



arrobaMail 2026

Professional Documentation

*Complete guide: from first access to analysis and automation with
Amanda AI*

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TECSID · arrobamail.com

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1. Introduction to arrobaMail

1.1. What is arrobaMail?

arrobaMail is a professional web-based email marketing platform designed for subscriber management and certified bulk email delivery. It allows you to create, schedule, automate, and analyze email campaigns at any scale, with a specific focus on deliverability and compliance with the technical standards required by the anti-spam systems of leading email providers.

Developed by TECSID in Buenos Aires and operating continuously since 2015, arrobaMail combines the ease of use needed by non-technical users with the functional depth required by agencies and advanced marketing teams.

1.2. Who it is designed for

The platform is especially designed for the following profiles:

- **Companies and professionals who need to communicate regularly with their contacts: newsletters, promotions, announcements, electronic invoicing, and event reminders.**
- **Marketing agencies that manage campaigns for multiple clients and require segmentation, analytics, and automation tools at scale.**

1.3. What problem it solves

Sending bulk email from a regular mailbox — Gmail, Outlook, Hotmail, or Yahoo — produces three almost certain consequences: messages end up in the spam folder, the sending account quickly loses reputation, and the provider eventually suspends or restricts sending. This happens because free email services are designed for one-to-one conversations, not for sending to hundreds or thousands of recipients.

A professional platform such as arrobaMail solves this problem across three dimensions:

1. High-volume sending infrastructure, with SMTP servers and a proprietary engine (aMailMTA) that adapts delivery speed to the requirements of each email provider.
2. Technical sender authentication through SPF and DKIM standards, allowing destination servers to trust the messages and deliver them to the inbox.
3. Automated list hygiene through address validation, bounce handling, unsubscribe management, and continuous domain-reputation monitoring.

1.4. Overview of a campaign workflow

Every campaign in arrobaMail follows a clear sequence of steps. This documentation is organized so that each section corresponds to one stage of that workflow:

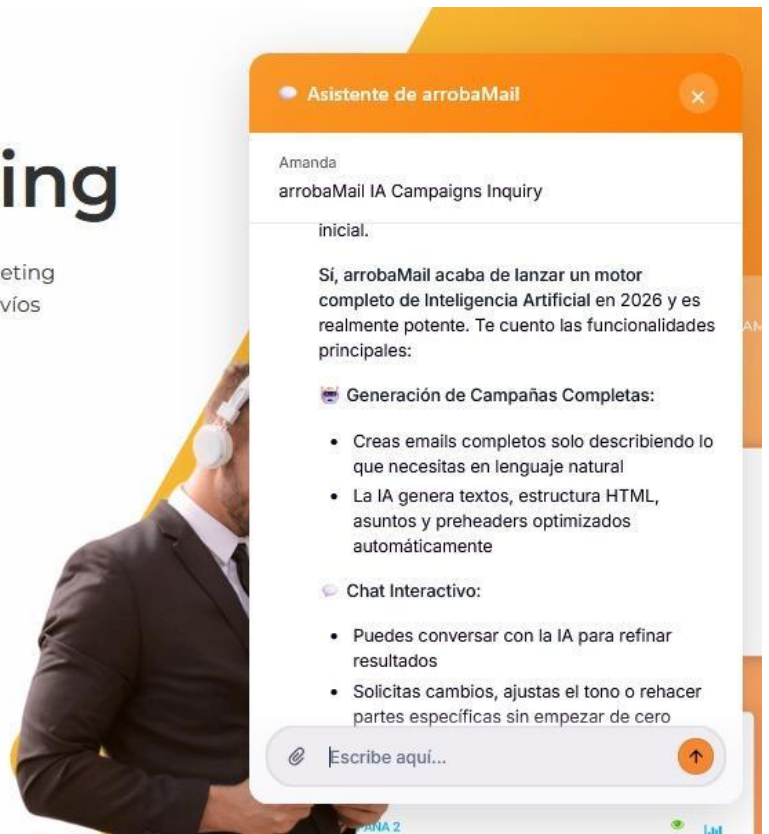
1. Initial account setup: details, senders, and authentication.
2. Building and maintaining subscriber lists.
3. Creating the message (from a template, with AI, in advanced mode, or from a URL).
4. Pre-send optimization (subject line, preheader, CTA, and tests).
5. Immediate or scheduled sending.
6. Results analysis and iterative improvement.

eMail Marketing

arobaMail es la Plataforma Web de eMail Marketing Profesional para la Gestión de Suscriptores y Envíos Masivos de Mails.

Ver Planes

Probar Gratis



Public arobaMail screen with the Amanda assistant. It provides initial context about the platform.

2. Essential concepts before sending

Before configuring anything, it is useful to understand the core terms of professional email marketing. These concepts appear throughout the document, and mastering them is the foundation for making sound decisions.

2.1. Subscriber list

A list is a container that groups contacts. Each subscriber belongs to at least one list. Lists can be organized by relationship type (customers, prospects, employees), product, market segment, or any criterion that makes sense for the business. The list is the basic operational unit: campaigns are sent to one or more lists, with or without segmentation applied.

2.2. Subscriber and permission

A subscriber is a person who has agreed to receive communications from the sender. The key word is agreed: professional email marketing is built on consent. A list made up of contacts who gave explicit permission has a higher open rate, a lower complaint rate, and helps keep the domain reputation healthy. A purchased or harvested list without permission has the opposite effect and harms every other legitimate mailing from the same domain.

2.3. Sender and authentication

The sender is the email address from which campaigns are sent (for example, `marketing@yourcompany.com`). For destination servers to accept that sender without suspicion, it must be authenticated through two protocols: SPF and DKIM.

- **SPF (Sender Policy Framework):** specifies which servers are authorized to send email on behalf of a domain.
- **DKIM (DomainKeys Identified Mail):** adds a digital signature to the email, which the recipient verifies to confirm that it was not altered in transit and that it comes from the stated domain.

IMPORTANT - Email accounts from free public services (Gmail, Yahoo, Hotmail, Outlook, Live) CANNOT be authenticated with SPF and DKIM. If they are used as senders, the messages will almost certainly be marked as spam. Professional email marketing should always use a custom domain.

2.4. Sending reputation

Reputation is a score that email providers (Gmail, Outlook, Yahoo) assign internally to the domain and to the IP addresses used for sending. A strong reputation means that messages reach the inbox; a poor reputation means that they end up in spam or are rejected outright. Reputation is built over time through consistent volume, low bounce rates, low complaint rates, and strong open rates.

2.5. Bounces

When an email cannot be delivered, the destination server returns a bounce. There are two types:

- **Temporary bounce (soft bounce):** the recipient exists, but there was a temporary issue, such as a full mailbox or an unavailable server. The system retries automatically.

- **Permanent bounce (hard bounce): the address does not exist or the domain is invalid. The subscriber is moved to blocked status and will not receive future mailings.**

2.6. Unsubscribes and complaints

Every professional mailing must include a clear unsubscribe link. People who unsubscribe automatically stop receiving emails and cannot be reactivated without new explicit permission. Complaints (spam reports) occur when a recipient marks the email as spam in their email client. Each complaint has a significant impact on reputation, so the acceptable rate is measured in fractions of a percent, ideally below 0.1%.

2.7. Frequency and list quality

Two variables determine the sustained success of campaigns:

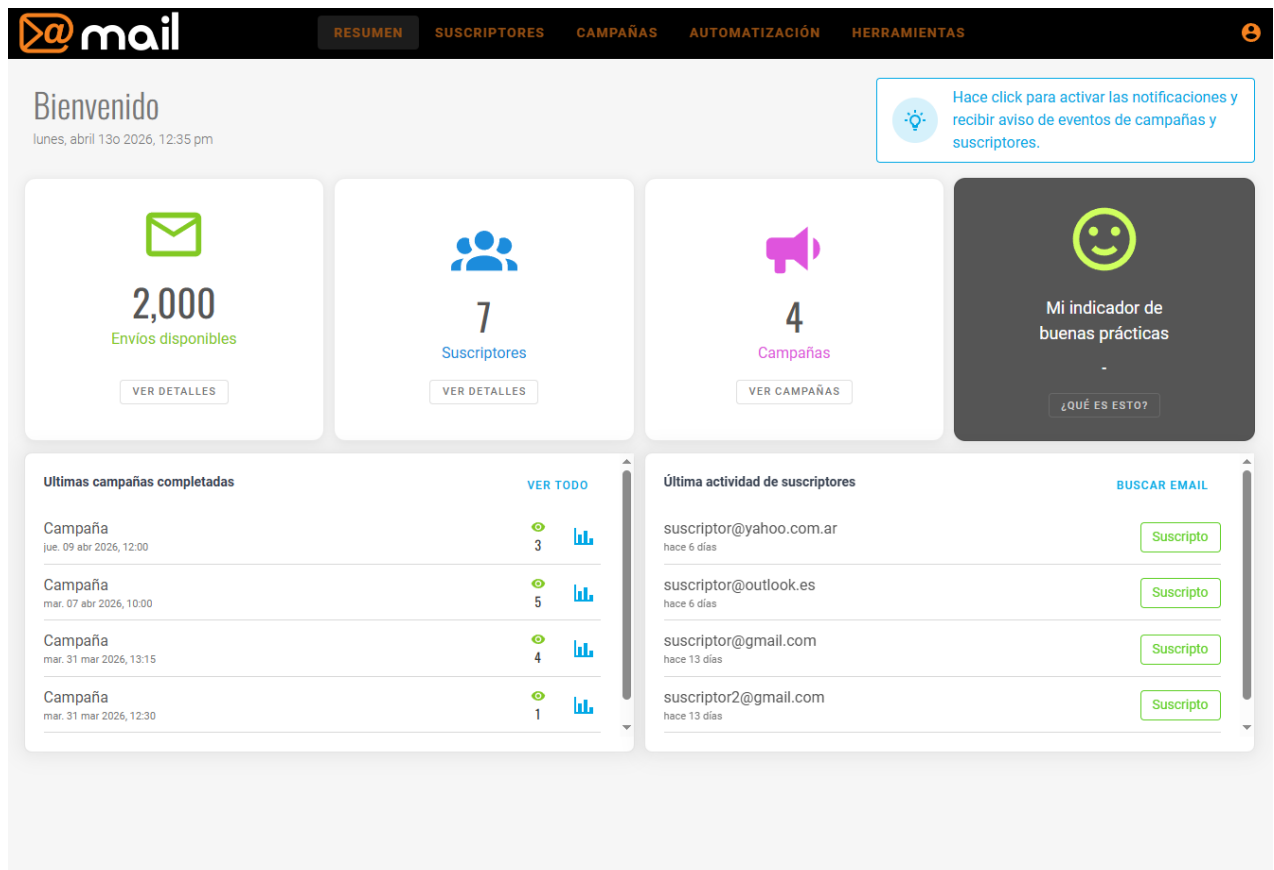
- **Frequency: a reasonable cadence keeps the audience engaged. Overcommunication causes fatigue, lower open rates, and more unsubscribes. The ideal cadence varies by industry, but one to two messages per week is usually a good starting point in B2C, and once per week in B2B.**
- **List quality: a small, engaged list is preferable to a large, inactive one. Keeping the list clean — removing bounces and re-engaging inactive contacts — protects reputation and improves every metric.**

3. Initial account setup

Before the first mailing, four elements must be configured: the account details, authenticated senders, the base list with its custom fields, and, optionally, access-security mechanisms.

