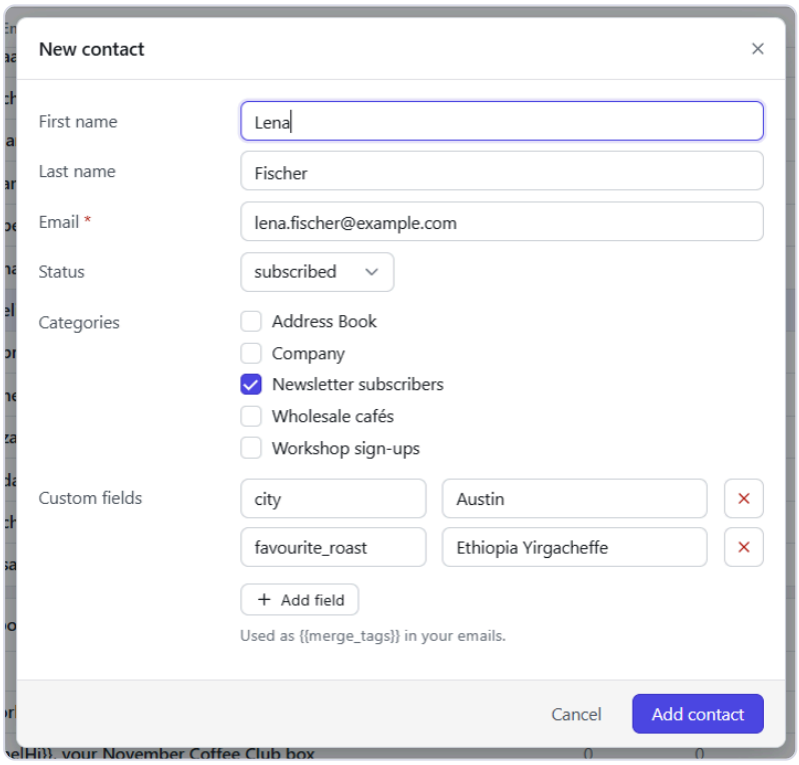
A **category** is a contact list, such as *Newsletter subscribers* or *Wholesale cafés*. One contact can be in several categories, and when you send, you choose the category to send to. A new installation starts with *Address Book*, *Company* and a *Sample* category you can delete.

Create a category

Right-click the category list → **New category…** (or **Edit** → **New category…**) and give it a name. Right-click a category to rename, delete, import into or export it. Deleting a category keeps the contacts; they are only removed from that list.

Add a contact by hand

Select a category and click **New contact**. Fill in the email address (required), first and last name, status, the categories the contact belongs to, and any **custom fields**, such as *city* or *favourite_roast*. Every custom field can be used as a merge tag (chapter 11).

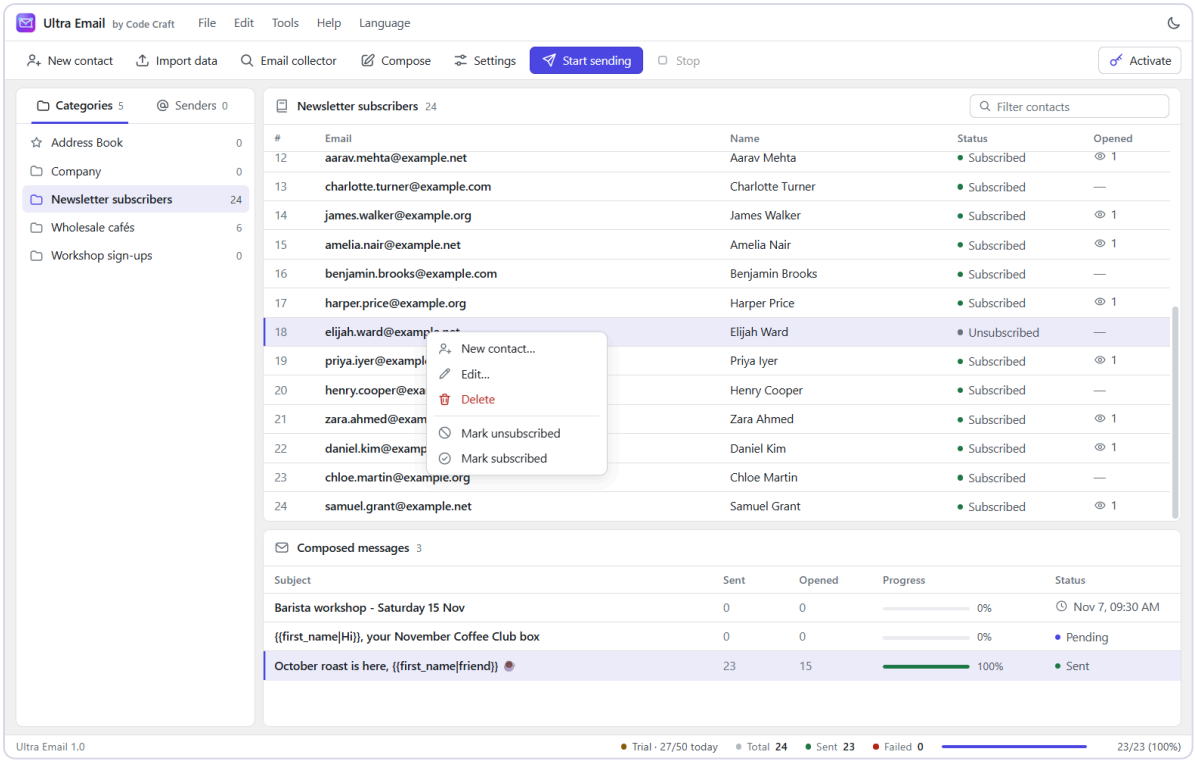


A new contact with two custom fields.

Contact status

Status	Meaning
Subscribed	Receives your campaigns.
Unsubscribed	Clicked the unsubscribe link, or you marked them. **Always skipped** when sending.

Bounced	The address does not work (for example found by **Verify email addresses**). Skipped when sending.
Complained	Reported your email as spam. Skipped when sending.



Right-click a contact to edit, delete, or mark it unsubscribed or subscribed. Elijah here unsubscribed earlier.

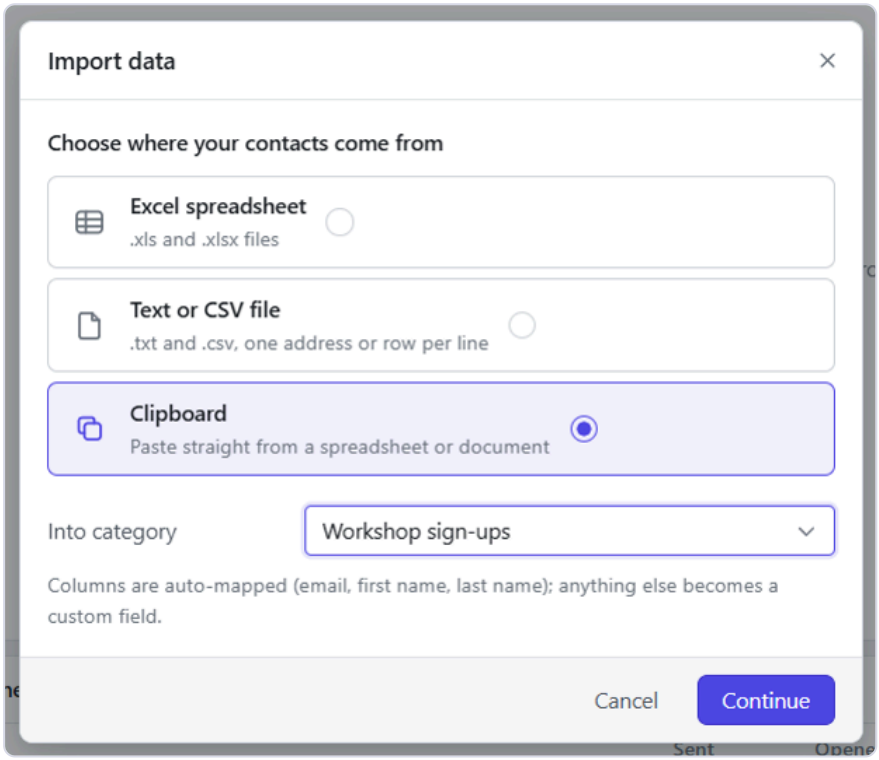
Verify addresses before you send

Tools → Verify email addresses checks every address in the selected category: is it written correctly, and can its domain receive email (DNS MX records)? Problem addresses are listed with the reason, and one click marks them all as bounced so they are skipped. Sending to dead addresses hurts your sender reputation, so do this for every new list.

