



Press & Media Info Kit

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Disclaimer

All information contained or linked to in this info kit is free to use without any prior agreement from Mailbutler, provided that the brand guidelines are adhered to. The company's brand guidelines can be found at the following address:

<https://downloads.mailbutler.io/press-kit/brand-guidelines.pdf>.

For more information, send an email to Ilija: ilija@mailbutler.io



About the product

Mailbutler is the leading email productivity extension for Microsoft Outlook, Apple Mail and Gmail, that makes your inbox smarter. Over 100,000 members use its email-enhancing features, which include the ability to track emails and links, schedule emails to be sent later, snooze emails to free up your working day, create beautiful professional email signatures and templates, and many more.

Mailbutler was named industry leader by GetApp in both 2021 and 2022 and is a four-time winner of the G2 High Performer award in the categories of Small Business. It integrates directly into your inbox and helps to improve your email communication and save you time. It's still your inbox, but smarter.

Mailbutler's features

Smart Assistant: An AI-powered email assistant that writes, summarizes and improves messages, finds tasks and contacts, and responds for you.

Smart Send Later: Smart scheduling functionality to help you optimize your email delivery times.

Recipient Optimized Scheduling: Suggests the best time for you to send an email to maximize your chances of it being opened.

Email Tracking: Find out when, where, and how often your email or link was opened. For those using iCloud or IMAP email addresses, see exactly who has opened your email when you send a message to multiple recipients.

Snooze: Temporarily hide less-important emails and they'll reappear at a time of your choosing.

Contacts: Get essential insights into your contacts to maintain peak customer communication.

Signatures: Beautiful and professional email signatures with extensive creative control.

Templates: Craft message templates to increase productivity and efficiency.

Tasks: Always remember to take action. Attach tasks to your contacts and emails and keep your to-dos organized.

Notes: Never forget anything again. Add notes to your contacts and emails so you never forget any important information.

Collaborators: Be consistent. Share contacts, notes, tasks, signatures, templates and more with your team members.

The email clients we enhance

Mailbutler works seamlessly in all three major email clients - Gmail, Apple Mail, and Outlook. Below we highlight what sets Mailbutler apart in each market.

Mailbutler is the only productivity extension of its kind for Apple Mail on macOS. It brings new possibilities to Apple Mail users, with features like an artificial intelligence-powered email assistant, the ability to track emails and links, a smart email scheduling tool, automated tasks, professional, customizable email signatures and templates, and much more, packaged into an intuitive interface that becomes a part of your inbox.

Mailbutler offers powerful features that extend the utility of Gmail for busy professionals. Some examples include ready-made, customizable signatures for individuals and

teams, the ability to collaborate on notes, tasks, contacts, signatures and templates, and crucial contextual insights into email and link opens.

Mailbutler's Outlook add-in improves on Microsoft Outlook's native features in significant ways. It provides a simple but in-depth email tracking feature that doesn't require recipient confirmation, an email scheduler that sends your messages even when your computer is turned off, and an artificial intelligence email assistant that actually works.

Plans

Mailbutler Tracking plan – See who has opened your emails and clicked on your links

Mailbutler Professional plan – For professionals who want to better organize their inbox

Mailbutler Professional+ plan – For heavy email users who need advanced inbox features

Mailbutler Business plan – The full package for teams that want the definitive email productivity extension

About the Founders



Fabian Jäger – Co-founder & CTO
Fabian studied Electrical Engineering at RWTH Aachen University and completed his PhD in Video Coding. During his time at the university, he started developing the Apple Mail plug-ins that would later become incorporated into Mailbutler. Today, Fabian still leads all the development efforts of the company.



Tobias Knobl – Co-founder & CEO
Tobias did his Master of Science in Business Administration & Engineering at RWTH Aachen University. Afterwards, he worked at the Entrepreneurship Centre of RWTH Aachen for two years before teaming up with Fabian to found Mailbutler. Tobias handles all the financial and legal aspects of running Mailbutler, in addition to coordinating the company's marketing activities.

Mailbutler history

The origins of Mailbutler

While Fabian was studying, he came up with the idea to develop a VPN client, because the current ones he could find weren't good enough. He ended up creating [Shimo](#) – a replacement for an existing VPN application provided by his university. Word of his invention spread quickly and he started receiving requests from fellow students that wanted to have access to his VPN client as well.

The switch to email plugins

Towards the end of his studies, Fabian started focusing on email plug-ins. He was using Apple Mail at the time and realized that the email client was missing important features, such as attachment reminders and email scheduling.

He decided to develop those features himself in the form of plug-ins that he started selling individually. The first features he came up with were: [Send Later](#), ForgetMeNot, Graffiti, CargoLifter, Face2Face and EverMail, many of which, under different guises, would later become Mailbutler features.