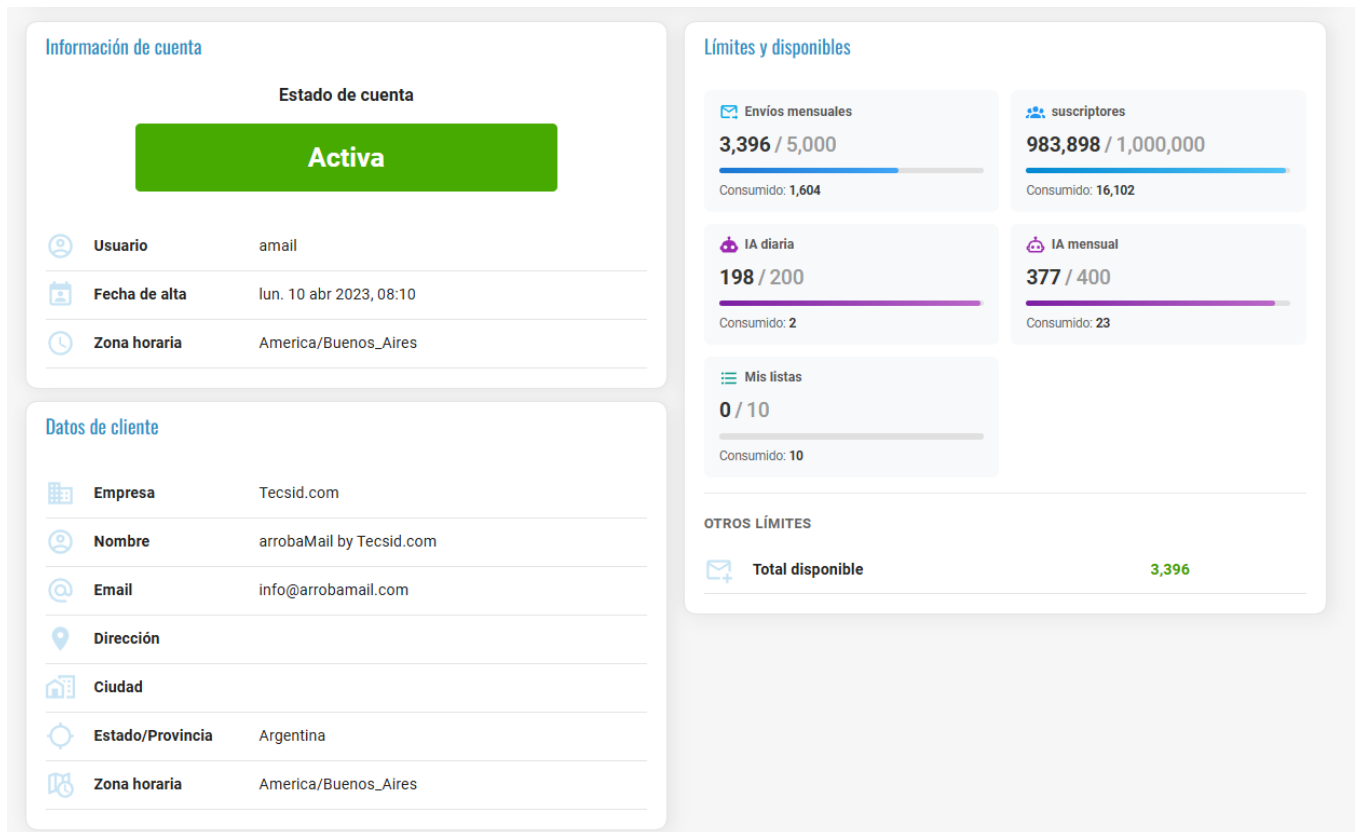
3.1. Access and account details

When you sign in to the platform with a username and password, the main dashboard displays a welcome summary with available sends, recent campaigns, active subscribers, and a best-practices indicator.



Main arrobaMail dashboard with the general overview.

The top menu provides access to five main areas: Overview, Subscribers, Campaigns, Automation, and Tools. Tools provides access to account settings, where user information, company information, time zone, and usage limits can be completed.



Account information screen showing details, limits, and availability.

The limits section is important: it shows monthly sends used and available, total subscribers included in the plan, and daily and monthly AI usage limits. This makes it possible to see at any time how much capacity remains within the subscribed plan.

3.2. Access security

NEW - Authentication rebuilt from the ground up

arrobaMail's authentication system was completely rebuilt using modern standards. Traditional passwords remain available, but they are no longer the only option.

Three mechanisms can be configured in the profile security section:

- **Passkeys (WebAuthn / FIDO2):** allow users to sign in with a fingerprint, facial recognition, or a USB security key. This is the most secure method and does not require remembering passwords.
- **Email OTP:** sends a six-digit code to the email address configured in the profile. It is useful when signing in from a new device or when the password is not remembered.
- **Traditional password:** remains available. A combination of uppercase and lowercase letters, numbers, and special characters is recommended.

Autenticación con Passkey

Usa autenticación biométrica (huella digital, reconocimiento facial) o el PIN de tu dispositivo para iniciar sesión de forma segura sin contraseña.



No hay passkeys registrados aun.

[+ REGISTRAR NUEVO PASSKEY](#)

Los passkeys proporcionan una forma más segura y conveniente de iniciar sesión usando la autenticación integrada de tu dispositivo.

Cambio de contraseña

Si quieres cambiar tu contraseña, ingresa la debajo.

Usuario: **amail**

Contraseña actual 

Nueva contraseña 

Nueva contraseña 

Usa mayúsculas, minúsculas, números y caracteres especiales.

[GUARDAR CONTRASEÑA](#)

Security screen: Passkey setup and password change.

3.3. Sender authentication

This is the most important step in the entire setup. Without authenticated senders, campaigns will have very poor deliverability regardless of how well they are designed.

Step 1 — Verify the mailbox

1. Go to Tools > My Senders.
2. Click Add New Sender and enter the email address (for example, marketing@yourcompany.com) and the name recipients will see.
3. Check the newly added sender mailbox: an email containing a verification link will arrive.
4. Click that link to confirm that you have actual access to the mailbox.

Step 2 — Configure SPF, DKIM, and an appropriate DMARC policy

After the mailbox has been verified, arrobaMail displays the SPF and DKIM records that must be published in the domain's DNS zone:

1. Copy the generated values (they are TXT records).
2. Access the DNS control panel of the domain provider (NIC, hosting provider, or registrar).
3. Add the TXT records in the corresponding zones.
4. Wait for DNS propagation, which can take from 15 minutes to 48 hours.
5. arrobaMail automatically checks the status and marks the sender as authenticated when both protocols are configured correctly.

Mis remitentes

[+ Crear remitente](#)



Nombre	Dirección	SPF	DKIM	Predeterminado	
✓ arrobaMail.com		✓	✓	☒	☐
✓ TECSID.com		✓	✓	☐	☐
					Actualizar estado Eliminar seleccionados

DMARC is a complementary policy that tells receiving servers how to handle messages that fail authentication and enables domain-protection reports. It should be implemented gradually, starting with monitoring and moving to stricter policies after legitimate sending sources have been validated.

My Senders screen showing SPF and DKIM authentication status.

TIP — If the person managing the documentation has no DNS experience, the simplest option is to send the records to the hosting provider.

1. 3.4. Create the base list and custom fields
2. The first list should be planned before contacts are uploaded. Changing the custom-field structure after importing thousands of subscribers is cumbersome.
3. From the top menu, go to Subscribers > Create New List.
4. Assign a descriptive internal name (for example, "Customers 2026").

TIP - Defining custom fields before importing is the difference between a usable database and one that requires extensive reprocessing. Consider what information you will want to use for segmentation and message personalization.

Complete the optional public information that subscribers will see in their emails: public list name, description, sender name, sender email, business name, and logo (maximum 500 x 500 px).

Define the custom fields that will be needed. In addition to email and name, fields such as last name, company, city, signup date, interest category, or any other data useful for personalization and segmentation can be added.

TIP — Defining custom fields before importing is the difference between a usable database and one that requires large-scale reprocessing. Consider what information you will want to use for segmentation and message personalization.

4. Subscriber and audience management

Once the list has been created, it must be populated with contacts. arrobaMail offers several methods, as well as powerful tools for keeping the database clean and segmented.

1. 4.1. Subscriber acquisition methods
2. File import (recommended for volume)
3. This is the most common method for uploading large volumes of contacts from an external system, spreadsheet, or CRM.
4. In Subscribers, select the list and choose Import.

Upload an Excel (.xlsx) or CSV file. The first row must contain the column names.

Map each file column to the corresponding list field (Email, Name, and custom fields).

Confirm the import. The system automatically validates each address, discards invalid formats, and reports duplicates.

Manual entry

Useful for adding individual contacts. From the list's expandable menu, choose Add Subscriber and complete the details one at a time.

Copy and paste

The platform allows you to paste a column of addresses from a spreadsheet and process them as a bulk import. This is practical for medium-sized volumes when you do not want to prepare a file.

Web forms

NEW IN 2026 - Automatic import hygiene

The system automatically validates and discards addresses with invalid formats, nonexistent domains, and duplicates.

This is the most recommended long-term approach. Website visitors complete a form and are automatically added to the list,

ideally with double opt-in confirmation. Forms are covered in detail in Section 12.

The platform allows you to paste a column of addresses from a spreadsheet and process them as a bulk import. This is practical for medium-sized volumes when you do not want to prepare a file.

- **For integrations with CRMs, e-commerce platforms, or internal systems. It allows subscribers to be added programmatically from any external system. This is covered in Section 12.**
- **4.2. Policy on role-based addresses**
- **Role-based addresses such as info@, contact@, admin@, or sales@ are problematic in professional email marketing. They do not represent an individual, are often managed by several people, tend to have low open rates, and are frequently flagged as spam by anti-abuse systems.**

They are not allowed in bulk imports, whether from a file or through copy and paste.

They may be added manually, one at a time, provided that explicit and verifiable recipient consent is available.

Status	Description	Receives campaigns?
Subscribed	Active and validated contact.	Yes
Pending	Completed a form but did not confirm the email (double opt-in).	No
Unsubscribed	Requested removal through the email's unsubscribe link.	No
Blocked	Flagged by the system due to a hard bounce, spam complaint, or nonexistent mailbox.	No

Addresses such as abuse@, spam@, or postmaster@ are strictly prohibited. Adding these addresses results in immediate account suspension.

4.3. Subscriber statuses

NEW - Multiple selection and floating action bar

The subscriber view has been completely redesigned.

It now supports multiple selection with checkboxes and displays a floating bar with bulk actions: unsubscribe and delete.

Each action requires confirmation and is recorded in the list activity log.

Each contact has a status that defines their current situation and whether they receive campaigns:

NEW - 7 unified tabs

Each list's configuration has been simplified into seven tabs: Settings (public data), Dashboard, Referrals, Custom Fields, Forms, Tools, and Activity Log.

These statuses are managed automatically. Unsubscribes are processed immediately, and permanent bounces are moved to blocked status without manual intervention.

4.4. Bulk subscriber actions

4.5. List settings

- **4.6. Segmentation: reach the right audience**
- **Segmentation allows filters to be applied to a list to create subgroups without duplicating contacts across separate lists. Instead of maintaining an "Argentina List," a "Chile List," and a "Mexico List," a single master list is maintained and country-based segments are applied at send time.**
- **Available filter types**
- **Subscriber data:** email, name, subscription date, time since subscription, latest activity, and any custom field (text, date, or dropdown).
- **Behavior:** opened or did not open a specific campaign, clicked or did not click a link, date of last open, and custom events.

Geolocation: country, region or state/province, and city of opening.

Device and technology: type (computer, phone, tablet), operating system, browser, and email client (Gmail, Outlook, Apple Mail, etc.).

Operators: equals, does not equal, contains, does not contain, greater than, less than, greater than or equal to, and less than or equal to.