CHAPTER 10

Importing contacts

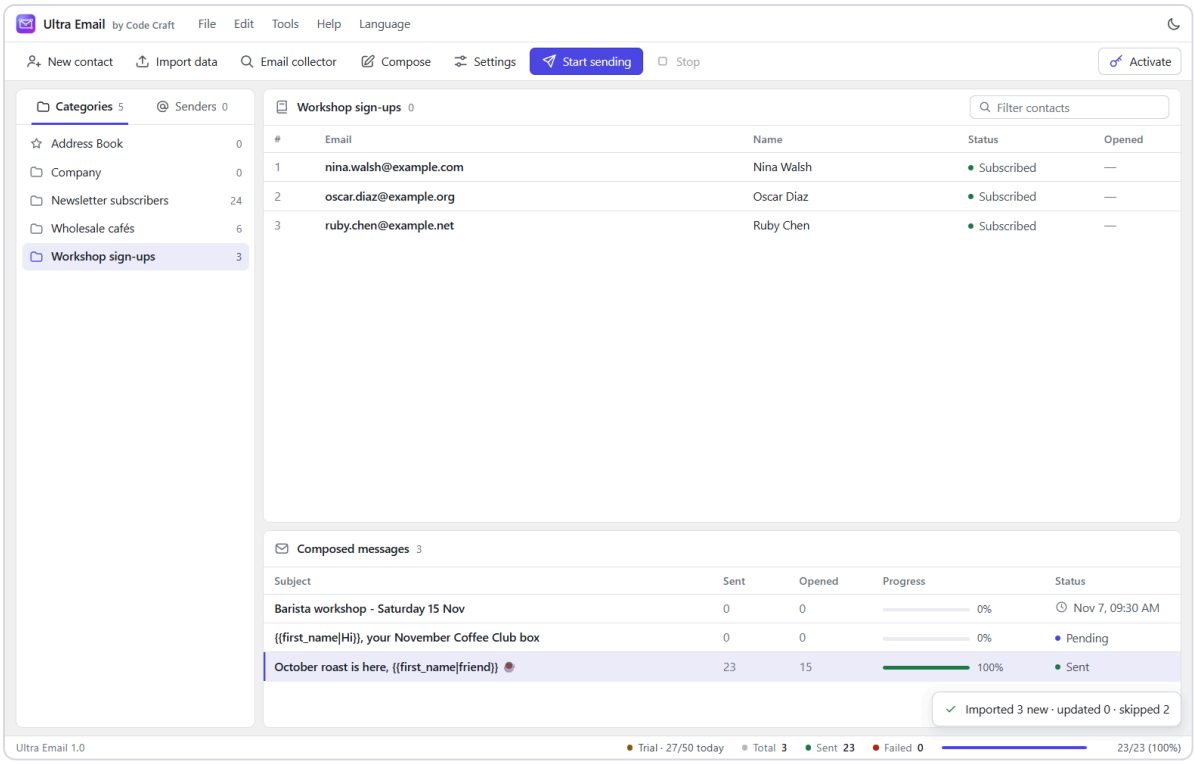
1. Select the target category and click **Import data** (or right-click a category → **Import data here…**).
2. Choose the source: an **Excel spreadsheet** (.xls, .xlsx), a **text or CSV file**, or the **clipboard** (copy the rows in Excel or Google Sheets first).
3. Check **Into category** and click **Continue**, then pick the file.



Importing from the clipboard into *Workshop sign-ups*.

Ultra Email maps the columns by their headings: **Email** (also "E-mail", "Email address", "Mail"), **First name** and **Last name**. Every other column becomes a custom field with the same name, so a "City" column becomes the tag `{{city}}`. A file without headings, or a block of text, is scanned for email addresses.

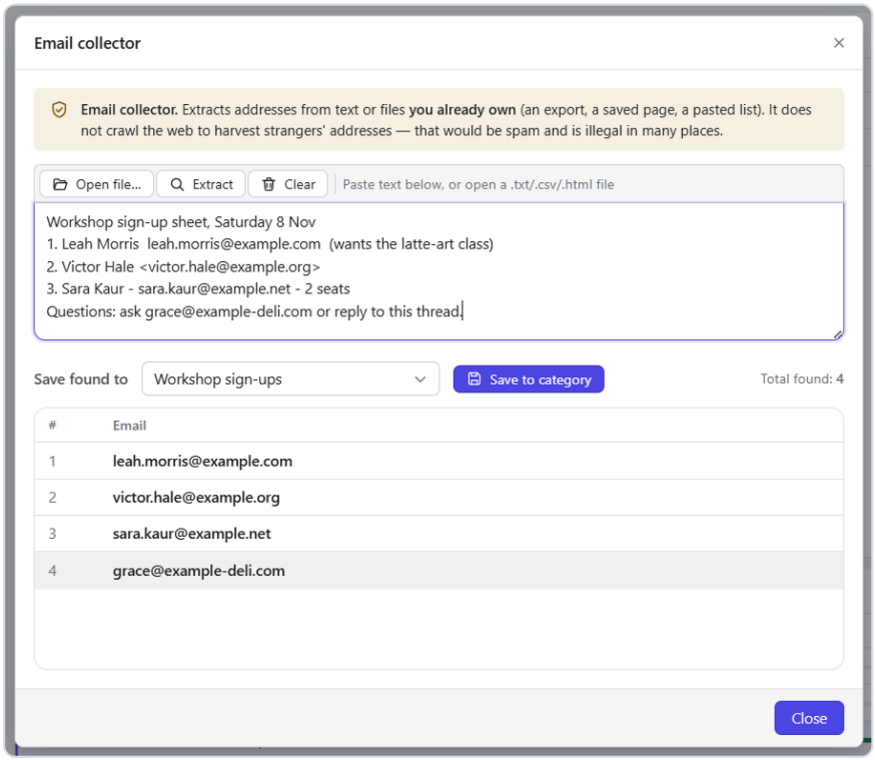
- An address already in Ultra Email is not duplicated: it is added to the category, and empty names and fields are filled in.
- Duplicate rows inside the file are imported once.
- Rows with an invalid address are skipped and counted.



The result: 3 new contacts, and 2 rows skipped (one duplicate and one invalid address).

Email collector

The **Email collector** pulls addresses out of text or files **you already own**: a sign-up sheet, an exported customer list, a pasted email thread. Paste the text or click **Open file…**, click **Extract**, choose a category and click **Save to category**. It does not crawl websites for strangers' addresses; only email people who agreed to hear from you.



Four addresses found in a pasted workshop sign-up sheet.

Export

Right-click a category → **Export contacts…** (or **File → Export contacts…**) saves a CSV file with email, names, status and custom fields that opens in Excel.

CHAPTER 11

Templates and merge tags

Merge tags

Merge tags are placeholders in double curly brackets that Ultra Email replaces for each person, in both the subject and the message.

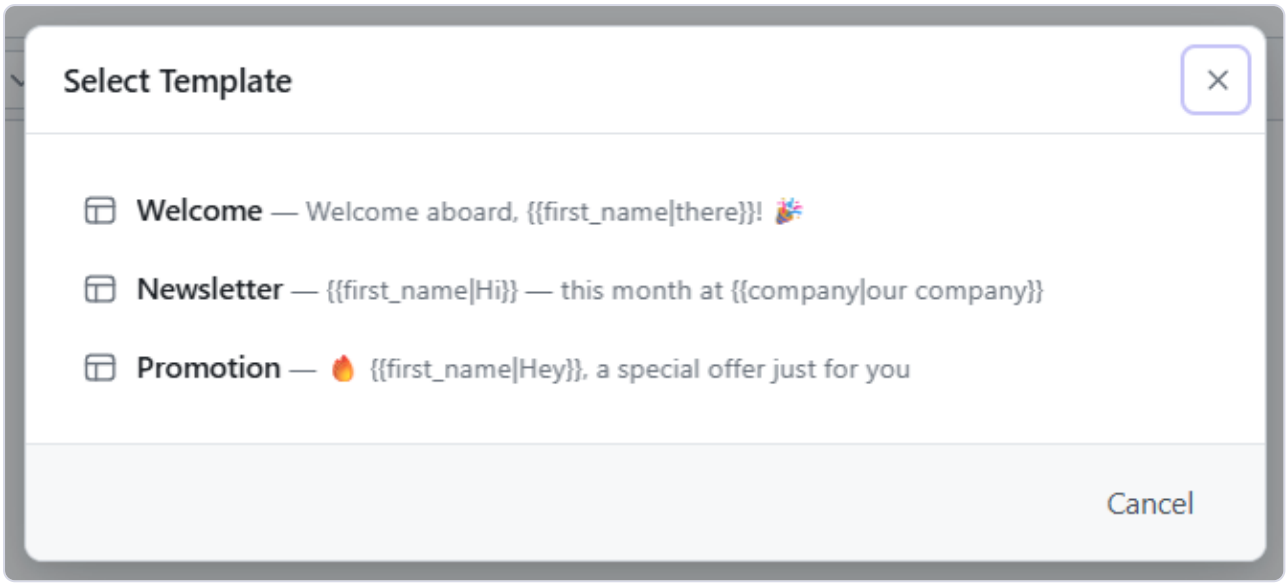
Tag	Becomes
`{{first_name}}`	The contact's first name
`{{last_name}}`	The last name
`{{name}}`	First and last name together
`{{email}}`	The contact's email address
`{{company}}`, `{{city}}` …	Any custom field, by its name. Capitals, spaces and underscores do not matter: a column "Order ID" works as `{{order_id}}`.
`{{unsubscribe_url}}`	A personal unsubscribe link. Use it as text, or inside a link: `<a href="{{unsubscribe_url}}">Unsubscribe</a>`

Fallbacks. Add a default after a bar: `Hi {{first_name|there}}` becomes "Hi Olivia" for Olivia and "Hi there" when the first name is empty. Use a fallback for every tag that might be empty.

In the compose window, the **Tags** list on the toolbar inserts a tag where the cursor is. If your message has no `{{unsubscribe_url}}`, Ultra Email adds an unsubscribe line at the bottom of every email automatically.

