

Mailbutler Info Kit

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About the company

Mailbutler is a German software company which was designed to help professionals and teams manage emails better. The company's productivity extension for Apple Mail, Gmail, and Microsoft Outlook comes with a substantial suite of features that help over 100k professionals achieve their ideal work-life balance everyday. It lets them schedule emails ahead of time, view contact analytics, keep track of opened links and emails, seamlessly manage multiple signatures, turn messages into tasks and much more. The light-weight tool also brings teams together with its collaborative features: easily share custom signatures, templates, delegate tasks and collaborate on notes - all without leaving the inbox.

About the product

Mailbutler is the leading email productivity extension for Apple Mail, Gmail and Microsoft Outlook that enables you to have a more powerful inbox than ever before. The extension offers email-enhancing features such as email tracking, scheduling or snoozing. Create professional email signatures to represent your brand and use follow-up reminders to better manage your cold emails. Mailbutler offers a simple solution to increase the capability of your inbox to handle personal as well as work related emails within a team or as a single user.

Features

Inbox Organization Features

Snooze

It temporarily mutes emails from the user's inbox for any chosen time.

Send Later

It schedules emails to be sent on a preferred or optimized time and date, even when the user is offline.

Notes

The user can attach memos to emails that can also sync with third party apps.

Tasks

The user can turn emails into a to-do list that they can also sync with third party apps.

Communication Features

Follow-up Reminders

It reminds users when to follow-up to an old email, if they have yet to receive a response.

Email Tracking

It notifies the user when someone has opened their email.

Link Tracking

It notifies the user when someone has opened the link in their email.

Tracking Details

It is summary of when, where, and on which device the user's email has been opened.

BCC to CRM

It automatically sends a copy of all your outgoing messages to the user's preferred CRM service.

Undo Send

The user can recall an outgoing email immediately after it is sent, so they can edit any mistakes.

Compose & Creation Features

Message Templates

They are pre-written emails and pre-defined placeholders, in order to write emails faster.

Email Signatures

They are built-in signature templates that match different professional styles and can be customized.

Contact Features

Contact Analytics

It is customer data gathered from previous email history that shows best time and date to reach out.

Conversation History

It displays the subject lines from past email threads.

Contact Information

The user can create, view, and share their name, email, social media, job position, and much more.

Notes

Users can create, view, share and attach memos onto Contacts

Tasks

Users can create, view, share a to-do list onto Contacts.

Team Features

Shared Notes

Users can share memos to their Mailbutler team members.

Shared Tasks

Users can give a to-do list to their Mailbutler team members.

Shared Message Templates

They are predesigned message templates that users can share with their Mailbutler team.

Shared Email Signatures

The user can create a customized team signature that generates individual signatures in seconds.

The Email Clients We Enhance

Mailbutler is the single email productivity solution encompassing 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 plug-in of its kind for Apple Mail on macOS. It brings new possibilities to Apple Mail users with features like Tracking, Send Later, Snooze, Signatures, Message Templates and much more packaged into an intuitive interface that becomes a part of your inbox. The Mail plug-in has become wildly popular among Mac users since its release in 2016.



Mailbutler offers powerful features that extend the usefulness of Gmail for busy professionals. Some examples include pre-made and customizable signatures for individuals and teams, the ability to collaborate on email notes & tasks as well as crucial contextual insights into email and link opens.



Mailbutler's Office add-in enhances Microsoft Outlook in significant ways. With it Outlook users can accurately track email opens and even link clicks inside of those emails. The add-in provides a more reliable email scheduling solution and the ability to turn emails into notes and tasks. All of this in addition to signature management platform and powerful collaboration capabilities.

About the Founders



Fabian Jäger

Co-founder & CTO

Fabian studied Electrical Engineering at RWTH Aachen University and did 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. To this day Fabian still leads all the development efforts of the company and has successfully introduced multiple new products.



Tobias Knobl

Co-founder & CEO

Tobias did his Master of Sciences 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.

Company History

Mailbutler was originally founded in 2015 by Fabian Jäger and Tobias Knobl under the name of Feingeist Software GmbH, but the company's products predate its founding. The technology behind Mailbutler's offerings started being developed when Fabian was still studying at RWTH Aachen University. As he wasn't satisfied with similar products that were already available to the public, Fabian began developing his own VPN solution for Mac and not long after the first version of Shimo was born. Towards the end of his studies Fabian also started working on email plug-ins as he noticed that Apple Mail was lacking in several important features. Thus, he built several standalone plug-ins like Send Later, ForgetMeNot, Graffiti, CargoLifter, Face2Face and EverMail which he started selling to the public. This prompted him to consider turning his hobby into a business and he turned to the Entrepreneurship Center of RWTH Aachen University's for consultation. That is where Fabian met Tobias in the January of 2015 and two months later the pair founded Feingeist Software GmbH. In March of 2016, the first official version of Mailbutler was launched which combined all the pre-existing plug-ins (plus some extra) into a single tool offered as a subscription-based service. In June of 2017 Feingeist Software GmbH was renamed to Mailbutler GmbH to better reflect the primary focus of the company on the email-related product.