Segmentation types

Custom:

Listas objetivo

Listas objetivo

arrobamail_contactos

1 lista seleccionada

Condiciones

Grupo 1

▼

0

Todas las condiciones deben cumplirse

Abrió campaña específica

▼

Es igual a

▼

Campaña 90596

▼

+ AGREGAR CONDICIÓN

Predefined:

Listas objetivo

Listas objetivo

arrobamail_contactos

1 lista seleccionada

Seleccionar plantilla

Elige una plantilla predefinida. Las condiciones se configurarán automáticamente.

Suscriptores activos

Usuarios que abrieron o hicieron click en los últimos 30 días

Suscriptores inactivos

Usuarios sin interacción en los últimos 60 días

Nunca abrieron

Usuarios que nunca abrieron ningún email

Alto engagement

Usuarios con tasa de apertura superior al 50%

Nuevos suscriptores

Usuarios suscritos en los últimos 7 días

En riesgo de perderse

Usuarios activos que están reduciendo su engagement

automation, or from your application through the API, and they work as dynamic filters for segmentation based on actual behavior.

What is a tag?

Method	How it works	When to use it
Manual	From the subscriber profile or through bulk actions	One-time classifications or corrections
Automation	An action node within a workflow adds or removes the tag	Based on behavior (open, click, date)
API / App	Your external system calls API v3 to assign tags at the relevant moment	When the event occurs outside arrobaMail

A tag is a free-text label assigned to a subscriber to indicate something relevant about them: their status, behavior, interests, or any classification that makes sense for the business.

Examples of useful tags:

- **VIP** — high-value customer or proven loyalty
- **newsletter** — subscribed to the general newsletter
- **promo** — interested in promotions and discounts

***active* — opened at least one email in the last 30 days**

2026 — added this year

1. retention — entered a retention workflow
2. Three ways to assign tags
3. Method
4. How it works

TIP - Tags are the most powerful tool for building intelligent automations. Instead of duplicating lists, use tags to distinguish behaviors within the same database: a subscriber can have the tags 'VIP', 'newsletter', and 'retention' at the same time, and each workflow can treat the subscriber differently according to those tags.

When to use it

Manual

- From the subscriber profile or through bulk actions
- One-off classifications or corrections
- Automation

TIP - A list of 5,000 engaged contacts performs better than one of 50,000 with 80% inactive contacts. Inactive contacts drag down reputation and increase costs.

An action node within a workflow adds or removes the tag

Based on behavior (open, click, date)

API / App

Your external system calls API v3 to assign tags when the event occurs



When the event takes place outside arrobaMail

Tags as segmentation filters

Once assigned, tags work as filter conditions in segments and automations:

Segmentation: create a "Has VIP tag" segment to send an exclusive campaign

Automation: use the "Does the subscriber have the promo tag?" condition to branch the workflow and send a different email

API: filter subscribers by tag to export or process them externally

Manage tags from Tools

Go to Tools > Tags to access the administration panel:

View all active tags and the number of subscribers assigned to each one

Create new tags with a custom name (no spaces or special characters)

Rename or delete existing tags (deleting a tag removes it from all subscribers)

Search for subscribers by tag directly from the panel

TIP — Tags are the most powerful tool for building intelligent automations. Instead of duplicating lists, use tags to distinguish behaviors within the same database: one subscriber can have the tags 'VIP', 'newsletter', and 'retention' at the same time, and each workflow can treat that subscriber differently based on the tags they have.

4.7. Ongoing list hygiene

NEW - Email library

arrobaMail includes a reusable email library that serves as a centralized repository for ready-to-use assets. You can create an email once - with the visual editor, in HTML, or with AI - and reuse it in both campaigns and automation nodes without rebuilding it each time.

Keeping the list clean is a recurring task, not a one-time event. After each campaign, it is advisable to:

Remove subscribers with hard bounces from the campaign's Rejected tab with a single click.

Review spam complaints and unsubscribed contacts to identify patterns.

- **Every three to six months, identify contacts with no engagement and send a re-engagement campaign. If they do not respond, remove them.**
- **TIP — A list of 5,000 engaged contacts performs better than one of 50,000 contacts with 80% inactivity. Inactive contacts drag reputation down and increase costs.**
- **5. Campaign creation**
- **Once the list is populated and clean, the next step is to build the message. arrobaMail offers four ways to create campaign content, designed for different profiles and needs.**

5.1. Four ways to create a message

4. From Campaigns > Create New Campaign, the system offers four starting options:
5. Screen showing the four creation options: Email Designer, Artificial Intelligence, Advanced Mode, and From a URL.
6. a) Email Designer (drag & drop)
7. Allows you to select and edit a predesigned template from the gallery, or start from a template saved in the user's personal library, using a visual drag-and-drop editor. This is the option most commonly used by non-programmers.
8. Emails are organized into modules (text, image, button, divider, and social networks) that can be moved, duplicated, or deleted. The editor allows colors, typography, and spacing to be adjusted and includes desktop, tablet, and mobile previews.

b) Artificial Intelligence

This is the fastest option when you know what you want to communicate but do not want to build the design from scratch. Describe the objective in natural language and AI generates the complete email: copy, HTML structure, suggested subject lines and preheaders, and even original images. This option is covered in detail in Section 6.

- c) Advanced Mode (HTML)
- For designers and developers who want full control. It allows direct HTML editing with a Word-style editor and is useful when starting from existing code or when a level of customization beyond the drag-and-drop editor is required.

d) From a URL

- Allows the email body to be downloaded directly from an external URL, such as a landing page, a newsletter published on the web, or a design hosted elsewhere. arrobaMail retrieves the HTML, adapts it to an email-compatible format, and makes it available for editing. Incompatible code is automatically discarded, so in some cases the layout may be distorted and require correction in the editor.
- 5.2. Templates: catalog and personal library

The template gallery includes categories for newsletters, promotions, events, product announcements, educational content, and transactional emails. All templates are responsive and optimized to avoid spam filters.

	Campaign template	Library email
What is it?	Base visual design (layout, colors, structure)	Complete email with actual content
What does it include?	Empty sections to be completed	Defined text, variables, and CTA
Where is it used?	Only in new campaigns	In campaigns and automations
Is it edited when used?	Yes, the content is always completed	Optional; it can be used as is

TIP - The email library delivers its greatest value in automations: a 5-step onboarding workflow can store all 5 emails in the library, maintained and updated in one place without changing the workflow configuration.

After a template is modified, it can be saved to the personal library and reused in future campaigns. This makes it easier to maintain visual consistency when sending recurring content.

5.2.1. Email Library

NEW — Email Library

arrobaMail includes a reusable email library that works as a centralized repository of ready-to-use pieces. You can create an email once — with the visual editor, in HTML, or with AI — and reuse it in both campaigns and automation nodes without rebuilding it from scratch each time.

TIP - Emails that personalize the recipient's name in the subject line have, on average, an 18% to 26% higher open rate than generic messages.

What it is used for

The library solves a common problem: the same welcome, confirmation, or notification email is needed in multiple contexts. Without a library, the work is duplicated. With the library, it is created once and reused wherever it is needed.

- **Typical use cases:**
- **Welcome email:** created once and assigned as an action node in multiple automation workflows
- **Confirmation template:** a consistent visual base reused as a starting point for similar campaigns
- **Event reminder:** saved with dynamic variables and reusable for different events by changing only the date and location
- **Seasonal offer:** saved base design reused each season with minor content changes

How to create an email in the library

NEW - arrobaMail's own AI engine

arrobaMail includes a complete artificial intelligence engine that generates and analyzes campaigns. It combines multiple state-of-the-art AI models with automatic fallback: if one provider fails, another takes over without the user noticing. This ensures continuous availability of AI features.

Go to Tools > Email Library > New Email

Choose the creation method: visual drag-and-drop editor, advanced HTML mode, or Generate with AI

- **Design the email with dynamic variables where appropriate ({{{ \$sus_name }}} , {{{ \$date }}} , etc.)**
- **Assign a descriptive name that identifies its purpose (for example, "General_Welcome" or "Course_Confirmation")**
- **Save it to the library. It will be available for campaigns and automations.**
- **How to use an email from the library**
- **In campaigns:**

When creating a new campaign, choose "From Library" in the design step to start from a saved email

The email loads as editable content, so one-off changes can be made without modifying the saved original

- **In automations:**
- **When configuring a "Send Email" action node, select "From Library" instead of creating the email from scratch**
- **The email is assigned directly to the node with all its dynamic variables already configured**
- **Difference from campaign templates**
- **5.3. Personalization with dynamic fields**

Any list field can be inserted into email content through variables. The standard syntax is:

Hello {{{ \$sus_name }}} , thank you for subscribing from {{{ \$city }}} .

AI and the system already use this variable convention, as shown in the examples in Section 6.

5.4. Campaign details before continuing

After the content has been created, the system asks you to configure:

Internal campaign name: visible only to the user. A clear naming convention such as "Customer_Newsletter_May_2026" is recommended.

Cuerpo del email con IA



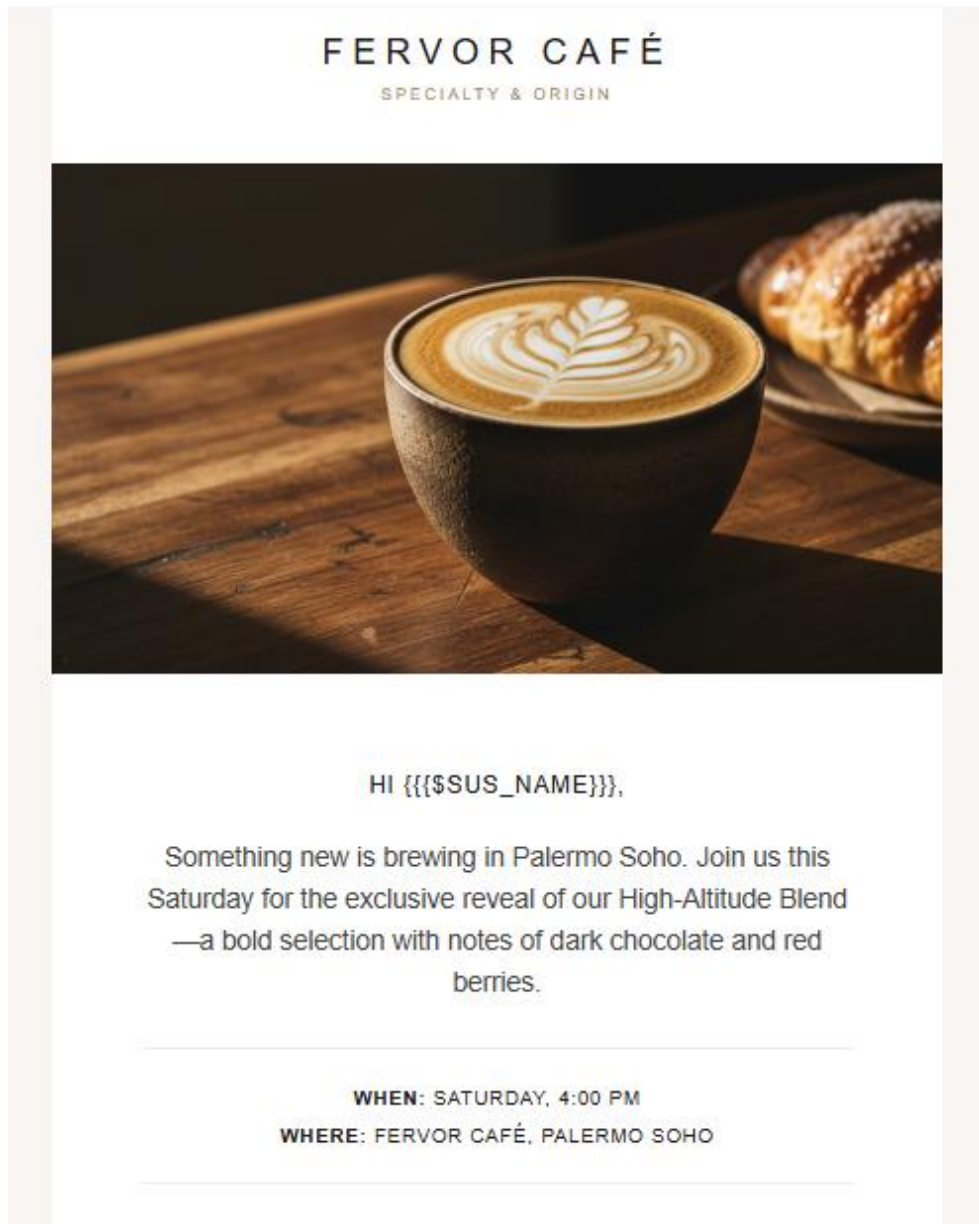
Email subject line: the text recipients will see in their inbox. Specific recommendations are covered in Section 7.

