



The easy API for email servers

IMAP and SMTP are hard to use. EmailEngine provides a better option.



The problem we are solving

Integrating email accounts as data sources and communication channels is technically challenging.

- What starts as a simple integration project often gets buried under decades of standards and implementation interoperability.
- Integrating email accounts with an existing service takes a lot of developer hours. Projects related to the iceberg of IMAP will always take longer than initially planned.
- Many companies turn to proprietary platform-locked options like the Gmail API to speed up the development process, losing the opportunity to integrate with non-Gmail users.
- Building in-house knowledge of email protocols wastes developer resources as this highly domain-specific knowledge is not really applicable to anything non-email-related.



What we are building

EmailEngine hides all the complexity of email protocols and exposes a simple-to-use REST API for the developers to use.

- EmailEngine is a software you can download and run on your premises.
- Instead of running an IMAP command, you can make a REST API call against EmailEngine.

- IMAP and SMTP protocols are wrapped under a REST interface.
- Server implementation differences are handled automatically.
- All MIME-encoded data is exposed as Unicode strings values and binary attachment files.
- Web applications can not directly connect to IMAP and SMTP servers but can connect to EmailEngine.
- Webhooks for all changes. There is no equivalent when using native IMAP.



Features

- API endpoints allow to send and receive emails through existing email accounts.
- Whenever something changes on a tracked email account, a webhook is posted.
- EmailEngine detects bounces, out-of-office replies, clicks, and opens for sent emails.
- Optionally, EmailEngine can index all emails in a local ElasticSearch instance which enables different data mining possibilities.

The screenshot displays the EmailEngine API reference interface. On the left is a blue sidebar with the EmailEngine logo and navigation links: Dashboard, SYSTEM, API Reference, Access tokens, Accounts, Tools, and Configuration. The main content area shows two sections: 'mailbox' and 'message'. Each section lists API endpoints with their HTTP methods, URLs, and descriptions.

Method	Endpoint	Description
POST	<code>/v1/account/{account}/mailbox</code>	Create mailbox
DELETE	<code>/v1/account/{account}/mailbox</code>	Delete mailbox
GET	<code>/v1/account/{account}/mailboxes</code>	List mailboxes

Method	Endpoint	Description
GET	<code>/v1/account/{account}/attachment/{attachment}</code>	Download attachment
POST	<code>/v1/account/{account}/message</code>	Upload message
GET	<code>/v1/account/{account}/message/{message}</code>	Get message information
DELETE	<code>/v1/account/{account}/message/{message}</code>	Delete message
PUT	<code>/v1/account/{account}/message/{message}</code>	Update message



Team

Andris Reinman

EmailEngine is a solo project by Andris Reinman.

Andris has an extensive background in building email-related software. For example, he is the author of Nodemailer, the *de-facto* email sending library for Node.js.





Competition

Working with email is boring, not a lot of people want to do it.

- There is an existing market leader with a solid offering – Nylas Email API.
 - Enterprise-oriented, managed service.
- Other similar providers have either closed down (Context.IO), were acquired into other sectors (Kloudless), or provide a very limited feature-set as part of some other more extensive offering (Edison, Aurinko).
- General integration providers like Zapier work well but only offer some very specific actions.
- EmailEngine is not a managed service like the ones listed above but a self-hosted software, so it primarily "competes" with developers who build email integrations in-house.