Templates

Ultra Email comes with three designed starting points: **Welcome**, **Newsletter** and **Promotion**. In the compose window, click **Select Template** on its menu bar and pick one; the subject and design are loaded and you replace the text with your own. Saved campaigns can be reused too: right-click a message → **Duplicate**, then edit the copy.

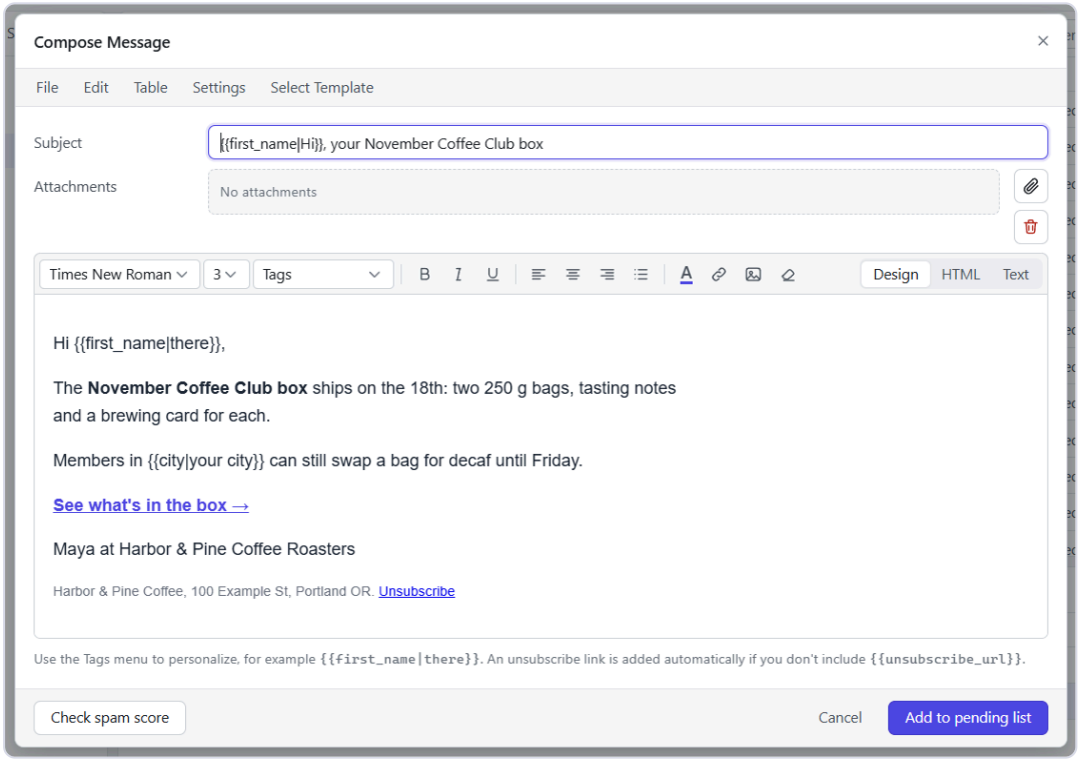


Choosing a starting template.

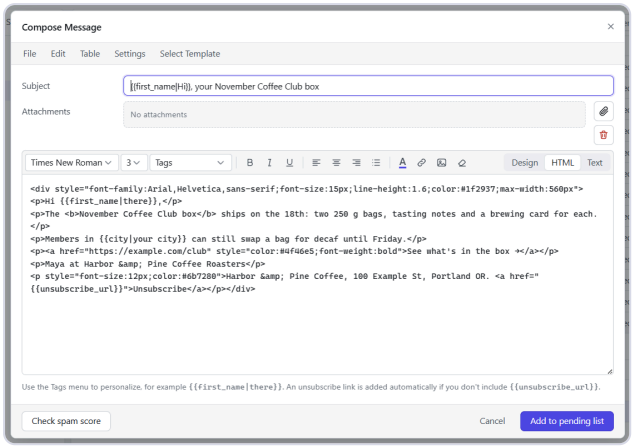
CHAPTER 12

Writing a campaign

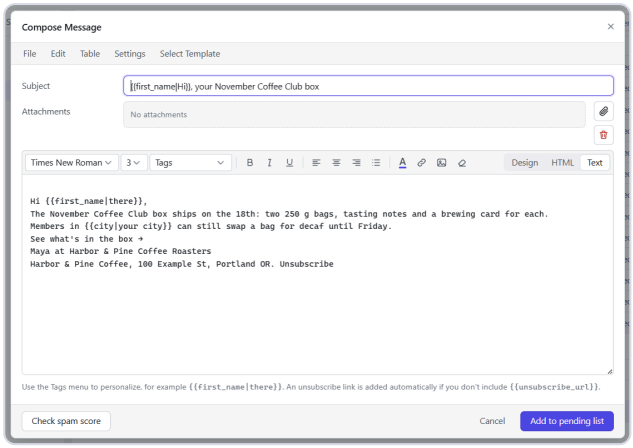
1. Click **Compose** on the toolbar.
2. Write the **Subject**. Keep it short, honest and specific; you can personalise it, for example *{{first_name|Hi}}, your November Coffee Club box*.
3. Write the message in **Design** view with the toolbar: font, size, bold, italic, underline, alignment, bullet lists, colour, links and images. **HTML** lets you paste a designed template; **Text** shows the plain-text version.
4. Add attachments with the paper-clip button if needed. Keep them small; a link to a file is better than a large attachment.
5. Click **Check spam score** (see below), then **Add to pending list**. The message appears under **Composed messages** as *Pending*.



The compose window in Design view, with merge tags in the subject and body.



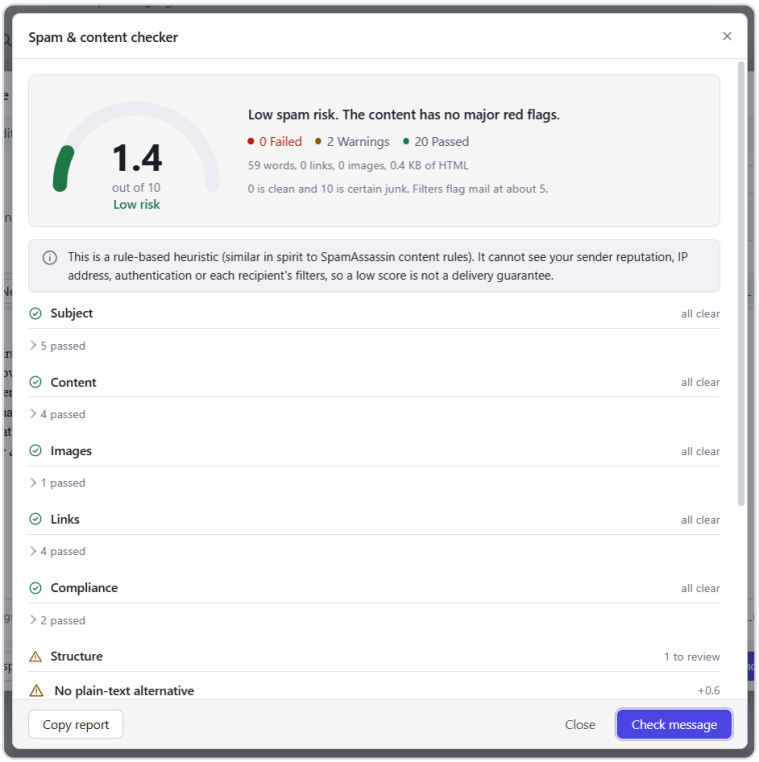
HTML view: paste or edit the code of a designed email.



Text view: the plain-text version of the same message.

Check the spam score

Check spam score scores the message from 0 (clean) to 10 (certain junk) and lists every finding by area: subject, content, images, links, compliance and structure, each with how to fix it. It is a content check that runs on your computer; it cannot see your sender reputation or the receiver's filters, so a low score is a good sign, not a guarantee.



A low-risk score of 1.4 with one suggestion: add a plain-text alternative.

CHAPTER 13

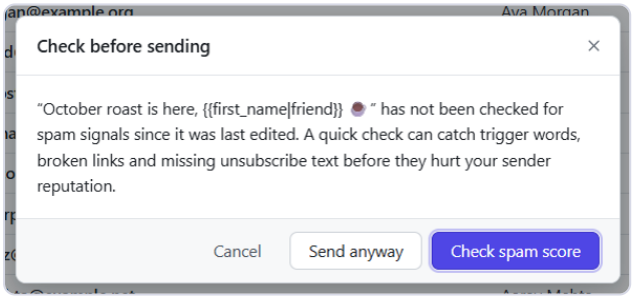
Sending a campaign

Simulation first, then live

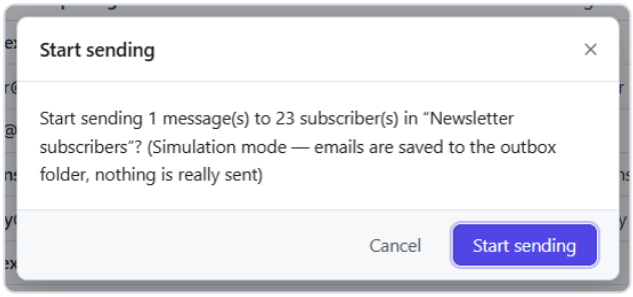
In **Settings → Automatic → Sending mode** you choose between **Simulation** and **Live**. Simulation writes every personalised email to the outbox folder (**Help → Open outbox folder**) so you can open and check the result; nothing is sent. Live sends through your enabled senders. In Live mode without any sender, Ultra Email asks you to connect your email first.

