



# The email client for apps

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 software you can download and run on your premises.
- Instead of running IMAP or SMTP commands, 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 string 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 monitored email account, a webhook is posted.
- EmailEngine detects bounces, out-of-office replies, clicks, and opens for sent emails.
- Optionally, EmailEngine can sync all emails to 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, paths, and descriptions.

Method	Path	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	Path	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

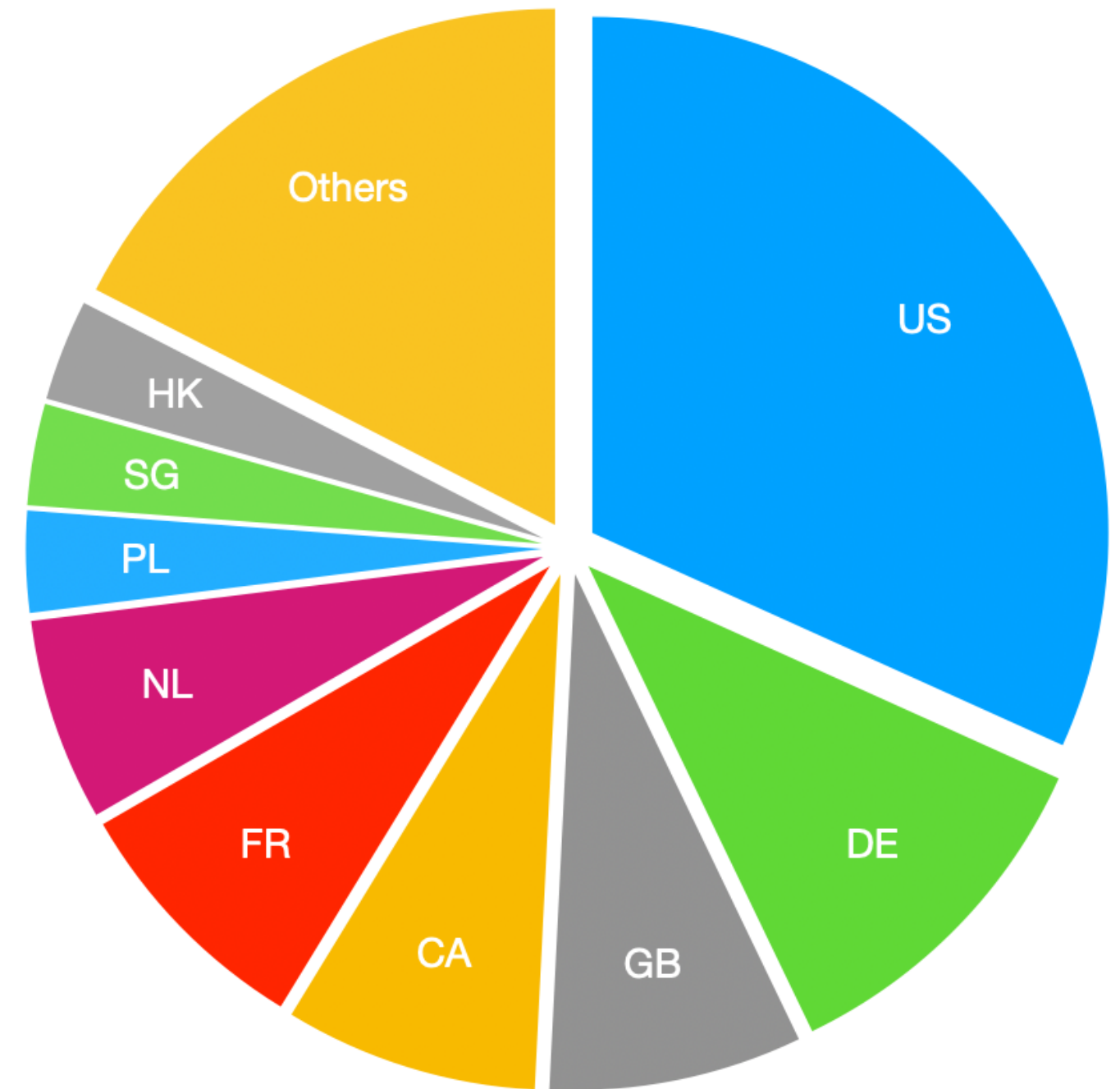
- Each EmailEngine installation comes with a 14-day free trial.
- Only **yearly subscriptions** are available, the current price is **695€ + VAT** per year.
- Subscribers can generate an unlimited amount of license keys for their own EmailEngine instances.
- Terminating a subscription breaks upgrades but allows using existing EmailEngine installations.





