paperbot

Paperbot Mails

Business Mailboxes, Transactional & Promotional Email

Messages that matter.
A brand they recognise.



Everyday correspondence, timely notifications and considered campaigns. Three distinct email services, shaped around your business.

Three services.
One considered approach.

Connect the messages your systems send, the campaigns you plan and the conversations your people have through one technology partner.



Transactional Email

Action-triggered notifications, confirmations and access messages through API or SMTP integration.

Promotional Email

Planned newsletters, announcements and campaigns, with scheduling and analytics.

Business Mailbox Hosting

Persistent employee and department inboxes on your own domain, with webmail and compatible email-app access.

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3 email services | **2 hosting options** | **Your domain**

Choose one service or combine them. Each has its own purpose, configuration and sending policies.

Handcrafted for your business.

Thoughtful technology. Clear communication.
A recognisable experience.

A partner in how your business presents itself

Our team brings design, technology and service together around the way a business works. We consider the purpose of the communication, the people receiving it and the experience your brand wants to create.

The same care, in every message

Paperbot Mails brings that approach to transactional notifications, promotional communication and everyday business correspondence. From a timely confirmation to a team member's reply, the aim is communication that feels clear, coherent and appropriate to your audience.

Technology, shaped around the way you communicate.

Three services.
Three distinct purposes.

The right service depends on what starts the message and whether the recipient needs a continuing conversation.

Transactional Email

Triggered by a system

Send a message when something happens.

Access codes, confirmations, receipts and account notifications are linked to an application action. API or SMTP connects that action to the email workflow.

Promotional Email

Planned for an audience

Communicate with people over time.

Newsletters, announcements and campaigns are prepared and scheduled for a chosen audience. Templates and analytics support consistent communication and review.

Business Mailboxes

Two-way correspondence

Give people a place to send and reply.

Employees and departments use custom-domain inboxes to receive, compose, organise and answer messages through webmail or compatible email applications.

Sending services distribute email. Mailbox hosting provides inboxes for sending, receiving and replying.

Relevant to the action. Clear about the next step.

API-first transactional messaging for the moments that need a timely response.



API / SMTP

Application connectivity

Event-driven

Messages linked to an action

Connect the event to the message

Connect application events to email workflows through the REST API or an agreed SMTP route. Send access codes, confirmations, receipts and service updates in response to a specific action.

A clear operational purpose

Transactional messages help recipients complete a task or understand a change. Keep the content focused on the event, with a recognisable sender and an appropriate reusable template.

Transactional sending is distinct from promotional campaigns and everyday mailbox conversations.

Connected to the way you work.

Connect each product in the way it is designed to work: API sending, email relay or a persistent business inbox.



REST API

Application sending

Programmatic requests for event-driven email workflows.

SMTP RELAY

Compatible systems

An alternative route for systems that send through a relay.

WEBMAIL + IMAP

Business mailboxes

Browser access or compatible apps; authenticated SMTP for sending.

For application and campaign sending

Use REST API integration for programmatic messages, with SMTP available for compatible relay-based systems. Transactional and promotional sending policies stay separate.

For business correspondence

Employees read, compose and organise messages in webmail, or connect compatible desktop and mobile email apps through IMAP and authenticated SMTP. Mailbox access is distinct from the sending API.

API and SMTP connectivity serve sending workflows. Webmail and IMAP serve persistent business mailboxes.

Stay part of the conversation.

An independent promotional stream, designed for controlled campaign sending.



Prepare campaign → **Schedule entry** → **Dispatch: 30/min**

Give each campaign a reason to arrive

Use promotional email for newsletters, announcements and relevant offers. Templates and scheduling help prepare a consistent message; the campaign stream manages dispatch separately from transactional activity.

A considered sending cadence

The proposed promotional dispatch rate is 30 emails per minute. Scheduling determines when a campaign enters the sending workflow; it does not mean every message reaches a recipient at that instant.

The client manages promotional consent, unsubscribe requests and suppression lists. Contact-list management is outside the service.

A foundation for consistent messages.

Templates that help your communication remain recognisable as it grows.



A repeatable starting point

Templates provide a reusable structure for email content. Establish the elements that need to stay consistent, then adapt the message to the interaction, announcement or campaign it supports.

Different purposes, shared identity

A concise notification may need very little content, while a campaign may need a stronger editorial structure. Both can carry the same brand voice and presentation without being forced into the same layout.