Preheader: the preview text that appears next to the subject line in many inboxes. It complements the subject line.

Sender: the authenticated sender from which the campaign will be sent. If no sender has been authenticated, complete the step in Section 3.3 before continuing.

- Target list or segment: one or more lists can be selected, with the option to apply a previously saved segment.
- 6. Amanda AI and integrated artificial intelligence
- 6.1. What Amanda AI does
- The AI integrated into arrobaMail performs five main functions:
- Complete campaign generation: produces copy, HTML structure, subject lines, and preheaders from a natural-language description.

Cuerpo del email con IA 🤖



Interactive refinement chat: allows changes to be requested on the generated result, such as adjusting the tone, translating, shortening, adding sections, or regenerating specific parts.

Image generation: creates original images for the campaign without requiring stock-photo libraries.

Pre-send analysis: evaluates the content before sending and detects potential risks, such as spam score, broken links, and design issues.

Opciones generadas con IA

Selecciona las opciones que mas te gusten para asunto y preheader. Puede seleccionar un asunto o ninguno y un preheader o ninguno.

Asunto

Invitación exclusiva: Nuevo blend en Fervor Café ☕

Una invitación a tus sentidos en Palermo ☕🌟

Pre-header

Te esperamos este sábado en Palermo Soho para una tarde de café de especialidad.

Vení a descubrir nuestra nueva edición limitada este sábado a las 17:00 hs. ¡Confirmá tu lugar!

Post-send analysis (AI Insights): interprets campaign results and proposes prioritized recommendations. See Section 10 for details.

6.2. How to write a good prompt

The quality of the generated email depends on the quality of the prompt. A good prompt includes:

NEW - Brand Kit integrated with Generative AI

arrobaMail includes a Brand Kit system that centralizes the visual and verbal identity of each account. Once configured, it can be enabled when generating campaigns with AI so that content automatically follows the brand's colors, tone, visual style, and preferred phrases.

Role: the perspective from which you want AI to write ("Act as a food-marketing strategist").

Context: what is being promoted, to whom, on what date, and with what offer ("Invite premium customers to the launch of an exclusive blend this Saturday in Palermo Soho").

Tone: formal, friendly, sophisticated, youthful, or urgent. Be specific: "sophisticated and friendly" works better than simply "professional."

Visual style of the image, when requested: describe the atmosphere, colors, and framing. For example: "Cinematic image of a Flat White in handmade ceramic, Buenos Aires afternoon light, perfect microfoam."

Expected call to action: what you want the recipient to do ("RSVP button," "WhatsApp link," or "schedule a call").

6.3. Step-by-step example: Fervor Café campaign

Illustrative example of an AI-generated invitation, used as an internal reference case.

Prompt used

"Act as a food-marketing strategist. Design a campaign for Fervor Café inviting premium customers to the presentation of an exclusive blend this Saturday in Palermo Soho. Use a sophisticated and friendly tone. Generate a cinematic image: close-up of a Flat White in handmade ceramic, Buenos Aires afternoon light, perfect microfoam. Write the subject line, preheader, and HTML body ready to send."

TIP - Automatic analysis from a URL is the fastest starting point, but you should always review and adjust the result. The tone of voice, preferred phrases, and CTA style fields have the greatest impact on generated content quality, so it is worth spending a few minutes customizing them.

AI-generated result

Within seconds, AI produced the complete email HTML, including a FERVOR CAFÉ header, specialty and origin details, an original image of the Flat White, sophisticated copy with a personalized greeting using {{{\$sus_name}}}, date and location details, and an RSVP button.

AI-generated email in Spanish, with the complete body and CTA.

Field	Description
Kit name	Internal identifier. Useful when the account manages more than one brand.
Brand name	The public brand name as it will appear in generated content.
Website URL	Website URL. Used as a source for automatic analysis and as a reference.
Logo	Direct URL of the logo image. Used in the preview and can be included in generated emails.
Primary color	The brand's dominant color in hexadecimal format.
Secondary color	Complementary color used for backgrounds and supporting elements.
Accent color	Highlight color for buttons, CTAs, and emphasis elements.
Typography style	General font family: Sans-serif, Serif, Monospace, etc.

Text density Controls the amount of text per block: Low, Medium, High. It affects how extensively the AI generates content.

Refinement through chat

Field	Description
Tone of voice	Describes how the brand should sound. Example: "Professional, educational, and trustworthy."
Visual style	Defines the overall aesthetic approach. Example: "Clean, responsive, and template-oriented."
Industry	Business sector. The AI uses it to contextualize content.
Audience	Description of the target audience for the campaigns.
Products and services	Brief description of what the brand offers. The AI can mention this in the email body.
CTA style	Defines how calls to action should be worded. Example: "Direct, action-oriented buttons."
Avoid	Instructions about what the AI should not do: phrases, practices, or styles the brand does not use.
Preferred phrases	Brand-specific terms or expressions that the AI may incorporate.
Closing signature	Text used to close generated emails. Example: "arrobaMail Professional Email Marketing Platform."

After the first result, you can ask AI to revise it. Any of the following requests can be written in natural language:

"Make it shorter."

1. "Use a more casual tone."
2. "Translate it into English."
3. "Replace the image with one showing roasted coffee beans."
4. "Add a section with the schedule and a map."

The same email rewritten in English after a refinement request.

TIP - Multiple kits can be stored in the same account.

This is especially useful for agencies managing several brands: each client can have its own active kit, and AI-generated emails will remain consistent with that identity regardless of which operator creates them. To activate a different kit, simply change the selection before generating.

6.4. AI-generated subject lines and preheaders

Once the email body is ready, a dedicated step allows AI to suggest subject lines and preheaders optimized for opens. The system analyzes the content and generates several options to choose from.

IMPORTANT - A kit in "Read-only" status cannot be changed until Edit is clicked. Changes are not applied until Save is clicked. Activating a kit without saving previous changes discards the pending modifications.

"AI-Generated Options" screen with suggested subject lines and preheaders.

Before sending a campaign to thousands of people, a set of checks can significantly improve the chances of success. Skipping them is often costly in terms of opens, clicks, or deliverability.

7.1. Subject line: the first filter

The subject line determines whether an email is opened or ignored. Proven recommendations:

- **Length: between 40 and 50 characters. Anything longer may be truncated on mobile screens.**
- **Personalization: including the recipient's name increases opens. It works especially well at the beginning of the subject line.**
- **Clarity over creativity: a clear subject line usually outperforms a clever one. People decide in less than a second.**
- **Avoid spam words: FREE in uppercase, OFFER, URGENT, \$\$\$, and multiple exclamation marks. These can trigger automated filters.**
- **Use emojis sparingly: a relevant emoji at the beginning can improve opens. More than one, or one used out of context, reduces professionalism.**

7.2. Preheader: the complement

This is the text that appears next to the subject line in most email clients. It offers approximately 80–100 useful characters. The most important rule is not to repeat the subject line. If the subject says "New exclusive blend in Palermo," the preheader should add information ("Join us this Saturday at 5:00 p.m. Limited capacity").

7.3. Mobile-first design

More than half of all opens occur on phones. If the design does not work on mobile, half the audience may be lost. Minimum requirements:

- Maximum email body width: 600 pixels.
- Touch-friendly buttons: at least 44 x 44 pixels.
- Readable text without zooming: body text of at least 14 pt, ideally 16 pt.
- Lightweight images with ALT attributes always included in case they do not load.
- Approximate text-to-image ratio of 60/40. Too many images can be interpreted as a spam signal by filters.

7.4. CTA: one objective

Each campaign should have a clear objective and one primary call to action. An email with five buttons leading to five different destinations divides attention and lowers CTR (click-through rate). An email with one clear, prominent button converts much better.

TIP - Button text matters. "Click here" performs worse than "Reserve my place" or "View the catalog." A specific action verb consistently improves CTR.

7.5. Free test sends

Before sending at scale, it is advisable to send tests to your own mailboxes. This allows you to verify:

- Display in different clients (Gmail web, Gmail app, Outlook, Apple Mail).
- That every link works.
- Mobile rendering.
- Variable personalization (for example, that {{{\$sus_name}}} is replaced correctly).

Tests are not deducted from the plan and do not activate statistics; they are used only for visual validation.

7.6. AI pre-send analysis

NEW - Automatic analysis before sending

arrobaMail runs automatic technical checks and also offers AI-powered content analysis before sending. AI analysis consumes credits (see section 11); technical checks are automatic and free.

The screenshot displays the 'Summary and Review' interface for a new email campaign in arrobaMail. The top navigation bar includes links for RESUMEN, SUSCRIPTORES, CAMPAÑAS, AUTOMATIZACIÓN, and HERRAMIENTAS. The main header shows 'Nueva campaña' with status indicators for Destinatarios, Remitente, Email, Opciones, and Resumen. The central area is titled 'Sumario y Revisión' and contains a preview of the email content. The preview shows a header for 'FERVOR CAFÉ', a main image of a coffee cup, and a body with personalized text using the variable {{{\$sus_name}}}. The right sidebar contains fields for campaign name, email subject, pre-header, sender, reply-to, and recipients, each with an 'EDITAR' button. Below these are technical verification results: '0 links validos', 'Spam score bajo (0/10)', and 'HTML OK (3.88KB)'. At the bottom, there is a section for 'Análisis de contenido' with a blue button labeled 'EJECUTAR ANALISIS' and a note 'Consumo 2 créditos IA'.

Summary and Review screen with technical checks (links, spam score, HTML OK) and the option to Run AI Analysis.

Automatic technical checks

The system runs three free preliminary checks:

- **Link validation:** all links in the email are checked, and the number of valid links is reported.
- **Spam score:** a predictive score based on risk words, uppercase text, special characters, and HTML structure. A low spam score, close to zero, is ideal.

- **HTML OK:** verifies that the HTML code is well formed and reports the email size.

AI content analysis

AI analysis goes beyond technical checks: it evaluates the copy, the balance between text and images, CTA clarity, and overall consistency. It returns actionable recommendations. The approximate cost is 2 to 3 credits per analysis.

7.7. Final checklist before sending

1. Is the sender authenticated (SPF and DKIM shown in green)?
2. Is the subject line effective and no longer than 50 characters?
3. Does the preheader complement the subject line without repeating it?
4. Is there one clear primary CTA?
5. Has the email been viewed in a real test on a mobile phone?
6. Do the links work and lead to the correct URLs?
7. Are personalization variables replaced correctly?
8. Does the email include a visible unsubscribe link?
9. Is the spam score low, and do all technical checks pass?
10. Is the correct destination list or segment selected?

8. Sending and scheduling

After the content has been validated, the next decision is when and how emails will be delivered. arrobaMail offers immediate sending, scheduling for a specific time, and automated sends triggered by events.