Start a send

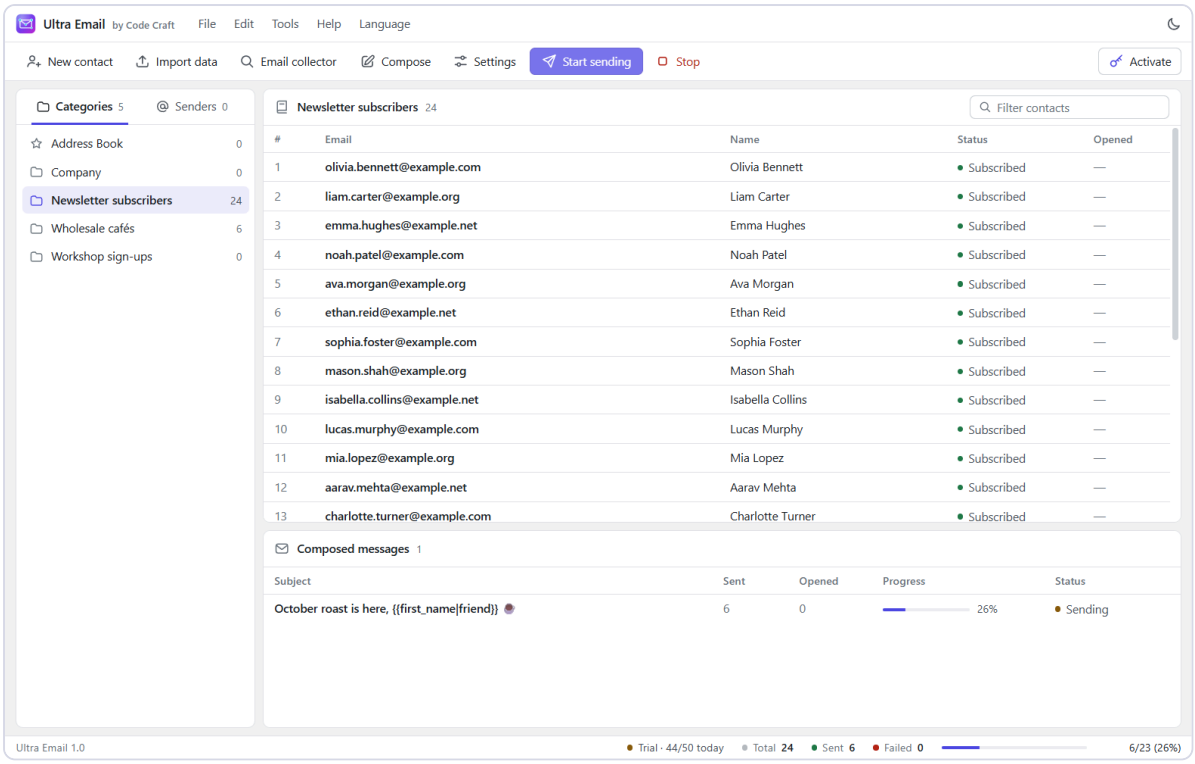
1. In the **Categories** tab, click the category to send to.
2. Click **Start sending**. Every *Pending* message is sent to that category. To send just one message, right-click it → **Send this to selected category**.
3. If a message has not been spam-checked since its last edit, Ultra Email offers to check it first. Choose **Check spam score** or **Send anyway**.
4. Confirm the number of subscribers. Unsubscribed, bounced and complained contacts are left out automatically.



The spam-check reminder.



The final confirmation (here in simulation mode).

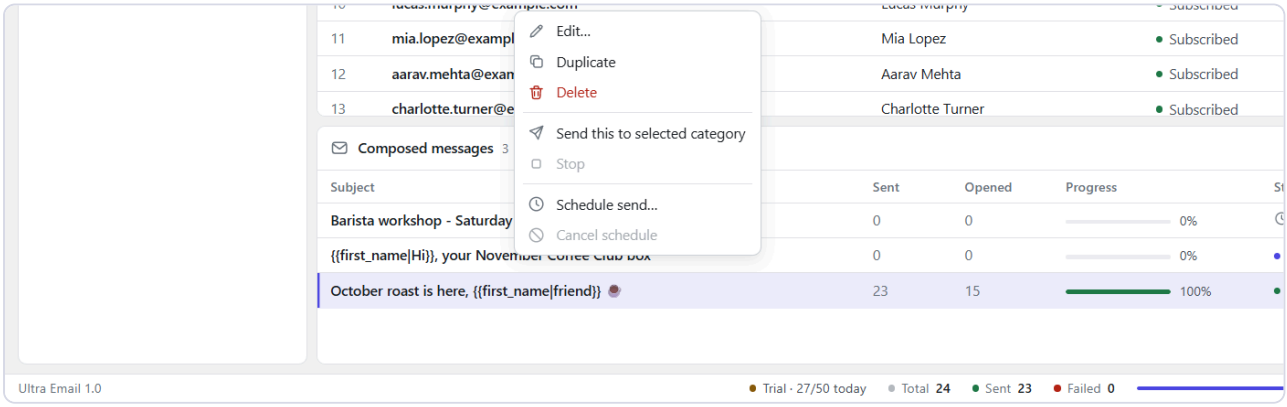


Sending: the progress bar, Sent count and status bar update live. **Stop** halts all sends.

Click **Stop** at any time. Starting again continues with the contacts that have not been sent yet. When a campaign finishes, a desktop notification tells you, even if Ultra Email is minimised to the tray. Failed emails are counted in the status bar and retried as set in Settings.

Speed, limits and rotation

Your provider decides how much you may send. Set **Settings** → **General settings** to stay safely below it (chapter 18 explains each setting). Good starting values: 1 to 3 connections, 10 to 20 emails a minute, an hourly limit below your provider's, and rotate after 20 to 50 emails per sender.

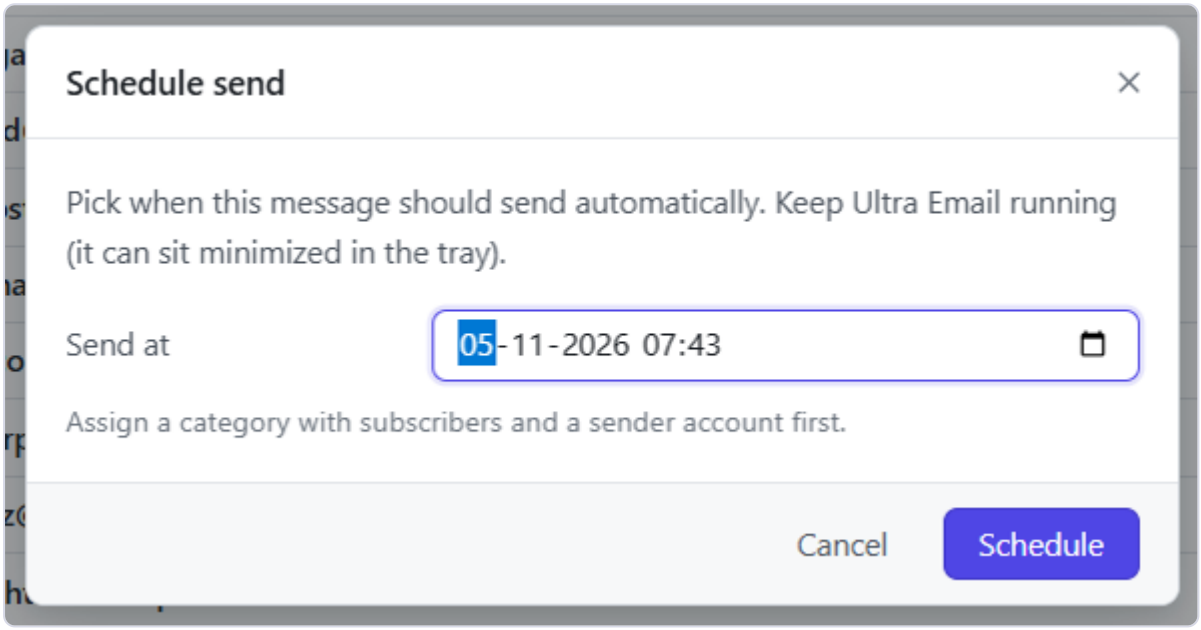


Right-click a composed message to edit, duplicate, delete, send it to the selected category, stop it, or schedule it.

CHAPTER 14

Scheduling

1. Make sure the message is assigned to a category with subscribers (send it once, or edit it with that category selected) and that you have a sender.
2. Right-click the message → **Schedule send…**.
3. Pick the date and time and click **Schedule**. The Status column shows the time with a clock icon.



Scheduling a message.