The success of these features led to him consulting the Entrepreneurship Center of the RWTH Aachen University where he eventually met Tobias in January of 2015, who would become his cofounder.

The founding of Mailbutler

Tobias, who used to be the Head of the Center for Entrepreneurship in Aachen, ended up being Fabian's advisor. Tobias was thrilled to hear about Fabian's ideas because he immediately recognized the potential of email plugins.

He also offered to join Fabian on his business journey and work with him in a team. Long story short: Fabian accepted his offer, and it didn't take long until Feingeist Software GmbH – Mailbutler's original name – was founded in April of 2015.

The idea was to sell the individual plug-ins as part of a subscription model, which was rather unusual back then. After preparing the release in Aachen, both of them moved to Berlin on May 1, 2015.

In August of that same year, Fabian and Tobias hired their first employee, a graphic designer who had just completed her apprenticeship.



The first official Mailbutler release

The first official version of Mailbutler was launched in March of 2016, and it came with a new feature: [Email Tracking](#) – one of Mailbutler’s most popular features to this day.

They also combined all of the individual plug-ins and renamed the features. In addition to these changes, a subscription model for Mailbutler was established which didn’t offer customers the possibility to purchase the plug-in by making a one-off payment.

In June of 2017 Feingeist Software GmbH was renamed to Mailbutler GmbH to better symbolize the primary focus of the company: [email](#).



Modern day Mailbutler

'Mailbutler 2.0' was released in January 2018. The new version of Mailbutler was released for Apple Mail and Gmail. The relaunch also provided refined features and a completely new infrastructure to accommodate different email clients.

In 2020, in the wake of the Corona crisis, most Mailbutler employees were working from home. Fabian and Tobias decided that work-from-home had been so successful, it wasn't necessary to even have a permanent office any more.

The large office was given up in August 2020 and Mailbutler moved into a smaller one in a coworking space, "SpaceShack", at Akazienstr. 3a, 10823 Berlin.

Since the 2018 release, Mailbutler has added a wealth of new features, become available for Outlook, and [completely revamped its Dashboard](#), as well as hiring new employees who have helped to push the company even further in the direction it needs to go.

Mailbutler has been named industry leader by GetApp in both 2021 and 2022, and is a four-time winner of the G2 High Performer award in the categories of Small Business and Europe – and we aren't done yet!

Brand guidelines



Logo

The Mailbutler logo must not be modified in any way. The vertical and horizontal proportions of the logo must always be maintained. It must not be tilted, deformed, or otherwise altered. The logo should be reproduced from digital files only, which are available [here](#).



Main logo

The main logo which should be used whenever possible.



Icon

The smaller Mailbutler icon should be used in smaller places or as a profile picture.

Alternative logo

This is an alternate version of the main logo. If your background is dark, this version can be used with white text.



Minimum logo size

To make sure the logo is clear, there is a minimum size requirement. For online use, the minimum size is 70 pixels width at 72 dpi for our main logo, and 25 mm in width for print.

Logo spacing



An area of space needs to be maintained around the logo so it remains legible.

Logo background



There are three versions of the logo which can be used to fit to lighter, darker, and colored backgrounds.

If the background you're using doesn't contrast well with the mint-green colour of the Mailbutler M (we call it the bow tie), you can use a white version of the logo with white text.

If the white logo doesn't fit, you can always try using a black version of the logo with black text.

Mailbutler has specific color guidelines which you can find later in this guide. Please don't reproduce our logo using any colors other than those.

Logo don'ts



Mailbutler



Please don't use the bow tie by itself with no background.

Similarly, don't use the word 'Mailbutler' as a logo image without using the bow tie.

Don't use greyscale versions of the Mailbutler logo.

Outdated logos

There are still some older logos out there, and we're working to remove them. Here are our older logos which we now never use:

Please don't use these logos any more, or make new logos out of these. The only brand logos allowed are the ones listed in this guide.

Icons



Tracking



Contacts



Smart Send Later



Notes



Signatures



Snooze



Tasks



Smart Assistant



Templates

Icons should only ever be used in combination with copy related to the feature they represent. For example, if you are listing our features one by one, you could begin each feature with the icon, followed by the feature name, followed by the description (though we don't always do this).

Avoid aria-labels if you are rendering the icon with visible text to prevent accessibility label duplication.

Illustrations

Illustrations help convey complex ideas in a simple way. They should be meaningful, related to the copy they are linked to, and clear.

When to use illustrations

Illustrations should be used to support your story. Support is the key word here: they should enhance the narrative but not distract from or overshadow it.

The following are a few places illustrations would be appropriate:

- Websites, landing pages, micro-sites, service sites
- Presentations
- Demand generation assets (banner ads, etc)

- Emails
- Social media
- Infographics
- Illustration principles
- Simple and bold

Use clean shapes, plenty of white space, and balanced color ratios to ensure that the scene never feels too chaotic. Simpler is better. Make sure to focus on the topic, use Mailbutler colors, and include our bubbles.