8.1. Immediate sending

When Start Sending is confirmed, messages begin to go out immediately. This option is suitable for urgent campaigns, real-time responses to events, or content that has already been tested and approved.

8.2. Scheduled sending

Allows an exact start date and time to be defined. This is the most common option for organizations with an editorial calendar.

TIP - There is no universally optimal sending time, but trends vary by industry: B2B often performs better Tuesday through Thursday between 10:00 and 11:00 a.m. B2C tends to perform better during leisure hours (early morning or late afternoon/evening). Test and measure.

8.3. Delivery speed and retries

The actual sending speed is not determined by the user; it is determined by aMailMTA. The engine adapts the speed to the capacity and reputation requirements of each destination provider and applies automatic backoff when an ISP begins rejecting messages. This is covered in detail in Section 9.

Retries are also automatic. If a mailbox is temporarily unavailable, the system tries again later. If the address does not exist, it is discarded without retrying and the subscriber is moved to blocked status.

8.4. Sending statuses

During delivery, the campaign moves through the following statuses, visible in the Campaigns section:

- **Queued:** waiting for its turn or for the scheduled time.
- **Sending:** emails are being delivered. The progress bar shows real-time progress.
- **Completed:** all messages have been processed. Statistics continue to update with opens and clicks for days or weeks.
- **Paused:** delivery was interrupted manually.

8.5. Frequency recommendations

The most common question is, "How often can I send?" There is no single answer, but these are healthy ranges:

Business type	Recommended frequency	Comment
B2B / Services	1 to 2 sends per week	The audience is looking for useful content, not sales pressure.

Business type	Recommended frequency	Comment
B2C	1 to 3 sends per week	Promotions, news, and reminders. Vary the formats.
E-commerce	2 to 4 sends per week	Includes transactional messages (abandoned cart, reminders).
Newsletter	1 send per week or month	Consistency matters more than volume.

9. Deliverability, reputation, and Health Score

Deliverability is the discipline that examines why one email reaches the inbox while another goes to spam, even when both appear identical. It is a core focus for arrobaMail, which uses proprietary infrastructure, monitoring tools, and automated reputation-protection processes.

9.1. aMailMTA: the proprietary sending engine

NEW - New sending engine

aMailMTA is the sending engine developed by TECSID. It was built specifically to maximize deliverability across modern ISPs.

What aMailMTA does behind the scenes

- **Intelligent traffic shaping by ISP:** preconfigured profiles for Gmail, Outlook, and Yahoo. Each destination has its own delivery engine with persistent connections, rate limiting, and throttling optimized for that platform.
- **Automatic backoff:** if an ISP begins rejecting messages, aMailMTA reduces the sending rate automatically instead of continuing to push traffic. This protects IP reputation.
- **Integrated IP warmup:** configurable schedules (conservative or aggressive) to warm up new IP addresses gradually and safely, with automatic progression.
- **VirtualMTA (VMTA):** IP pools with selection strategies (round-robin, least-used, random) and intelligent campaign assignment.
- **Adaptive retries:** retry policy based on the error type. "Mailbox full" waits longer, "rate limited" respects the server's retry-after instruction, and hard bounces are reported immediately without retries.
- **Complete bounce handling:** synchronous and asynchronous bounce management (DSN), with automatic classification by type and code.

9.2. Health Score: reputation in a single number

The Health Score is a score from 0 to 100 that summarizes the reputation health of the account or mailing. It is calculated from ten weighted factors, including bounce rate, complaint rate, import quality, list hygiene, sender authentication, historical behavior, and others.

Score	Meaning	Recommended action
80-100	Healthy	Maintain current practices.
60-79	Attention	Review what changed and correct it before the situation worsens.
40-59	Medium risk	Pause large campaigns and clean the lists.
0-39	Critical	Stop nonessential sends and contact support.

Fecha	Puntos	Anterior	Nuevo valor	
11/2/2026	+1	16	17	👁
12/1/2026	+2	14	16	👁
13/12/2025	+3	11	14	👁
12/12/2025	+5	6	11	👁
29/11/2025	+1	5	6	👁
28/11/2025	+2	3	5	👁
25/11/2025	+1	2	3	👁
16/11/2025	+1	1	2	👁
12/11/2025	-80	12	1	👁
1/11/2025	+1	11	12	👁

Reputation history view showing how the score changes over time.

9.3. Corrective actions when problems occur

If the Health Score drops or flags appear, take the following immediate actions:

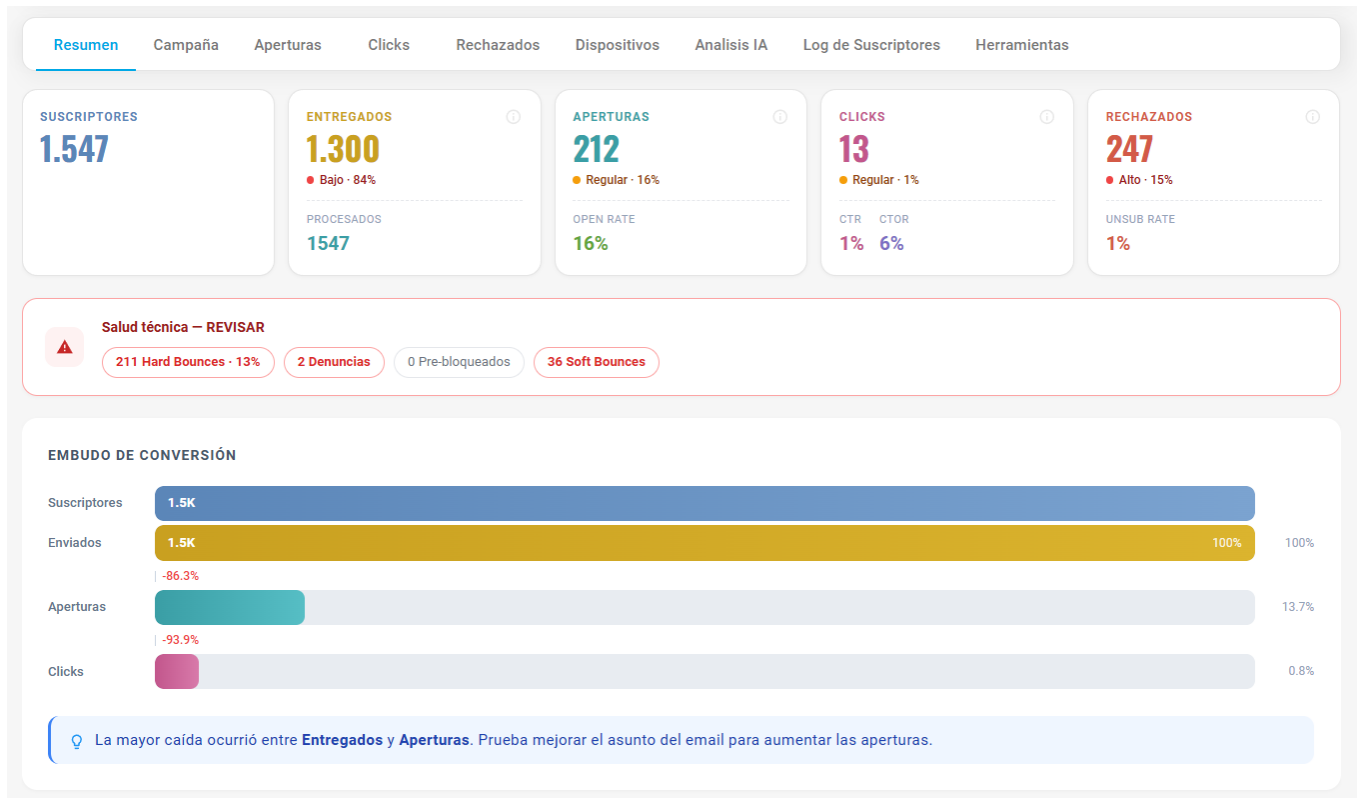
1. Remove permanent bounces with the cleanup tool (Section 10.5).
2. Pause non-critical campaigns until reputation returns to normal.
3. Review recent mailings: Were there recent imports? Did the sender change? Did frequency increase?
4. If the problem is widespread, contact TECSID support.

10. Statistics and analysis with Amanda AI

Every sent campaign generates a detailed statistical report and, after seven days, an AI analysis that interprets the results and proposes specific improvements.

10.1. Traditional metrics

Access them from Campaigns > [campaign name] > Statistics. The screen displays the following tabs: Overview, Opens, Clicks, Rejected, Devices, AI Analysis, Subscriber Log, and Tools.



Main Overview screen showing all metrics and the conversion funnel.

Delivery metrics

- **Processed:** total number of subscribers for whom delivery was attempted.
- **Delivered:** emails accepted by the recipient's server. Ideal rate: above 95%.
- **Rejected (bounces):** soft bounces (temporary and retryable) and hard bounces (permanent and blocked).
- **Complaints:** recipients who marked the email as spam. Every complaint has a significant impact on reputation.

Engagement metrics

- **Unique opens:** number of different subscribers who opened the message. Typical industry rate: 15% to 25%.
- **Open Rate:** unique opens divided by delivered emails.
- **Total clicks and CTR:** click-through rate (clicks divided by delivered emails). Typical rate: 2% to 5%.
- **CTOR:** click-to-open rate (clicks divided by opens). It measures how effective the content is among those who opened the email. Typical rate: 10% to 15%.

- **Unsubscribes: an acceptable rate is below 0.5%. An alert threshold is above 2%.**

10.2. Conversion funnel and Direct Leads

NEW - New metric: Direct Leads

arrobaMail 2026 includes a new metric: Direct Leads. It identifies clicks to direct-contact channels (WhatsApp, Telegram, mailto, phone, and scheduling platforms such as Calendly or Cal.com) and displays them as a dedicated KPI and an additional step in the conversion funnel.

Why it matters: a click on WhatsApp is very different from a click on a blog post. The former is a high-intent prospect who wants to make contact immediately. This new metric separates general interest from conversion intent.

Reading the funnel

The funnel shows progression through each step of the subscriber journey:

Subscribers → Sent → Delivered → Opens → Clicks → Direct Leads

Each step displays the conversion rate from the previous stage, making it easy to identify where the greatest loss occurs.

🔗 La mayor caída ocurrió entre **Entregados y Aperturas**. Prueba mejorar el asunto del email para aumentar las aperturas.

Clicks by channel

The system classifies clicks according to their destination:

Website: links to the organization's website.

- WhatsApp: direct conversation links.
- Social networks: Facebook, Instagram, LinkedIn, X, and others.
- Email: mailto links.

Detalle de links

Link	Únicos	Totales	% del total
https://arrobamail.com/gratis 	11	12	45.8%
https://arrobamail.com 	7	8	29.2%
https://arrobamail.com/amanda 	6	6	25%

Telephone: tel links.

Other: any destination that does not fit the previous categories.

A Direct Lead is a click on WhatsApp, email, or telephone because it represents an explicit intention to contact.

TIP - If 75% of opens come from mobile devices but the design is not responsive, the campaign left money on the table. Always review the device breakdown after the first major send.