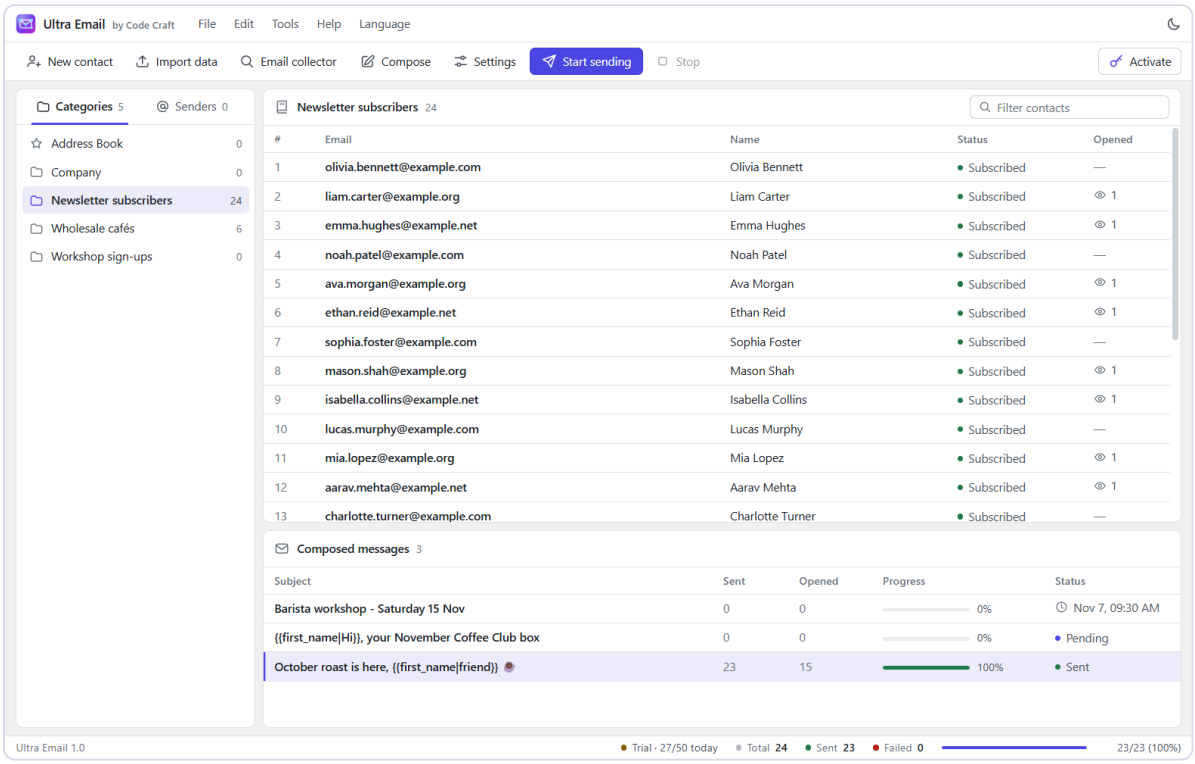
To change it, right-click → **Reschedule send…**; to undo, right-click → **Cancel schedule**. Ultra Email must be running at that time; it can sit minimised in the system tray. If the computer was off, the message is sent the next time Ultra Email starts.

CHAPTER 15

Reports: opens, clicks and unsubscribes

For each email, Ultra Email adds an invisible tracking image (to count opens), sends links through a short redirect (to count clicks) and adds a personal unsubscribe page. Results appear live:

- **Composed messages**: Sent, Opened (unique opens) and Progress for each campaign.
- **Contacts grid**: the Opened column shows how many times each person opened your emails.
- **Status**: a contact who unsubscribes is marked *Unsubscribed* at once and never emailed again.



After the October campaign: 23 sent, 15 opened. Elijah, who unsubscribed earlier, was skipped.

Important for real campaigns: the public tracking URL. The tracking server runs inside Ultra Email on your computer (`127.0.0.1`, port 8088 by default, or the next free port). People on the internet cannot reach your PC, so for real opens, clicks and unsubscribes, set **Settings → Automatic → Public URL** to an address that forwards to that port, for example a small VPS or a tunnel such as Cloudflare Tunnel (`https://track.yourbusiness.com`). Without a public URL, sending works normally; only the open and click counts stay at zero, and the unsubscribe link only works while it can reach your computer.

Turn open or click tracking off in **Settings → General settings** (**Track who reading email**, **Track who clicked on link**). Open counts are an estimate: many email apps block images, and some (such as Apple Mail Privacy Protection) load them automatically.

CHAPTER 16

Unsubscribes, compliance and the inbox

The rules

Ultra Email is for email to people who asked to hear from you: customers, members, subscribers. Laws such as **CAN-SPAM** (USA), **GDPR** (EU and UK), **CASL** (Canada) and India's **DPDP Act** require you to:

- Email only people who gave consent, or existing customers where your local law allows it.
- Use a truthful sender name and subject line.
- Include your business name and postal address.
- Include a working unsubscribe link and honour it promptly. Ultra Email adds the link and suppresses unsubscribed contacts automatically.
- Never buy or scrape email lists.

How unsubscribing works

Every email carries a personal unsubscribe link. The recipient sees a short page and confirms with **Yes, unsubscribe me**. Ultra Email marks the contact *Unsubscribed* in every category and will not email them again, even if you import them later. You can also mark people unsubscribed by hand (right-click a contact).

Land in the inbox: SPF, DKIM and DMARC

Since 2024 Gmail and Yahoo require bulk senders to authenticate their domain, make unsubscribing easy and keep spam complaints very low.

Record	What to do
SPF	One TXT record on your domain listing every service that sends for you, for example `v=spf1 include:_spf.google.com include:amazonses.com ~all`. Only one SPF record per domain.
DKIM	Turn on DKIM signing in your provider (Google Admin, Hostinger, SES, SendGrid…) and add the DNS records it gives you.
DMARC	A TXT record at `_dmarc.yourdomain.com`. Start with `v=DMARC1; p=none; rua=mailto:you@yourdomain.com`, and move to `p=quarantine` once the reports look clean.

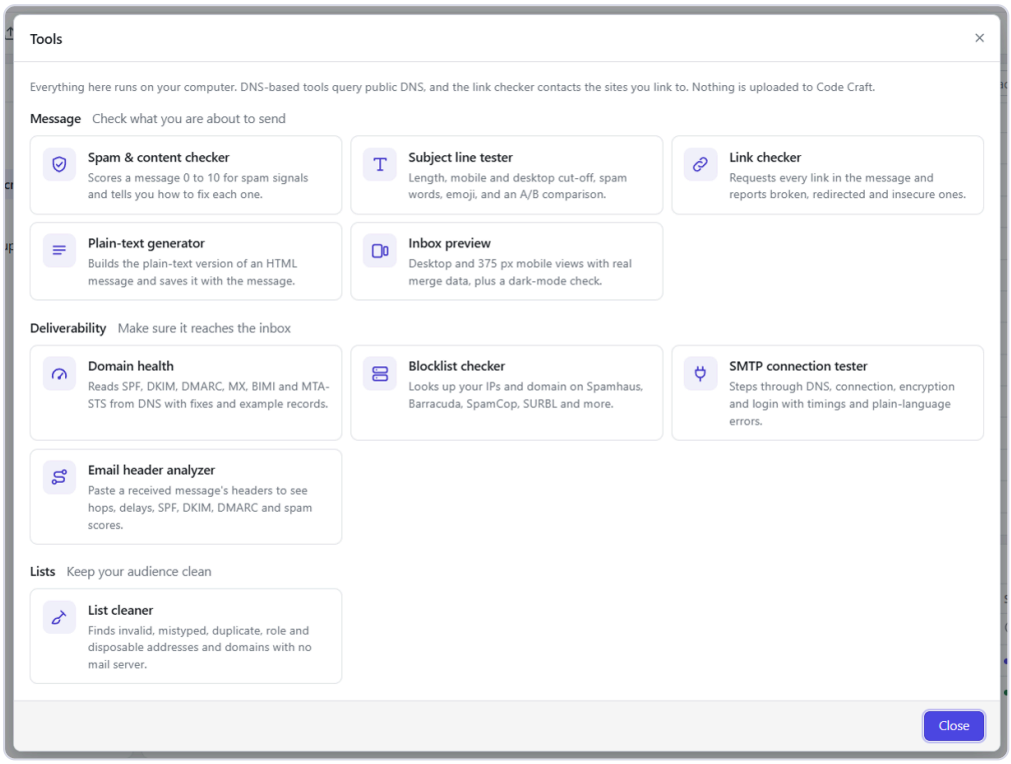
- **Warm up new senders**: start with 20 to 50 emails a day and increase gradually over 2 to 4 weeks.
- **Clean your list**: verify addresses, remove bounces, never buy lists.
- **Write like a person**: avoid ALL CAPS, rows of exclamation marks and image-only emails; include a plain-text version.
- **Keep spam complaints under 0.1%** (Google's guidance; never above 0.3%).

- Check your setup with **Tools → Domain health**, Google Postmaster Tools and a test service such as mail-tester.com.

CHAPTER 17

The Tools menu

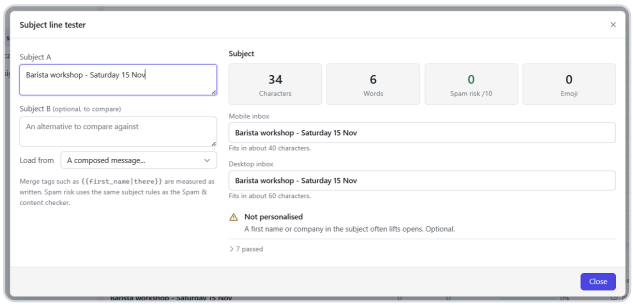
Tools → All tools… opens every checker in one place. They run on your computer; DNS-based tools query public DNS and the link checker contacts the sites you link to. Nothing is uploaded to Code Craft.