Optimism

Stylistically, bright colors lend a lightness and buoyancy to our storytelling, driving home the point that when we work together, anything is possible.

Practical and real

Ensure that the narrative of the illustration is inspiring. You can use thoughtful metaphors as well as literal representations, but make sure the meaning is clear.

Bubbles

We use bubbles (sometimes called blobs) to make images lively and playful. Blobs can be generated through the plugin [Blobs](#).

Typography

We use Poppins for almost everything, from banner ads to website copy. It was designed to be incredibly versatile: It can be quirky and expressive when it needs to be, or neutral when the situation calls for something a bit more serious.

Slogan

Always capitalize the first letter of our slogan and end with a period. We have a few variations of our slogan, depending on how much space you have:

Mailbutler – it’s still your inbox, but smarter.

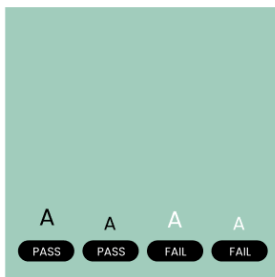
Mailbutler – your inbox, smarter.

It’s still your inbox, but smarter.

Your inbox, smarter.

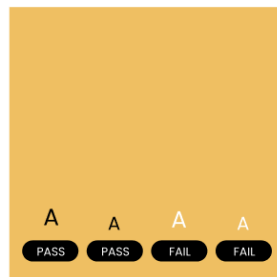
As long as it’s clear the slogan is associated with Mailbutler, all of these are acceptable.

Main colors



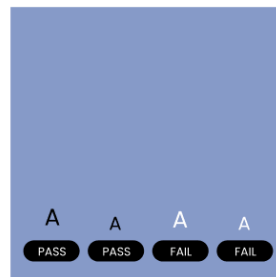
Mb mint

HEX : #95cebb
HSL : 160, 36.8, 69.6
RGB : 149, 187, 206



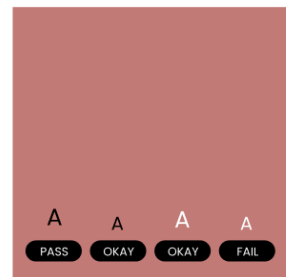
Mb yellow

HEX : #f8bd4f
HSL : 39, 92.3, 64.1
RGB : 248, 79, 189



Mb blue

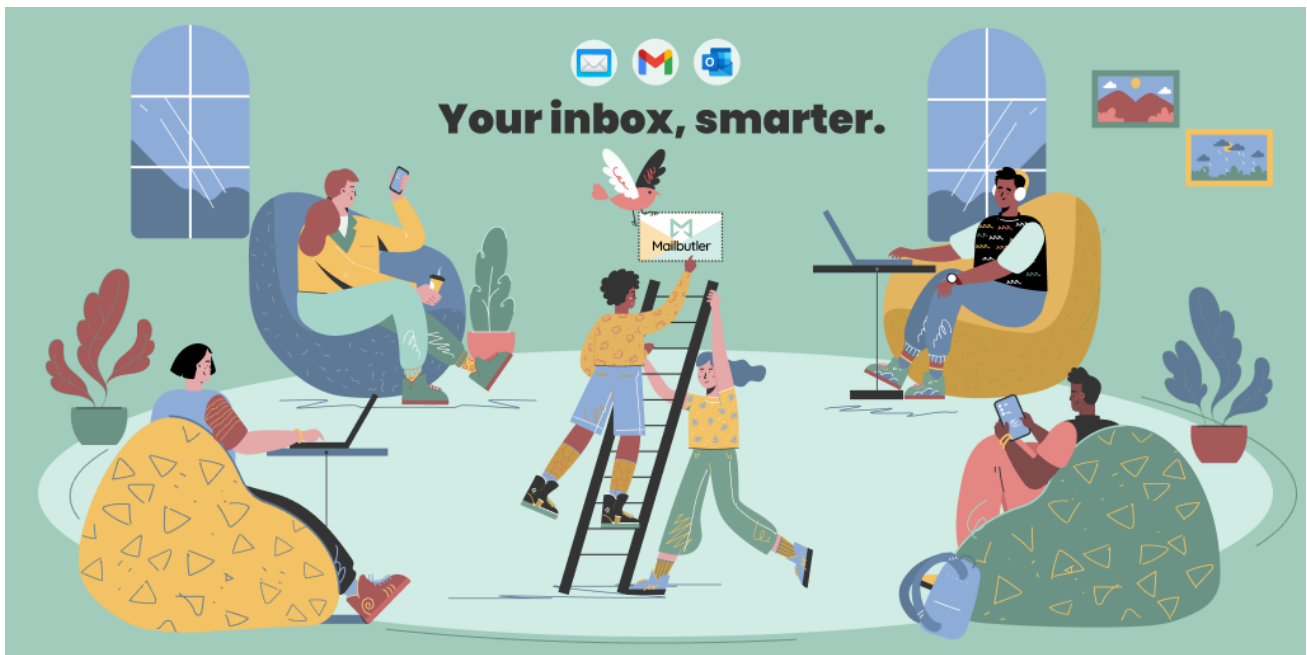
HEX : #7c9bd0
HSL : 218, 47.2, 65.1
RGB : 124, 208, 155