10.3. Demographic and technology analysis

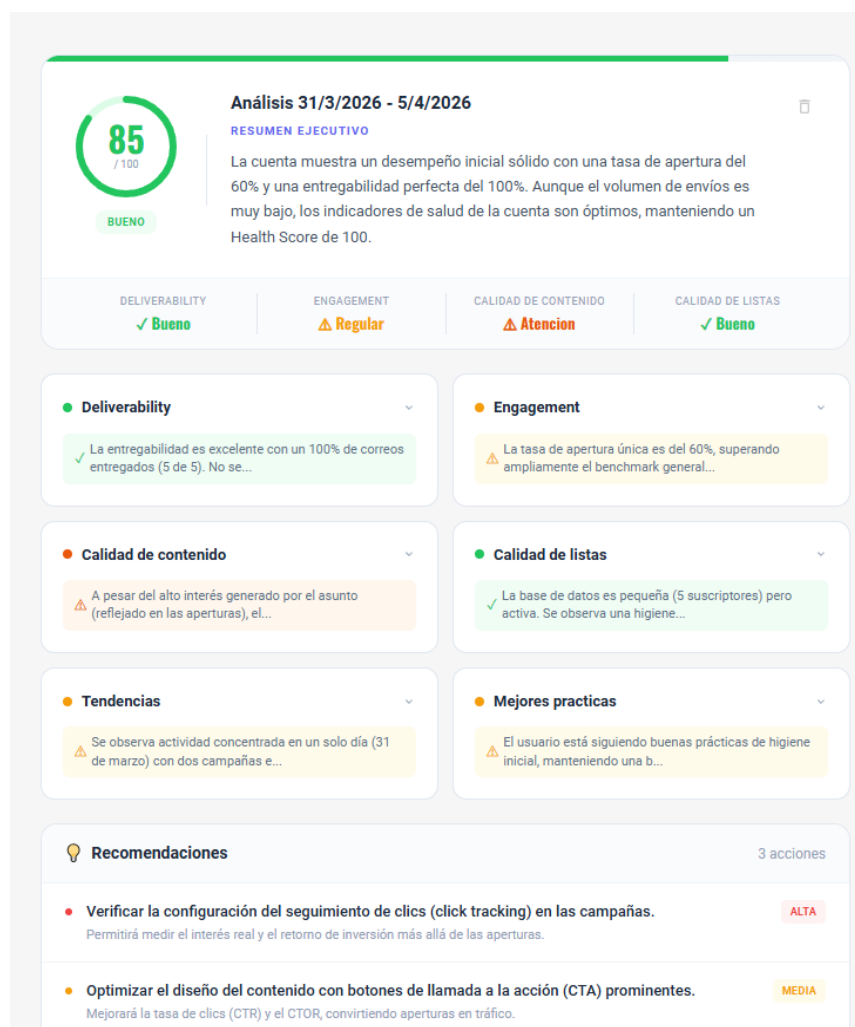
NEW - Automatic AI analysis

Seven days after sending - enough time for representative opens and clicks to accumulate - arrobaMail offers an AI analysis that interprets all data and returns a structured report with a score, strengths, opportunities, and prioritized actions.

The Devices tab shows:

Device type: desktop, mobile, or tablet.

- **Operating system:** Windows, macOS, Android, iOS, Linux.
- **Browser:** Chrome, Safari, Firefox, Edge, and others.
- **Email client:** Gmail, Outlook, Apple Mail, Yahoo, and others.
- **Geographic location:** country, region/state/province, and city inferred from the opening IP address.
- **This information helps optimize future designs.** For example, if 78% of openings are on mobile, design decisions should prioritize the mobile version.



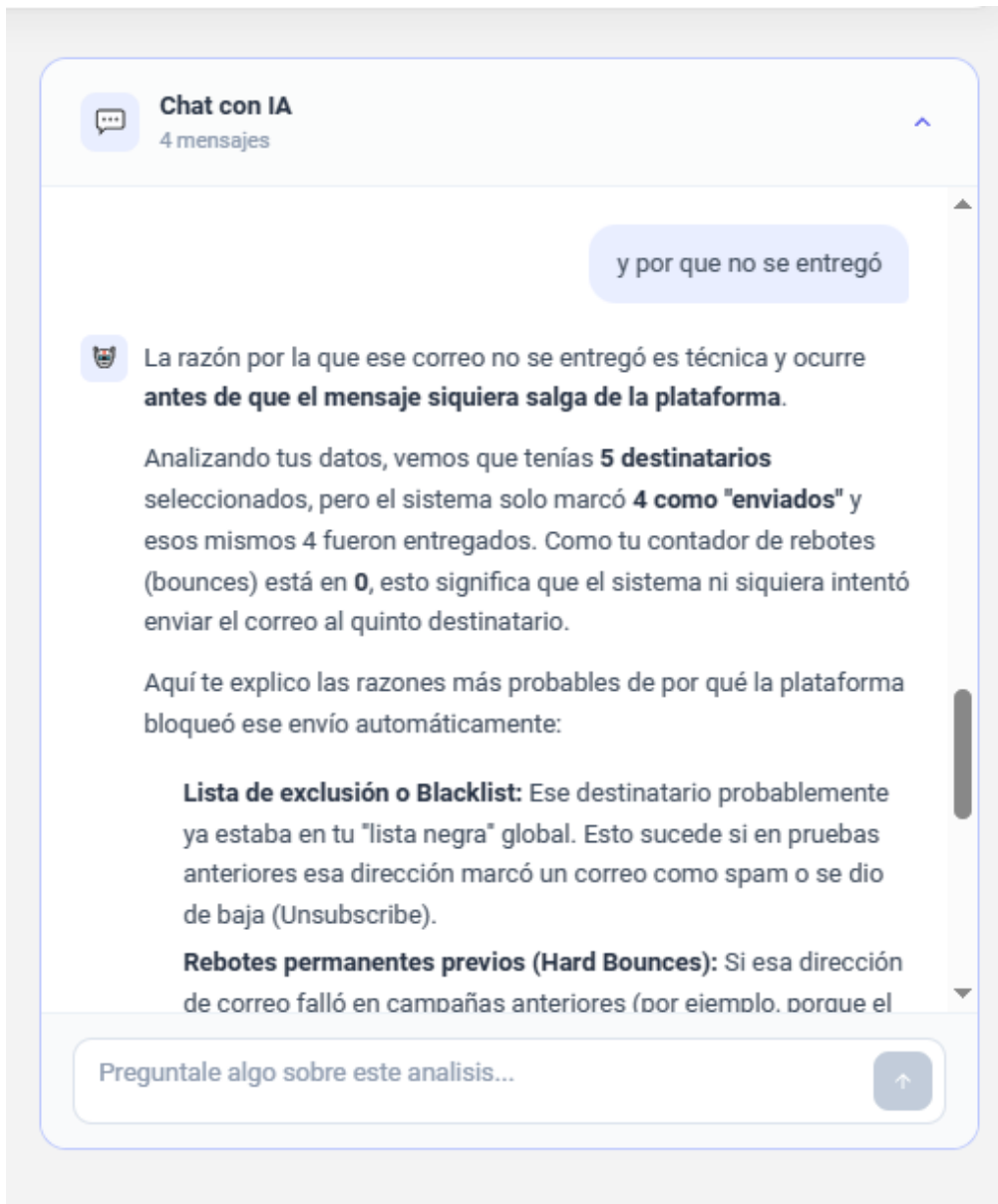
10.4. AI Insights: artificial intelligence analysis

Seven days after the campaign is sent, arrobaMail enables AI analysis. Waiting allows enough engagement data to accumulate for the analysis to be meaningful.

Structure of the AI analysis

The report is organized into five blocks:

- *Executive summary: a concise diagnosis of the result.*
- *What worked: strengths supported by the data.*
- *What could be improved: weaknesses and risks.*



Prioritized recommendations: specific actions ordered by impact.

Suggested next campaign: a practical proposal based on the results.

NEW - Tools tab and three-dot menu

Each campaign has a Tools tab (and a three-dot menu in Statistics) with actions specific to that campaign.

AI chat within the analysis

- After the report is generated, you can chat with AI and ask follow-up questions without consuming additional credits. Examples: "Why was the open rate low?", "What subject line should I test next?", "Which segment performed best?"

- **10.5. Campaign tools**
- **The Tools tab brings together operational actions for the completed campaign.**
- **Available actions**
- **Export to Excel:** downloads the full report in .xlsx format.
- **Export to PDF:** generates a professional report with TECSID branding.

Herramientas de campaña

Acciones disponibles para esta campaña: descargas, reenvíos y depuración.

Descargar PDF
 Descarga un reporte en PDF con las estadísticas principales de esta campaña.
 DESCARGAR

Descargar log de suscriptores
 Descarga un archivo Excel con el detalle de actividad de cada suscriptor (aperturas, clicks, rebotes, etc).
 DESCARGAR

Reenviar a no lectores
 Reenvía este mensaje a todos los suscriptores que no hayan abierto el email.
 REENVIAR

Reenviar a rechazados
 Reenviar este mensaje a las direcciones que tuvieron rechazo temporal o fueron marcadas como spam.
 REENVIAR

- ☒ Rechazo temporal
- ☒ Interpretado como spam

Depuración
 Eliminar de las listas de suscriptores las direcciones con rechazos. Las direcciones inexistentes se bloquean automáticamente.
 DEPURAR

- ☐ Borrar rechazo temporal
- ☒ Borrar rechazo permanente
- ☐ Borrar interpretado como spam

Export to CSV: downloads subscriber and event data for external analysis.

Copy campaign: creates a duplicate to reuse the content and settings.

Resend: sends again to subscribers who did not open or to a selected segment.

Clean hard bounces: removes permanently rejected addresses from the list with one click.

Tools tab showing all available actions.

10.6. Interpreting results

Action	Approximate consumption
AI generation of an HTML campaign	~ 2 credits
AI campaign + 1 generated image	~ 14 credits
AI campaign + 2 generated images	~ 25 credits
AI generation of subject line and preheader	~ 1 credit
AI-powered pre-send analysis	~ 3 credits
AI-powered post-send campaign analysis	~ 2 credits
Comparative analysis (multiple campaigns)	~ 4 credits

A campaign with 1,000 sends, 950 deliveries, 380 opens, and 12 actual conversions represents a 1.2% conversion rate based on sends. Is that good? It depends on the industry. E-commerce averages 0.5% to 1%. B2B services can reach 2% to 5% in well-targeted campaigns. What matters most is the trend compared with your own previous mailings, not external benchmarks.

11. AI credits

- Artificial intelligence functions in arrobaMail use a credit system. This allows each account to control and plan consumption. Traditional functions — drag-and-drop editing, importing, segmenting, sending, and viewing statistics — do not consume credits.
- 11.1. What consumes credits
- These consumption figures are indicative and may vary depending on request complexity, generated-content length, requested image quality, retries, or regenerations.
- 11.2. What does NOT consume credits
- Creating campaigns with templates, drag & drop, HTML mode, or from a URL.
- Importing subscribers, segmenting them, and cleaning databases.**

Scheduling and sending campaigns.

Viewing traditional statistics and exporting PDF / Excel reports.

- Configuring forms and automations, and creating senders.**
- Chatting with AI within the analysis.**

- **11.3. Typical use case**

For an organization that sends five campaigns per month and uses AI in all of them, approximate consumption is:

Per campaign: creation with one AI image (≈ 14) + post-send analysis (≈ 2) = 16 credits.

- Five campaigns per month: $5 \times 16 = 80$ credits per month.
- If pre-send analysis (≈ 3) and subject-line generation (≈ 1) are also used for each campaign: $5 \times 20 = 100$ credits per month.
- For an agency managing several clients, the calculation scales linearly with campaign volume.

11.4. Best practices for using credits

Write specific prompts on the first attempt to minimize regenerations.

Request specific changes in AI chat instead of regenerating from scratch ("make it shorter" uses fewer credits than generating the whole piece again).

Use AI analysis for representative, high-volume campaigns rather than small technical tests.

NEW - V2 automation workflows with nodes and edges

Automations have evolved from a simple event-to-action structure into a visual workflow-based system. You can now create multi-branch processes with advanced conditions, splits (A/B splits), variable delays, and nested actions. The Zapier-style visual design uses nodes connected by edges, with granular configuration for each step.