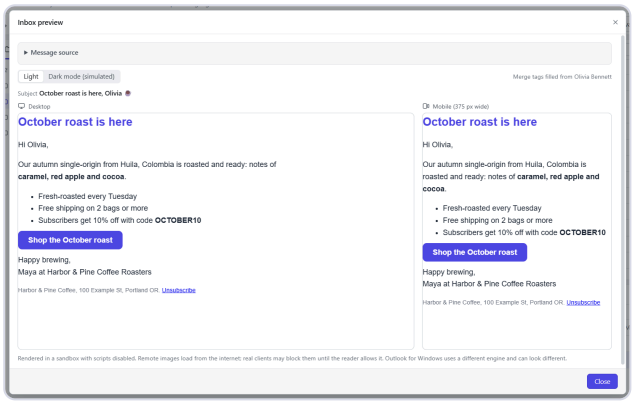
All tools, grouped by what they help with.

Tool	What it does
Spam & content checker	Scores a message 0 to 10 for spam signals and tells you how to fix each one.
Subject line tester	Length, where mobile and desktop inboxes cut it off, spam words, emoji, and an A/B comparison of two subjects.
Link checker	Requests every link in the message and reports broken, redirected and insecure ones.
Plain-text generator	Builds the plain-text version of an HTML message and saves it with the message.
Inbox preview	Desktop and 375 px mobile views filled with a real contact's data, plus a simulated dark mode.
Domain health	Reads SPF, DKIM, DMARC, MX, BIMI and MTA-STS for your domain, with fixes and example records.
Blocklist checker	Looks up your IP addresses and domain on Spamhaus, Barracuda, SpamCop, SURBL and more.

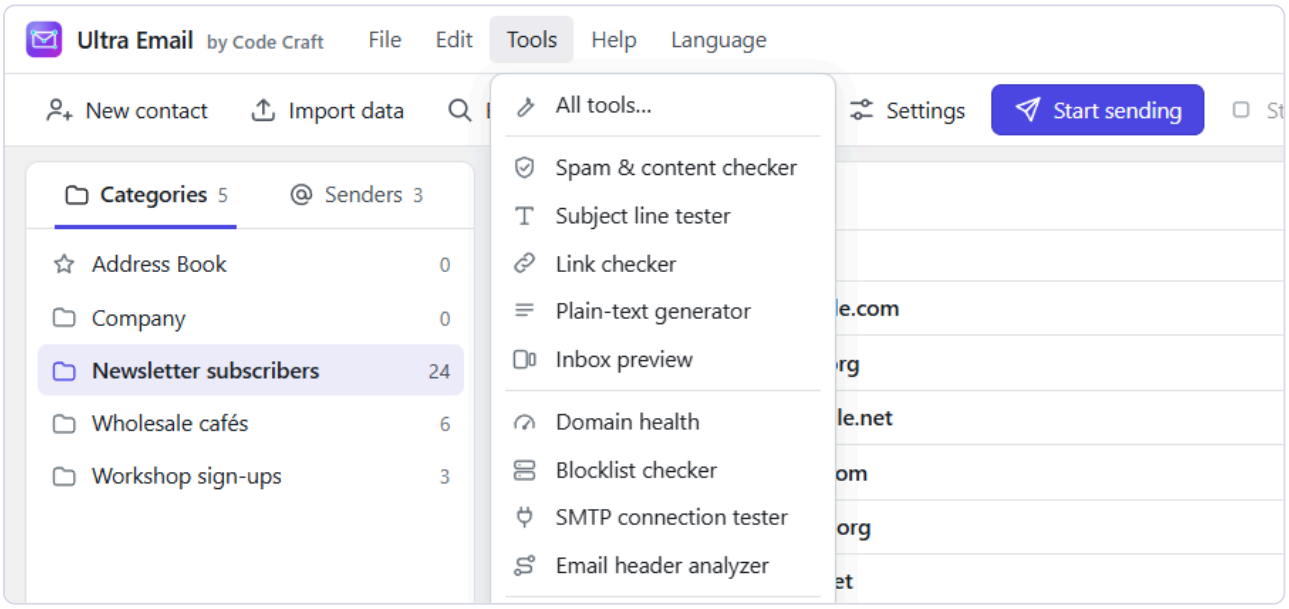
SMTP connection tester	Steps through DNS, connection, encryption and login with timings, and explains errors in plain language.
Email header analyzer	Paste the headers of a received message to see the hops, delays and SPF, DKIM and DMARC results.
List cleaner	Finds invalid, mistyped, duplicate, role-based (info@, sales@) and disposable addresses, and domains that cannot receive mail.
Verify email addresses	Checks the syntax and MX records of the selected category (chapter 9).
Email collector	Extracts addresses from your own text and files (chapter 10).



Subject line tester.



Inbox preview, desktop and mobile.

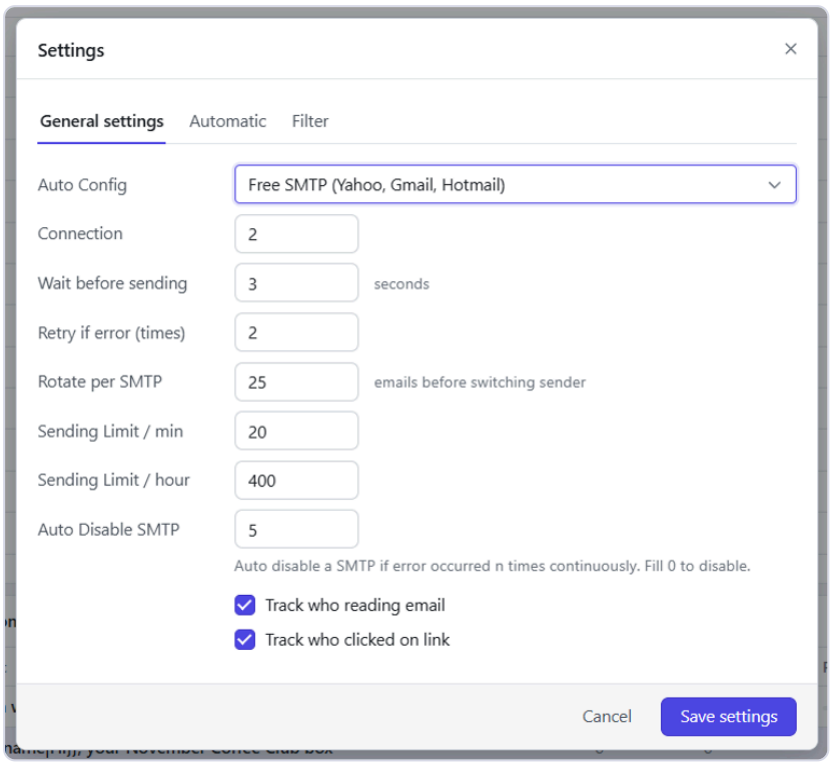


The Tools menu also holds sender accounts, settings, backup and the theme.

CHAPTER 18

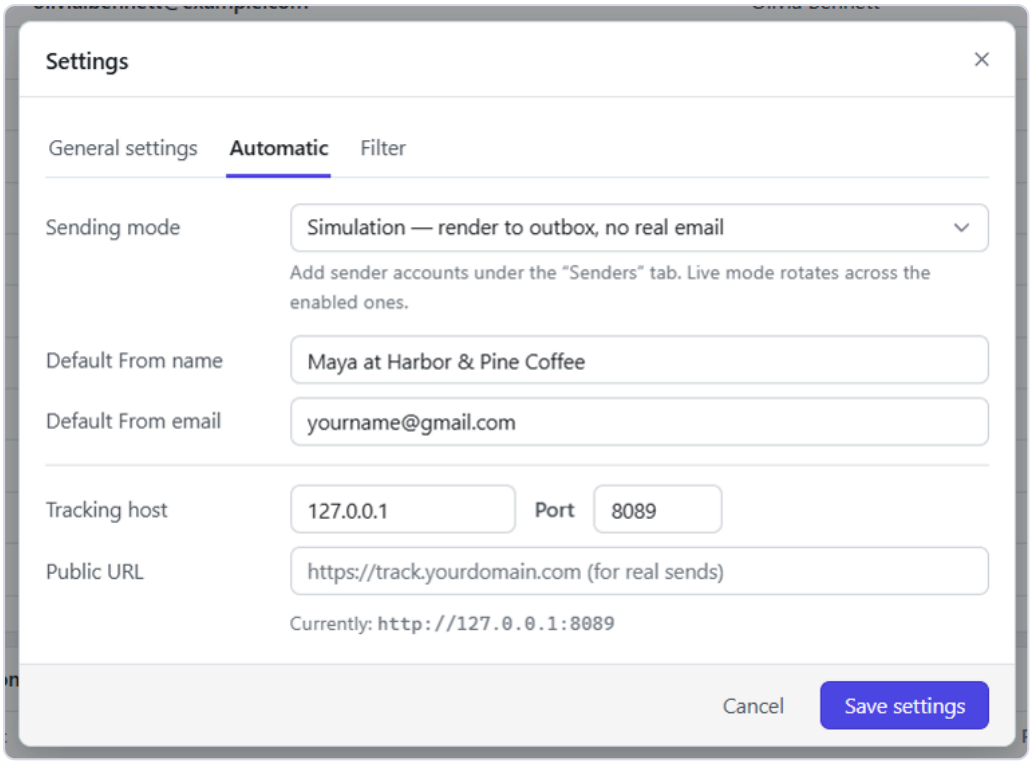
Settings reference

Click **Settings** on the toolbar. Changes apply after **Save settings**.