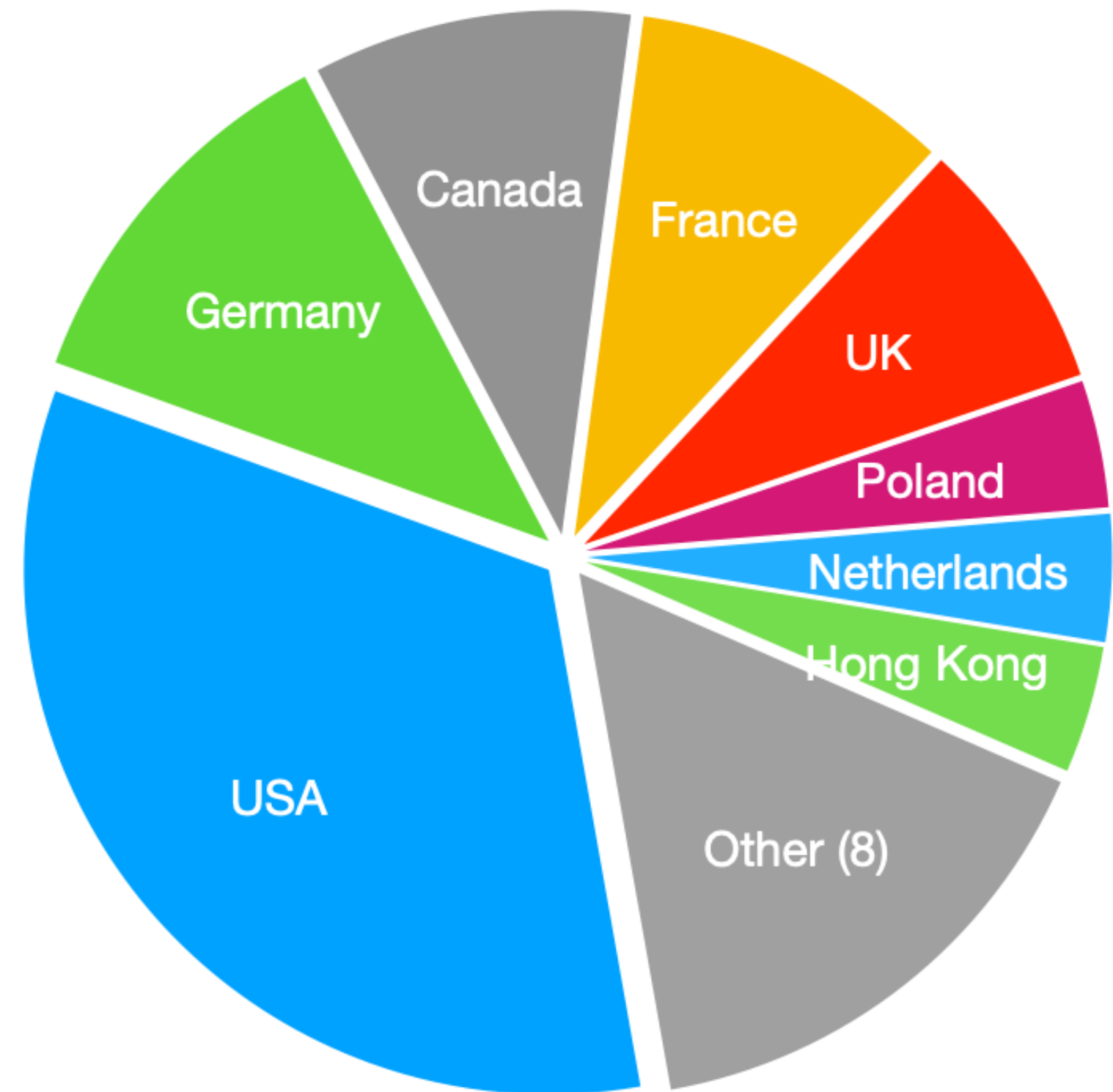
Pricing

- Each EmailEngine installation comes with a 14-day free trial.
- Only **yearly subscriptions** are available, the current price is **495€ + VAT** per year (was 250€ until May 2022).
- Subscribers can generate an unlimited amount of license keys for their own EmailEngine instances.
- Terminating a subscription breaks upgrades but allows using existing EmailEngine installations.



Customers

- 51 paying customers
- From 16 countries, mostly:
 - USA, Germany, Canada, France
- Mostly SaaS companies from various sectors
- Mostly SMBs, and a single Fortune500 company



Progress so far



Feb 2020

Started writing code.

Nov 2021

Started selling licenses.