# Customers

- 63 paying customers
- From 20 countries, mostly:
  - USA, Germany, UK, 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**

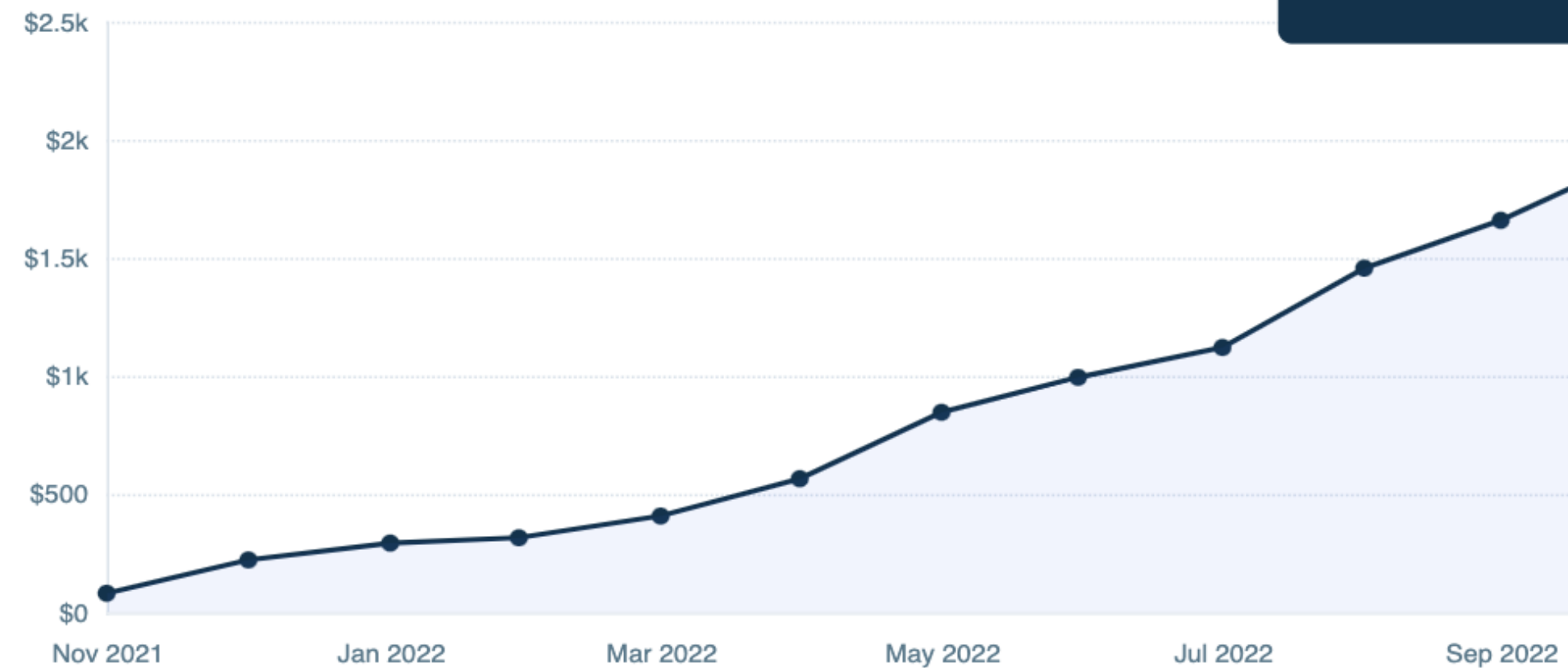
New sending features:  
embedded replies, gateways.

---

**63 paying customers in 20  
different countries,  
\$2,225 MRR**

## EmailEngine

Monthly Recurring Revenue



**\$2,225 MRR**

**+15.05%** Nov 27, 2022

Powered by **ChartMogul**



# 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