General settings.

Setting	What it means	Good start
Auto Config	A ready set of speed values for the kind of sender you use.	Your sender type
Connection	How many emails are sent in parallel.	1 to 3
Wait before sending	A delay in seconds after you click Start sending, before the first email goes out.	0
Retry if error	How many times a failed email is retried.	2
Rotate per SMTP	Emails sent from one sender before switching to the next.	20 to 50
Sending Limit / min	Most emails per minute across all senders (0 = no limit).	10 to 20
Sending Limit / hour	Most emails per hour across all senders (0 = no limit).	Below your provider's limit
Auto Disable SMTP	Switch off a sender after this many errors in a row (0 = never).	5
Track who reading email	Open tracking on or off.	On
Track who clicked on link	Click tracking on or off.	On



Automatic: sending mode, default sender name and address, and the tracking server.

Setting	What it means
Sending mode	**Simulation** (to the outbox folder, nothing sent) or **Live** (through your senders).
Default From name / email	Used when a sender has no name or address of its own.
Tracking host / Port	Where the built-in tracking server listens on your computer.
Public URL	The internet address that forwards to the tracking server (chapter 15).

CHAPTER 19

The Android app

The Ultra Email app for Android lets you manage lists, write templates and send campaigns from your phone. Your data stays on the phone. Install it as described in chapter 2. An iPhone version is coming.

How the phone sends. Phones cannot keep SMTP connections open reliably in the background, so the Android app sends through **email API services**. The sender picker has 49 of them, including **Brevo, SendGrid, Mailgun, Resend, Amazon SES and Postmark** (chapter 24). Create a free or paid account with one of them, verify your domain there, and create an API key.

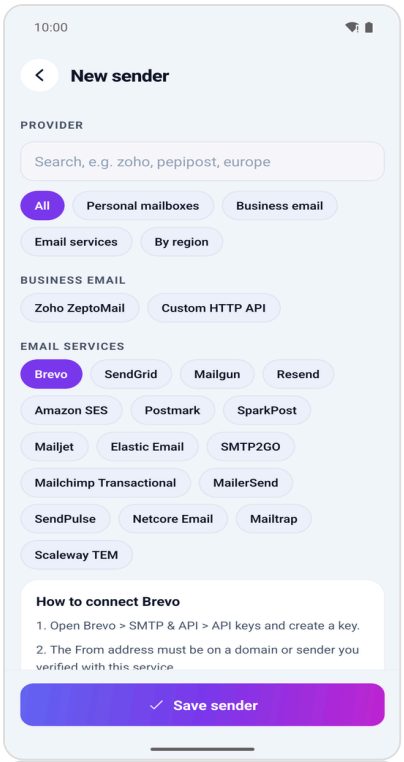
Home
Today's sending, your licence state and shortcuts.

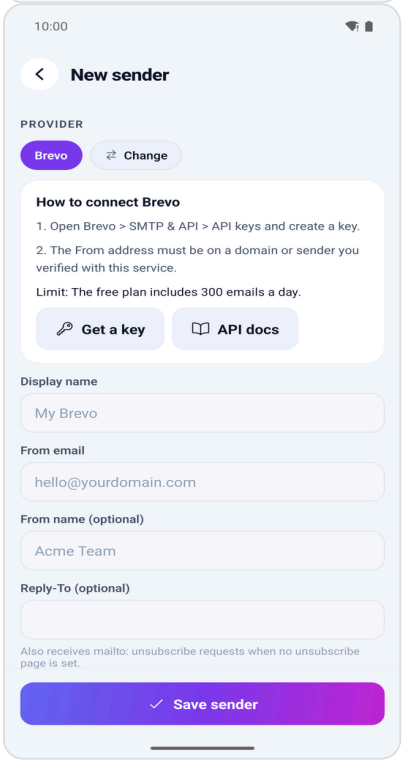
Contacts
Lists and contacts. Import a CSV file or paste addresses into a list.

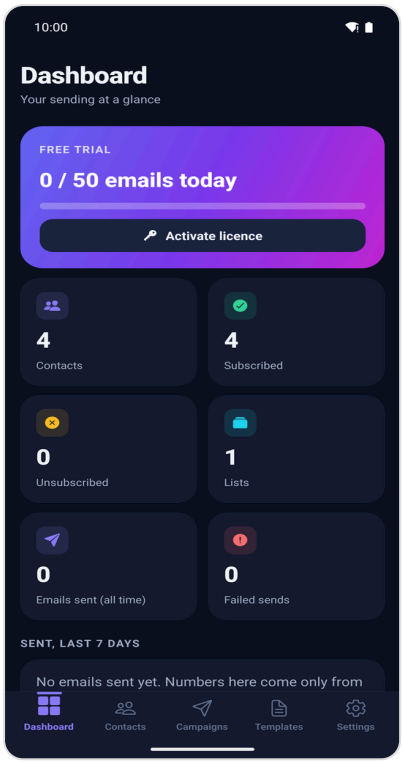
Templates
Your messages with merge tags such as `{{first_name|there}}`.

Campaigns
Pick a list, a template, a sender and a speed, then tap Start.

1. The first time, confirm that you only email people who agreed to receive your email.
2. Open **Settings** → **Senders** → **Add sender**. Choose your service, paste its API key (stored in the phone's secure storage), and enter the From email, display name and your postal address or company name for the footer.
3. Tap **Save and send test** and check the test email arrives.
4. Import contacts: open a list, tap **Import contacts**, pick a CSV file or paste addresses, and tick **These contacts opted in to receive my email**. A file can also be marked as an unsubscribe (suppression) list.
5. Create a template, then a campaign: choose the list, template, sender and emails per minute, and tap **Start**. Keep the app open while it sends.
6. Activate with the same licence key under **Settings** → **Licence**. Without a key the phone sends up to 50 emails a day.


10:00
New sender
PROVIDER
Search, e.g. zoho, pepipost, europe
All
Personal mailboxes
Business email
Email services
By region
BUSINESS EMAIL
Zoho ZeptoMail
Custom HTTP API
EMAIL SERVICES
Brevo
SendGrid
Mailgun
Resend
Amazon SES
Postmark
SparkPost
Mailjet
Elastic Email
SMTP2GO
Mailchimp Transactional
MailerSend
SendPulse
Netcore Email
Mailtrap
Scaleway TEM
How to connect Brevo
1. Open Brevo > SMTP & API > API keys and create a key.
2. The From address must be on a domain or sender you verified with this service
Save sender


10:00
New sender
PROVIDER
Brevo
Change
How to connect Brevo
1. Open Brevo > SMTP & API > API keys and create a key.
2. The From address must be on a domain or sender you verified with this service.
Limit: The free plan includes 300 emails a day.
Get a key
API docs
Display name
My Brevo
From email
hello@yourdomain.com
From name (optional)
Acme Team
Reply-To (optional)
Also receives mailto: unsubscribe requests when no unsubscribe page is set.
Save sender



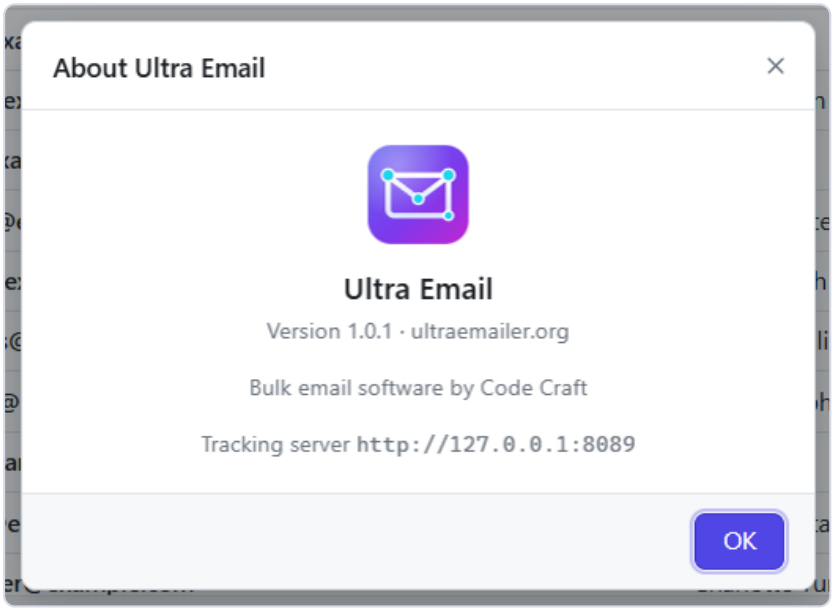
The Android app: the sender picker, the Brevo steps, and dark mode.

Every email from the phone carries an unsubscribe footer, and unsubscribed contacts are skipped. To use your own unsubscribe page, enter its address under the sender's **Unsubscribe page URL**.