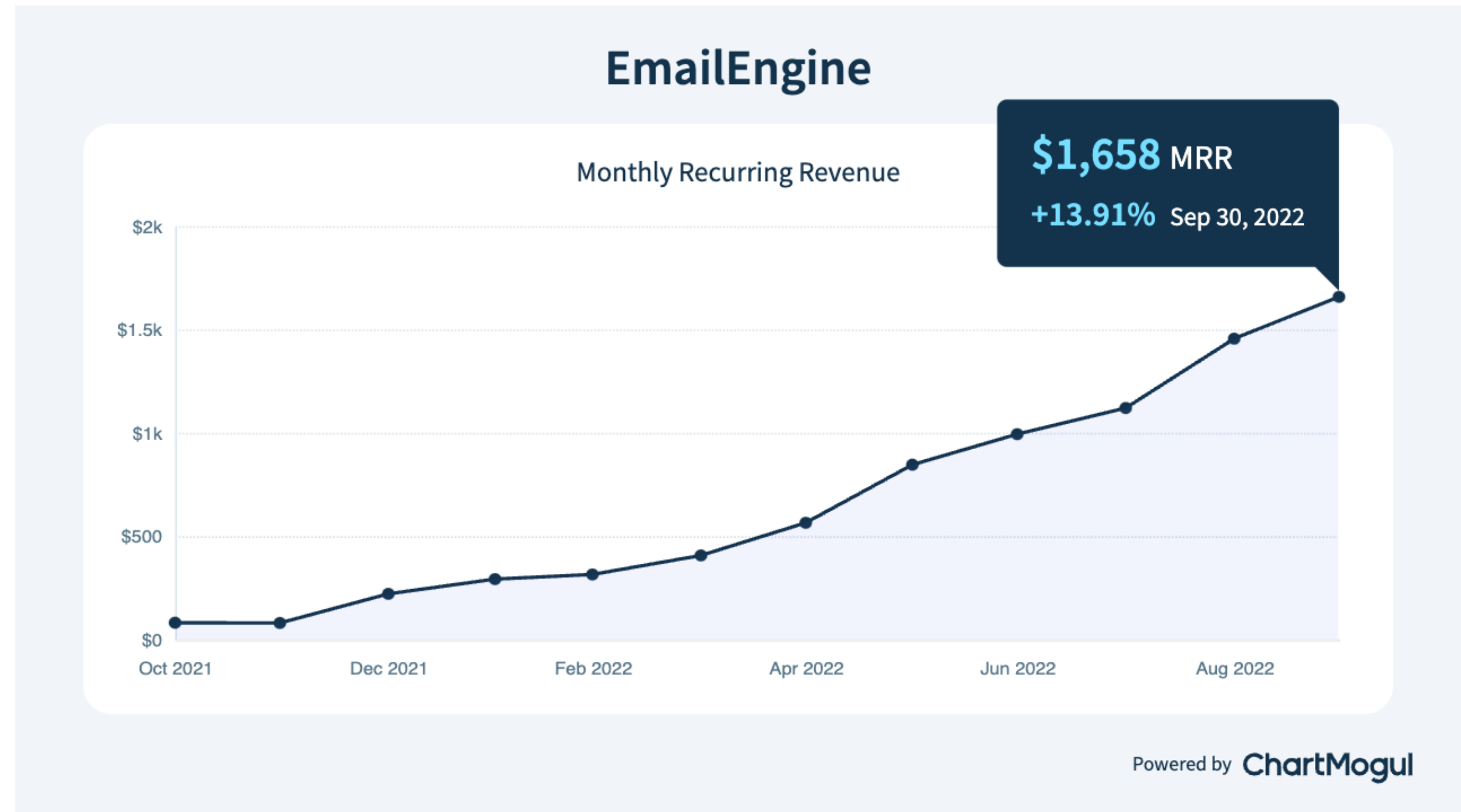
May 2022

ElasticSearch integration.

July 2022

New sending features:
embedded replies, gateways.

**51 paying customers in 16
different countries,
\$1,658 MRR**





Hypotheses proven

Market

- Application providers do not want to handle email protocols themselves ✓
- Not everyone is willing to hand over email credentials to a 3rd party ✓
- Providing support only to paying customers drives signups **X**
 - (it turned out that support is mostly needed pre-purchase when evaluating)

Team

- We can ship ✓
- We can drive customers for an "IMAP wrapper" ✓



Plans for the next 12 months

Team

- No changes are planned. For the foreseeable future, EmailEngine will stay as a single-person operation. Ignore all the "we's" in this presentation. There's only "I."

Product

- Improve scalability for customers with a large number of email accounts.
- Provide a managed service option for low-usage customers (e.g., up to 100 email accounts) – not enough staffing to guarantee service levels for high-usage customers.

Channels / marketing

- Increase findability: SEO, general email related documentation, free tools