Integration in practice: connect reusable templates to application events through the REST API, or use the agreed SMTP route.

Your business. Your domain. Your inbox.

Professional email accounts that carry your identity through every conversation.



Custom-domain identity

Create professional mailboxes for people and departments. Aliases and forwarding help direct messages to the right inbox without making every address a separate named account.

Webmail and email apps

Read, compose and organise correspondence in a browser. Connect compatible desktop and mobile email applications using IMAP and authenticated SMTP.

Administration and protection

Control users, credentials, activation and suspension. Allocate storage, review usage and support daily communication with spam/malware filtering and secure connections.

Mailbox hosting is a separate service. Backup, recovery and migration are optional arrangements agreed separately.

Your domain.
A familiar place to connect.

Keep your company email identity consistent, wherever your team works.



WEBMAIL ACCESS

mail.yourbusiness.com

EMAIL IDENTITY

support@yourbusiness.com

Verify domain → **Configure mail routing** → **Create mailboxes** → **Open branded webmail**

An address people recognise

Use addresses such as support@yourbusiness.com and hello@yourbusiness.com for business correspondence. Each named mailbox provides its own account and agreed storage allocation.

A branded place to sign in

A hostname such as mail.yourbusiness.com opens the webmail sign-in experience. The hostname identifies the access point; messages still use your @yourbusiness.com email addresses.

Illustrative domain and concept interface. Existing mail routing is reviewed before DNS changes; migration from another provider is coordinated separately.

Hosted by Paperbot.
Or on your infrastructure.

Paperbot Mails can be hosted on Paperbot servers or on servers provided by your business. Choose the arrangement that fits your operating requirements.



Paperbot-hosted

Use Paperbot servers for the selected email services. Hosting scope, capacity, access and ongoing service responsibilities are agreed around your requirements.

Client-hosted

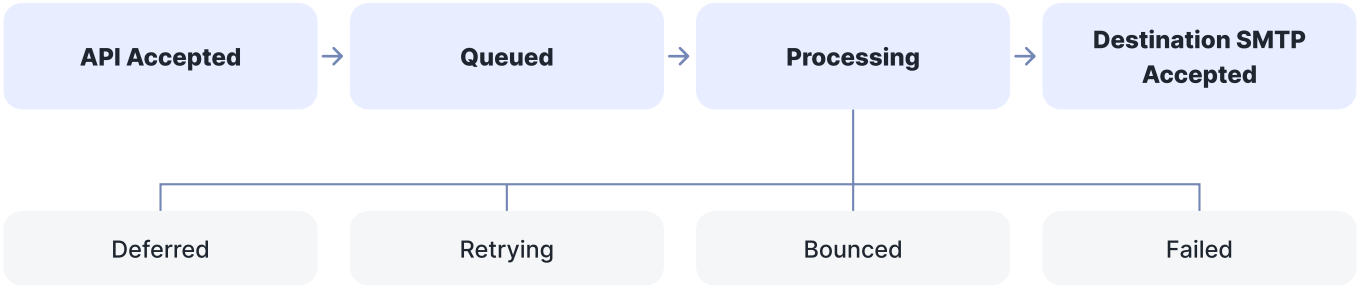
Deploy on servers provided by your business. We review the environment, required access, domains and DNS configuration before agreeing the setup.

Agree deployment, storage, backup, maintenance and support responsibilities before activation. Hosting location does not change the purpose of each email service.

Understand the activity. Inform the next message.

A clear view from accepted API request to the receiving server's response.





Follow the sending lifecycle

Review API-accepted, queued and processing states, then distinguish recipient-server acceptance from deferred, retrying, bounced or failed outcomes. A request accepted by the API is not yet an email accepted by its destination.

Review the measures that matter

Centralised reporting covers sending states, processing latency, daily volume and quota utilisation. Mailbox administration adds account status and storage usage. Opens and clicks apply only where tracking is enabled and privacy settings permit.

Destination SMTP Accepted means the receiving mail server has accepted the message. It does not confirm inbox delivery.

Make every message feel like your business.

Transactional notifications, promotional communication and everyday business correspondence, through one trusted technology partner.

Let's shape your email service

Tell us which messages your systems send, how you plan to reach your audience and who needs a business inbox. We will help you choose the right services and review whether Paperbot-hosted or client-hosted deployment suits your requirements.

Connect with Paperbot

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Handcrafted for your business.