Mb red

HEX : #d36d6c
HSL : 1, 53.9, 62.5
RGB : 211, 108, 109

Your choice of colors should comply with the Web Content Accessibility Guidelines AA standard contrast ratios. To do this, choose colors that support usability by ensuring sufficient color contrast between elements so that people with low vision can see and use our products.



Style Guidelines

Mailbutler intro

Mailbutler is an email extension for Outlook, Gmail and Apple Mail designed to make your inbox smarter. We offer many features that aim to improve your email communication and make you more productive.

Our articles are based on email communication and digital productivity. We also have a focus on artificial intelligence - how it helps you to be more productive, email smarter, etc. However, we will consider topics on anything related to email communication, productivity, artificial intelligence, or related topics.

Article guidelines

Length

You can decide yourself how the articles should be structured, how many headings and sections there should be etc., but we look to hit at least the 1,500 word mark for all our pieces. This is subject to change on a case-by-case basis. Google the first result and check out the length of the first two or three or four pieces to get an idea of how long your article should be.

Some keyword research is necessary if you'd like to write for us. Please don't keyword stuff but some of the more important keywords should be included, particularly as H2s.

Style

- We try and stay away from first-person formulations (I or we) unless absolutely necessary
- Passive is fine, as long as the sentence is clear
- We use sentence case for titles and headings, i.e. we don't capitalize words in titles and headers apart from the first word and proper nouns
- Clarity is important - shorter sentences are better if it helps the sentence to be understandable
- We write in American English

Finally, the best way to get a feel for our content and style would be to simply read one or two of the most recently published pieces on our website.

Images



- Include screenshots, images and videos relevant to the topic inside the text
- We like graphs, charts and infographics, if you have them
- Compress images to be less than 100kb
- Embedded content requires a screenshot and a link to the source
- Image sources should be text rather than hyperlinks (e.g.)
- If you're using screenshots, don't copy them from other websites, but take them yourself and link to the source
- No stock images - we will create our own images if we need more

SEO guidelines

- The URL slug should be short and keywords only. Don't include numbers, years, or time-related words
- Not acceptable: /the-best-email-signature-generators-available-today/
- Acceptable: /best-email-signature-generators/ or /email-signature-generators/
- In the first paragraph, only link to internal resources from the Mailbutler blog, not external sources
- Always include alt tags in images with keywords and keyword variations
- The article's main keyword should be in the title, meta title, and meta description
- The article's main keyword should be in the first paragraph, ideally in the first sentence
- The main keyword should be in first Heading 2 (H2), and other variations to be included in the other H2s and H3s
- Split up and structure the work well. Use new headings every three or four paragraphs
- Add internal links to other blog posts with different anchor keywords

- Include 3-4 FAQs as H2s and body copy answers at the end of the article (e.g.)
 - Answers should be short 3-4 sentences:
 - Use this tool to find questions that people have actually asked, or simply google the keyword:
- Use 4-5 sentences per paragraph, as far as possible

SEO tools

- Use for readability
- Please run a free Grammarly check and fix issues on your article before submitting it. It will be rejected if the Grammarly score is less than 90 (over 50 issues per 1,000 words), or if we find plagiarized content
- Check plagiarism with or  [Copyscape Plagiarism Checker](#) - Duplicate Content Detection Software and send us a screenshot of the result
- Use  Frase | Best SEO Content Optimization Tool & AI Writer or Surfer SEO to outline and structure your article

Link information for guest posters

- For guest posts, we allow one do-follow link to a relevant blog post on your website
- Use a maximum of of 3 external links per article. These links can be only to supporting and contextual content, so no landing or product pages
- Links we don't want:
 - Statistics
 - Links to product pages
 - Links to service pages e.g. linking to Upwork/GrowthMentor/Fiverr/some agency under anchors like content marketer/software developer/digital designer
 - Links to direct competitors
 - Links to software listicles
 - Links to affiliate sites
 - Links to gated and paywal content e.g. reports/whitepapers/ebooks
 - Links under misleading anchors
 - Links under the exact-match anchors, for example a link under the anchor 'email marketing' to a URL that reads '/email-marketing/'
 - Links under anchors longer than 4-5 words

And that's it! Thank you for considering writing for us. Find our logos, colors and fonts in the media kit.