CHAPTER 20

Backup, restore, updates and moving PCs

1. **Back up**: **Tools → Back up data…** saves one `.json` file with all categories, contacts, senders, templates and campaigns. Keep it somewhere safe; it contains your sender passwords.
2. **Restore**: on the new computer install Ultra Email, then **Tools → Restore data…**, pick the file, and restart Ultra Email when asked.
3. **Licence**: deactivate on the old computer, activate on the new one (chapter 3).
4. **Updates**: Ultra Email checks for updates by itself; **Help → Check for updates…** checks now. Updates are free for the whole licence period.



Help → About Ultra Email shows your version and the tracking server address.

Your data is stored in your user profile (on Windows `%APPDATA%\Ultra Email`), so reinstalling or updating the app never deletes it.

CHAPTER 21

Troubleshooting

Message or symptom	Cause and fix
535 Authentication failed / Invalid login / Username and Password not accepted	Wrong kind of password. Use an app password (Gmail, Yahoo, Outlook.com, iCloud, AOL) and your full email address as the username.
ETIMEDOUT / Connection timeout	The port is blocked by your network or antivirus. Try 587 instead of 465 (or the reverse) and allow Ultra Email in your firewall. Many internet providers block port 25; do not use it.
Self-signed certificate / TLS errors	Use the host name from your provider (not an IP address) and the matching pair: 465 with SSL/TLS ticked, 587 without.
550 Relaying denied / Sender address rejected	The Send from address must be the mailbox you log in with, or an alias or domain verified with your provider.
421 / 454 / Daily user sending limit exceeded	Your provider's limit was reached. Lower **Sending Limit / hour**, add more senders, or wait 24 hours.
Emails arrive in Spam	Set up SPF, DKIM and DMARC (chapter 16), warm up slowly, run the spam checker, add a plain-text version.
Opens and clicks stay at 0	Set a Public URL for tracking (chapter 15).
"Trial limit reached: 50 emails/day"	Activate a licence (chapter 3), or wait until tomorrow.
Nothing arrives, but campaigns show Sent	You are in Simulation mode. Switch **Settings** → **Automatic** → **Sending mode** to Live.
"This key is already active on another computer"	Your plan sets how many devices one key works on at a time. Deactivate it on a computer you no longer use, or free the seat on your ultraemailer.org account page.
Windows SmartScreen / macOS "cannot be opened"	Windows: **More info** → **Run anyway**. Mac: right-click the app → **Open** (chapter 2).
Android: "App not installed"	Uninstall an older test version first, check there is free space, and allow installs from your browser.

The **SMTP connection tester** in the Tools menu walks through each step of a connection and shows exactly where it fails.

CHAPTER 22

Frequently asked questions

Does Ultra Email send the emails for me, or do I need an email account?
You need at least one email account or sending service. Ultra Email sends through your accounts, so emails come from your own address and you pay no per-email fee to Code Craft.

How many emails can I send?
With a licence, Ultra Email has no limit of its own. Your provider's limits apply: about 500 a day for personal Gmail, about 2,000 for Google Workspace, and far more with Amazon SES or SendGrid. The free trial sends 50 a day.

Are my contacts uploaded anywhere?
No. Contacts, messages and history are stored on your computer. Only the licence key and a random device ID are checked with the licence server.

Can I try it without sending real email?
Yes. Choose Simulation in **Settings** → **Automatic**; emails are written to the outbox folder instead.

How many computers can use one key?
It depends on your plan: 1 device on Starter, 3 on Business and 10 on Agency. Deactivate one to move the key to another.

What happens when my licence ends?
Sending pauses until you renew; nothing is deleted. Renewing extends the same key.

Can I get a refund?
Yes, within 15 days of purchase. Email contact@ultraemailer.org with your order email.

Can I send attachments?
Yes, with the paper-clip button in the compose window. Keep them small; links usually deliver better.

Can I use my own HTML design?
Yes. Switch the compose window to HTML and paste your code. Merge tags work inside it.

Will people see the other recipients?
No. Each person receives their own personalised email.

Does it collect email addresses from websites?
No. The Email collector only reads text and files you supply. Emailing people who did not agree to it is spam and illegal in many countries.

Does it work on a Mac and on Linux?
Yes. There are builds for Apple Silicon and Intel Macs, and AppImage and .deb packages for Linux.

Do I keep my data when I update?
Yes. Updates replace the app, not your data. Make a backup now and then anyway (chapter 20).

CHAPTER 23

Getting help

Website

ultraemailer.org: downloads, pricing, the online guide, SMTP setup pages for every provider, and videos.

Email support

contact@ultraemailer.org. Include the exact error text, your provider and your operating system. Never send your password.

Videos

ultraemailer.org/videos: the complete tutorial, Gmail setup, other SMTP and email services, and the mobile app, all with subtitles.

Your account

Your keys, renewal and seat management on your ultraemailer.org account page.

CHAPTER 24

Every sender in the picker

The desktop app has 119 ready-made senders, listed below by group. If yours is missing, use **Custom** and type the server details from your provider.

Personal mailboxes (22)

Gmail, Outlook.com / Hotmail / Live, Yahoo Mail, AOL Mail, iCloud Mail, Zoho Mail free / personal, Zoho Mail EU data centre, Proton Mail Bridge, GMX, WEB.DE, Mail.com, Mail.ru, Yandex Mail, Yandex Mail Russia, QQ Mail, NetEase VIP163, Daum / Hanmail, Fastmail, Comcast / Xfinity, AT&T, Verizon, Cox

Business email (14)

Google Workspace, Google Workspace SMTP relay, Microsoft 365 / Outlook business, Zoho Mail paid organisation, Proton Mail SMTP token, Hostinger Email, GoDaddy Professional Email, Namecheap Private Email, Bluehost, IONOS, IONOS UK, OVHcloud MX Plan, Rediffmail Pro / Enterprise, NetEase Enterprise Mail

Email services (82)

Brevo, SendGrid, Mailgun US, Mailgun EU, Amazon SES SMTP: US East, Amazon SES SMTP: US East, Amazon SES SMTP: US West, Amazon SES SMTP: US West, Amazon SES SMTP: Canada, Amazon SES SMTP: AWS GovCloud, Amazon SES SMTP: AWS GovCloud, Amazon SES SMTP: Europe, Amazon SES SMTP: Europe, Amazon SES SMTP: Europe, Amazon SES SMTP: Europe, Amazon SES SMTP: Europe, Amazon SES SMTP: Asia Pacific, Amazon SES SMTP: Asia Pacific, Amazon SES SMTP: Asia Pacific, Amazon SES SMTP: Asia Pacific, Amazon SES SMTP: Asia Pacific, Amazon SES SMTP: Asia Pacific, Amazon SES SMTP: South America, Amazon SES API: US East, Amazon SES API: US East, Amazon SES API: US West, Amazon SES API: US West, Amazon SES API: Canada, Amazon SES API: AWS GovCloud, Amazon SES API: AWS GovCloud, Amazon SES API: Europe, Amazon SES API: Europe, Amazon SES API: Europe, Amazon SES API: Europe, Amazon SES API: Europe, Amazon SES API: Asia Pacific, Amazon SES API: Asia Pacific, Amazon SES API: Asia Pacific, Amazon SES API: Asia Pacific, Amazon SES API: Asia Pacific, Amazon SES API: South America, Amazon SES API: Africa, Amazon SES API: Asia Pacific, Amazon SES API: Asia Pacific, Amazon SES API: Asia Pacific, Amazon SES API: Asia Pacific, Amazon SES API: Asia Pacific, Amazon SES API: Canada West, Amazon SES API: Europe, Amazon SES API: Europe, Amazon SES API: Europe, Amazon SES API: Israel, Amazon SES API: Middle East, Amazon SES API: Middle East, Postmark transactional, Postmark broadcast, SparkPost, SparkPost EU, Mailjet, Resend, Elastic Email, SMTP2GO, Mailchimp Transactional / Mandrill, Netcore Email, formerly Pepipost, MailerSend, Moosend, SendPulse, turboSMTP, SocketLabs, Mailtrap transactional, Mailtrap bulk, MailPace, Scaleway Transactional Email, Alibaba DirectMail: China Hangzhou, Alibaba DirectMail: Singapore, Alibaba DirectMail: US Virginia, Alibaba DirectMail: Germany Frankfurt, Tencent Cloud SES: International, Tencent Cloud SES: Hong Kong, Tencent Cloud SES: Guangzhou, Zoho ZeptoMail

Other (1)

DirectSend

Android app

Phones send through HTTPS email APIs, so the list is different: Brevo, SendGrid, Mailgun, Sending domain, Region, US, EU, Resend, Amazon SES, Secret access key, AWS region, Postmark, Message stream, SparkPost, Account, SparkPost EU, Mailjet, Secret key, Elastic Email, SMTP2GO, Mailchimp Transactional, MailerSend, Custom headers, Off, On (Professional or Enterprise), SendPulse, API Secret, Netcore Email, Zoho ZeptoMail, API host, Mailtrap, Stream, Transactional, Bulk, Scaleway TEM, Project ID, Custom HTTP API, URL, Method, POST, GET, Body, JSON, Form, None, Body template, Headers (one per line), Success text, Message ID path.

Ultra Email is a product of Code Craft. This guide describes Ultra Email 1.0.1 for Windows, macOS and Linux and the Ultra Email Android app. The names of other companies and services are used only to explain how to connect them. The people, shop and addresses in the screenshots are made up.