12. Automations, forms, and integrations

Beyond one-off campaign sending, arrobaMail can automate complete processes and capture subscribers directly from a website. This section covers the three mechanisms: automations, forms, and API integration.

- 12.1. Automations
- An automation is a workflow that runs automatically when a specific event occurs, without manual intervention. It is useful for welcome messages, reminders, onboarding sequences, abandoned-cart recovery, birthdays, and more complex cases involving conditional branches and customized delays.
- Anatomy of an automation workflow
- A workflow consists of five key elements:
- Trigger (initial node): the event that starts the workflow (subscription, click, anniversary, web event, tag added, etc.).

Condition (conditional node): branches based on subscriber data, behavior, or custom values.

1. Delay (wait node): pause between actions (minutes, hours, days, or anniversaries).
2. Action (action node): send an email, add a tag, update a field, call an external API, etc.

Exit: workflow exit or error branch.

How to create a workflow from scratch

Go to Automation > Create New Workflow.

Select the Trigger (initial event). Available options:

subscribe: a new subscriber joins a list.

unsubscribe: a subscriber unsubscribes.

open: opens a specific email (you can choose which one).

click: clicks a link within an email.

event: custom web event (triggered from JavaScript on your website).

anniversary: date-based event (birthday, subscription anniversary, etc.).

3. site_track: website tracking event.
4. tag_added: a tag was added to the subscriber.
5. tag_removed: a tag was removed.
6. field_changed: a custom field changed.
7. Drag nodes onto the canvas. Start with the trigger, then add conditions, delays, and actions.

Configure each node: specific trigger, precise conditions, emails with an AI-generation option, and exact delays.

NEW - AI email generation within the workflow

When configuring an email-sending action inside a node, you now have the option to generate the content with AI. Enter a prompt describing what you want to communicate, and the AI produces ready-to-use HTML, a subject line, and a preheader. This consumes AI credits, just as in standard campaigns (section 11).

Connect nodes with edges. Each edge defines the progression condition (yes/no, met/not met).

- Define global workflow options: validity start/end date and re-entry policy (never, always, after completion, or cooldown).
- Activate the workflow. The system validates that it contains at least one trigger and one action.
- Emails within AI-powered automations
- When creating an action node that sends an email:
- Choose "Send Email" as the action.

Select a template from the gallery or click "Generate with AI."

NEW - Completely rebuilt forms system

The forms system was completely replaced in 2026. The new V2 forms are built with a visual Form Builder, can be embedded in any website, and use an automatically updating widget: when the form changes, the updates appear without modifying the user's website code.

Write a natural-language prompt if using AI (context, tone, CTA).

1. Personalize subscriber variables such as {{{\$sus_name}}}, {{{\$city}}}, etc.
2. Save and continue to the next node.

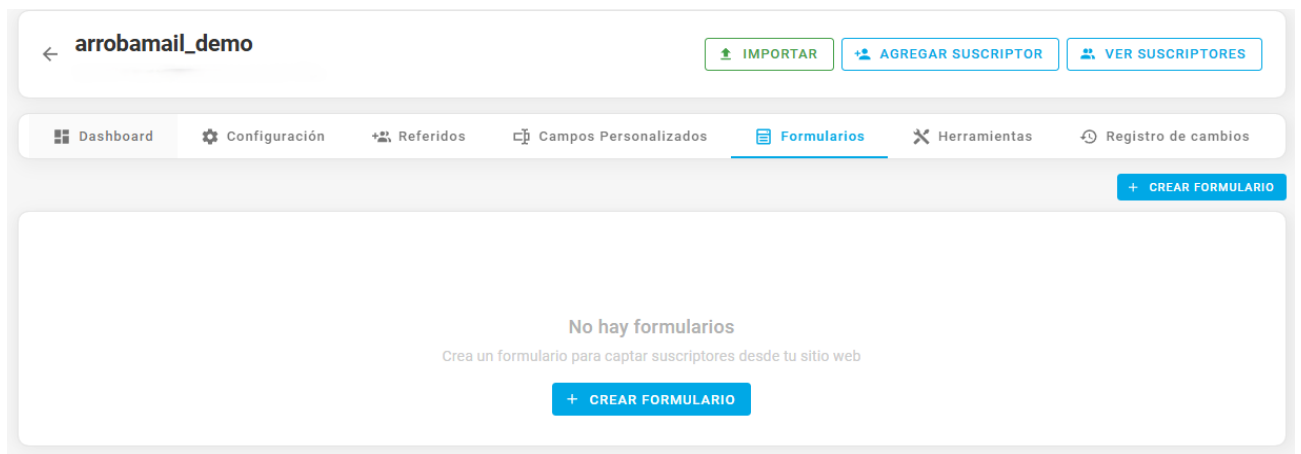
• 12.2. Subscription Forms v2

• Create a form

• From the subscriber list, go to the Forms tab and click + Create Form.

• Choose one of four templates:

1. Default: clean, neutral design.
2. Modern: card-style layout with a shadow.
3. Compact: single-line format, ideal for page headers.
4. Branded: includes a logo and prominent title.
5. Choose whether the form is Inline (embedded in content) or Popup (with configurable triggers: delay, 50% scroll, exit intent).



Configure the fields. In addition to email and name, custom list fields can be added through drag & drop.

Customize styles: colors, typography, borders, and button text, all with a live preview.

Enable double opt-in (recommended).

- Copy the embed code and paste it into the website before the closing `</body>` tag.
- Forms screen within list settings, showing the Create Form option.
- Multi-layer anti-bot protection
- Forms v2 include several mechanisms to prevent automated registrations:
- Honeypot: a field invisible to humans; bots fill it in and are detected.

Timing: submissions made too quickly are rejected.

JavaScript token: validates that the request comes from a real browser.

Rate limit by IP: limits the number of submissions from the same address.

ALTCHA: a Proof-of-Work system with no cookies or domain limits that replaces reCAPTCHA. It does not frustrate users with visual challenges.

- Double opt-in with HMAC tokens
- When double opt-in is enabled, the subscriber receives an email with a confirmation link after completing the form.

Editable form-email templates

From Tools > Form Templates, users can customize the system's automated emails:

NEW - Redesigned public pages

The unsubscribe and subscriber profile update pages were completely redesigned. They now display the customer's branding (logo, colors, list information) instead of arrobaMail's, and allow subscribers to update their name and all custom fields directly.

Verification email: contains the double opt-in confirmation link.

NEW - Completely redesigned API v3

The API evolved from v2 to v3 with a modular architecture, improved integrated documentation, new endpoints for automations and webhooks, and advanced list management. It uses JWT Bearer Token authentication, structured JSON responses, and comprehensive support.

Welcome email: sent after the subscription is confirmed.

Both can be edited: subject line, HTML body, and dynamic variables.

12.3. Subscriber landing pages

- 12.4. REST API v3 integration
- REST API v3 allows arrobaMail to be integrated with proprietary systems through JSON and JWT authentication. The public documentation includes 11 modules and more than 100 endpoints for managing subscribers, lists, campaigns, automations, statistics, transactional messages, and other operations without relying on the control panel.
- Unlike a manual operation performed in the interface, API integration allows arrobaMail to become part of the organization's own business processes: an e-commerce purchase, a course registration, an upload from a CRM, a status update in an internal system, or a custom event that should trigger automated communications.
- When to use the API
- When an external system needs to create, update, or retrieve subscribers in real time.

IMPORTANT - Senders and permissions - To create campaigns or send email through the API, the sender used must be verified and authenticated in the account. If the sender is not authorized, the API returns an error and the send is not executed. See section 3.3.

When campaigns or communications must be sent from a proprietary backend.

When a CRM, e-commerce platform, or management system must synchronize lists, custom fields, tags, or statuses.

```
https://envios.arrobamail.com/v3/api/
```

When metrics, logs, or statistics are needed for external dashboards.

```
Authorization: Bearer <token>
```

When arrobaMail must be connected to more complex automations that depend on external events.

```
POST /auth/getTokenContent-Type: application/json{ "username": "your_username", "pass": "your_password", "rememberMe": true, "locale": "en"}
```

Authentication and access

```
{ "error": true, "code": "error_code", "message": "Human-readable description of the problem"}
```

The base URL for API v3 is:

Module	Endpoints	Description
Auth	2	Obtain JWT token, sign out
Campaigns	22	Campaign CRUD, statistics, logs, tracked links
Lists	24	Complete list management, custom fields, import
Segmentations	13	Create legacy and V2 segmentations (condition groups)
Senders	3	Create and list authenticated senders
Templates	3	List, retrieve, and delete templates

Dashboard	4	Authenticated user statistics and metrics
Search	2	Search users and subscribers
Subscription	3	Public subscriber self-service endpoints
Automations	9	V2 workflow CRUD, activate, pause, statistics, enrollments

Authentication uses a JWT Bearer Token. The token is obtained through the POST /auth/getToken endpoint and must be sent in the Authorization header of each protected request.

Example for obtaining a token:

General API error format:

1. Obtain a token with POST /auth/getToken
2. Create or identify the target list with GET /lists
3. Create the subscriber with POST /lists/:id/subscribers (email, name, custom fields)
4. Record the result in the CRM (success or error)
5. Use segmentations or automations for subsequent communications

Main API modules

1. Confirm that an authenticated sender exists with GET /senders
2. Prepare the message subject line, preheader, and HTML
3. Define target lists or segmentation
4. Create the campaign with POST /campaigns
5. Query subsequent statistics with GET /campaigns/:encid/stats/subscriber-actions

Recommended integration flows

1. Authenticate with POST /auth/getToken
2. Query dashboard, campaigns, or subscriber actions
3. Normalize metrics in the external system
4. Update the dashboard at the required frequency

Three typical scenarios and the recommended sequence of steps for each:

Method	Endpoint	Primary use
POST	/auth/getToken	Obtain a JWT token for subsequent requests.
GET	/lists	List available lists with statistics.
POST	/lists	Create a new list.
POST	/lists/:id/subscribers	Create a subscriber in a list.
GET	/lists/:id/subscribers	List or search subscribers.
GET	/senders	List configured senders.
POST	/campaigns/test	Send a test email without a list.
POST	/campaigns/generate	Generate HTML content with AI from a prompt.
POST	/campaigns	Create and queue a campaign.
POST	/campaigns/spamlikeCheck	Check whether the subject line/content has a SPAM risk.
GET	/campaigns/:encid/stats/subscriber-actions	Query subscriber actions.
POST	/automations	Create a V2 automation workflow.
PUT	/automations/:id/activate	Activate an automation workflow.
GET	/dashboard/campStats	Campaign statistics for the authenticated user.
GET	/users/me/aicredits	Query available AI credits.

TIP - Before creating an actual campaign, use POST /campaigns/test with the same HTML, subject line, and sender. This validates format, links, variables, and basic deliverability without consuming the full bulk-sending workflow.

Create a subscriber from a CRM

Send a communication from a proprietary system

- 1) POST /auth/getToken
- 2) POST /lists/{id}/subscribers
- 3) POST /campaigns/test <- validate first
- 4) POST /campaigns <- actual send
- 5) GET /campaigns/{encid}/stats/subscriber-actions

External metrics dashboard

Frequently used endpoints

Practical example: create a subscriber and send a campaign

The following example summarizes a typical integration: the external system authenticates, adds a subscriber to an existing list, and creates a campaign to send HTML content.

Technical endpoint reference

Parameter	Type	Req.	Description
username	string	Yes	Account username or email
pass	string	Yes	Account password
rememberMe	boolean	No	If true, the token lasts up to 365 days. Default: false
locale	string	No	Language code: "en" or "es". Default: "es"

The following blocks document each module, its endpoints, required and optional parameters, error codes, and technical notes relevant to integration development.

Status	Code	Description
500	ratelimit	User or IP blocked for exceeding the rate limit
412	accountsuspended	The account is suspended
404	invalidcredentials	Incorrect credentials

Module 1 · Auth

POST /auth/getToken [Public]

Obtains the JWT token required to authenticate subsequent requests. This endpoint is public and does not require a previous token. It supports rate limiting by IP and username.

Possible errors:

POST /auth/logout

Paginated campaign list with filters. Respects the authenticated user's role.

Query parameter	Type	Default	Description
limit	number	25	Items per page

offset	number	0	Pagination offset
status	string	-	active completed draft paused stopped
q	string	-	Search by campaign name or subject line

POST /campaigns

Creates and queues a campaign for bulk delivery. frommail must be an authenticated sender. The system checks the available sending quota and detects duplicates (same subject line + same lists within the last 24 hours).

Parameter	Type	Req.	Description
campname	string	Yes	Internal campaign name
asunto	string	Yes	Email subject line
html	string	Yes	Email HTML content
fromname	string	Yes	Visible sender name
frommail	string	Yes	Authenticated sender email in the account
listid	string[]	Yes	Array of encoded target-list IDs
preheader	string	No	Preview text (complements the subject line)
texto	string	No	Plain-text version of the email
replyto	string	No	Reply email address
seid	number	No	Segmentation ID to apply
tracklinks	number	No	1 = enable link tracking
trackreads	number	No	1 = enable open tracking
trackconv	number	No	1 = enable conversion tracking
ganalytics	object	No	Google Analytics integration settings
draftid	number	No	Saved draft ID to convert into a campaign

The following blocks document each module, its endpoints, required and optional parameters, error codes, and technical notes relevant to integration development.

Status	Code	Description
400	invalidsender	Sender not verified or without SPF/DKIM authentication
400	subjectrequired	The subject line is required
400	htmlrequired	HTML content is required
400	listsrequired	At least one target list is required
400	duplicatecampaign	Duplicate campaign detected within the last 24 hours
400	quotaexceeded	Monthly sending quota exceeded
400	spamlikesendername	The sender name resembles spam

POST /campaigns/test

Sends a test email to a specific address without enabling statistics or consuming quota. A content hash prevents duplicates within a 10-minute window.

Parameter	Type	Req.	Description
email	string	Yes	Test recipient address
subject	string	Yes	Test email subject line
html	string	Yes	HTML content
fromname	string	No	Sender name
frommail	string	No	Sender email

POST /campaigns/generate [consumes AI credits]

Generates campaign content with artificial intelligence from a natural-language prompt, or generates subject line and preheader suggestions from existing HTML. Subject to rate limits: 2 req/min, 10 req/hour.

Parameter	Type	Req.	Description
type	string	Yes	"campaignContent" to generate complete HTML "subjectandpreheader" to generate a subject line and preheader
prompt	string	Cond.	Descriptive prompt. Required when type = campaignContent
bodyhtml	string	Cond.	Existing email HTML. Required when type = subjectandpreheader
images	string[]	No	Reference image URLs to include in the generation

The following blocks document each module, its endpoints, required and optional parameters, error codes, and technical notes relevant to integration development.

Status	Code	Description
429	dailylimitreached	Daily AI generation limit reached
429	monthlylimitreached	Monthly AI generation limit reached
429	perminutelimitexceeded	Too many requests per minute
503	aiunavailable	AI service temporarily unavailable

POST /campaigns/spamlikeCheck

Evaluates whether the subject line or HTML content has spam-like characteristics. Returns a risk score. It is recommended to run this check before sending any high-volume campaign.

Parameter	Type	Req.	Description
subject	string	Yes	Subject line to evaluate
body	string	Yes	HTML content to evaluate

POST /campaigns/importFromUrl

Imports campaign HTML from an external URL. Scripts are automatically removed from the imported HTML. The URL must use HTTP/HTTPS and be publicly accessible.

Parameter	Type	Req.	Description
-----------	------	------	-------------

url	string	Yes	Accessible HTTP/HTTPS URL containing the HTML content
-----	--------	-----	---

Status	Code	Description
400	invalidurl	Invalid URL format
400	cantaccess url	The specified URL could not be accessed

GET/POST/PUT /campaigns/draft/:id

Campaign draft management. Drafts let you prepare campaign content without queuing it for delivery. They can be converted into actual campaigns by passing the draftId to the POST /campaigns endpoint.

Operation	Endpoint	Description
GET	/campaigns/draft/:id	Retrieves the draft by numeric ID
POST	/campaigns/draft	Creates a new draft with name, sender, subject line, and HTML
PUT	/campaigns/draft/:id	Updates an existing draft (partial merge)

PATCH /campaigns/:encid

Updates specific fields in an existing campaign. Only the submitted fields are changed. Editable fields: campname, subject, preheader, html, text, fromname, frommail, replyto, tracklinks, trackreads.

PUT /campaigns/:encid/status/stop | /resume

Pauses or resumes an active campaign. Only campaigns with status 0, 1, or 3 (active or queued) can be paused. Only campaigns with status 4 (paused) can be resumed.

Status	Code	Description
400	statusnotactive	The campaign is not in an active status (for stop)
400	statusnotpaused	The campaign is not paused (for resume)

GET /campaigns/:encid/stats/subscriber-actions

Returns paginated subscriber actions for a campaign. Supports filtering by action type, email, date range, and bounce type.

Query parameter	Type	Default	Description
page	int	1	Results page
limit	int	50	Items per page (25, 50, 100)
action	string	-	open click bounce complaint unsubscribe subscribe blocked
email	string	-	Partial search by subscriber email
dateFrom	int	-	Unix timestamp for the start of the range

dateTo	int	-	Unix timestamp for the end of the range
bounceType	string	-	"hard" or "soft"
sort	string	datedesc	datedesc dateasc emailasc emaildesc

POST /campaigns/countRecipients

Counts how many recipients would receive the campaign for a combination of lists and segmentation before it is sent.

Parameter	Type	Req.	Description
lids	string[]	Yes	Encoded list IDs
seid	number	No	Optional segmentation ID
activesubsonly	boolean	No	If true, counts only active subscribers

Module 4 · Lists

Complete management of lists, custom fields, import/export, and cleanup tools.

POST /lists/:id/subscribers

Creates a subscriber in the specified list. If the email already exists, it returns error 409. When confirmed is true (default), the contact is subscribed immediately; when false, the subscriber remains pending until validation.

Parameter	Type	Req.	Description
email	string	Yes	Subscriber email (unique within the list)
nombre	string	No	Subscriber name
confirmado	boolean	No	true = active subscriber. false = pending confirmation
customFields	object	No	{ "fieldId": "value" } - custom-field map

Status	Code	Description
400	emailrequired	The email field is required
400	invalidemailformat	Invalid email format
409	emailalreadyexists	The email already exists in this list

GET /lists/:id/subscribers

Lists subscribers with pagination, search, and status filters. The maximum number of items per page is 100.

Query parameter	Type	Default	Description
limit	number	50	Items per page (max. 100)
offset	number	0	Offset
q	string	-	Search by email or name
status	string	-	active unsubscribed blocked pending
sortBy	string	email	email nombre cdate lastOpen
sortDir	string	asc	asc desc

GET /lists/:id/subscribers/:sid/history | /campaigns

The /history endpoint returns the subscriber's complete activity history. The /campaigns endpoint returns the campaigns received by that subscriber during the last 90 days. Useful for auditing and deliverability diagnostics.

POST /lists/:id/tools/bulk-unsubscribe

Bulk-unsubscribes or deletes subscribers from an array of emails. Asynchronous operation with real-time progress through Socket.io (event: bulkOperationProgress). The scope determines whether the action applies only to this list or to all lists in the account.

Parameter	Type	Req.	Description
emails	string[]	Yes	Array of emails to process
action	string	Yes	"unsubscribe" = unsubscribe "delete" = delete
scope	string	Yes	"list" = this list only "global" = all lists in the account

POST /lists/:id/tools/remove-inactive

Removes inactive subscribers according to the specified number of days without activity. Asynchronous operation with progress through Socket.io. It is recommended to use GET /lists/:id/tools/preview-inactive first to see how many contacts will be affected.

Parameter	Type	Req.	Description
days	number	Yes	Days without activity for a subscriber to be considered inactive
action	string	Yes	"unsubscribe" or "delete"

POST /lists/:id/tools/import/analyze + /execute

Two-step subscriber import workflow. First, call analyze with a file (xlsx, csv, txt; max. 20 MB) or plain text. It returns a fileId and a preview of the detected columns. Then call execute with that fileId and the column mapping.

Parameter (execute)	Type	Req.	Description
fileId	string	Cond.	ID returned by /analyze. Alternative to the text field

text	string	Cond.	Plain text containing emails. Alternative to field
columnMapping	object	Yes	{ columnIndex: fieldName } mapping from columns to fields

Status	Code	Description
400	noemailcolumn	The required email column was not mapped
400	filenotfound	The field does not exist or has expired

POST /lists/:id/customFields

Creates a custom field in the list. The name must be unique within that list and cannot exceed the plan's field limit.

Parameter	Type	Req.	Description
name	string	Yes	Field name (unique within the list)
type	string	Yes	text dropdown radio date multiline
required	boolean	No	Whether it is required in forms. Default: false
internal	boolean	No	If true, it is not visible to the subscriber on public pages
default	string	No	Default value
options	string[]	No	Options for dropdown or radio fields

Module 5 · Segmentations

Available in legacy and V2 versions. V2 is recommended for all new integrations.

POST /segmentations/v2

Creates a V2 segmentation with condition groups. Groups are combined with OR logic, while conditions within each group use AND logic.

Parameter	Type	Req.	Description
name	string	Yes	Segmentation name (max. 200 characters)
groups	array	Yes	Array of condition groups
listIds	array	No	Associated list IDs (limits the available custom fields)
isActive	boolean	No	Default: true

POST /segmentations/v2/:id/count | /preview

Counts or previews subscribers who match a V2 segmentation before it is used in a campaign. Very useful for confirming that the segment has the expected size.

POST /segmentations/migrate/:id | /migrate-all

Migrates segmentations from the legacy system to V2 format. It is recommended to migrate all existing segmentations before creating new integrations that depend on subscriber filters.

GET /segmentations/conditions

Returns all available conditions and operators for building segmentations. When listIds are provided, it also includes the custom fields from those lists among the available criteria.

Module 7 · Senders**POST /senders**

Creates a sender in the account. The system checks that the email has a valid format, that the name has at least 3 characters, and that no duplicate exists. SPF/DKIM checks are performed automatically for custom domains.

Parameter	Type	Req.	Description
fromname	string	Yes	Visible sender name (min. 3 characters)
frommail	string	Yes	Sender email (must use a custom domain)

Module 9 · Dashboard

Statistics and metrics for the authenticated user.

Method	Endpoint	Description
GET	/dashboard/subscribersLog	Subscriber activity log (subscriptions, unsubscribes, bounces).
GET	/dashboard/hoursActivity	Activity aggregated by hour of day - useful for optimizing sending times.
GET	/dashboard/campStats	Campaign statistics: opens, clicks, deliveries, bounces.
GET	/dashboard/userUsage	Account usage: sends consumed, storage, credits.

Module 12 · Subscription [Public - no authentication]

Public endpoints for subscriber self-service. They do not require JWT. Access uses the subscriber's encoded ID (xsid).

GET /subscription/:xsid

Returns subscriber data for the profile update page. Fields marked as internal are not returned. The xsid format is sid-lid-mid.

Status	Code	Description
404	notfound	Subscriber not found
410	unsubscribed	The subscriber has already unsubscribed

PUT /subscription/:xsid

Allows the subscriber to update their name and custom fields from the public page. Date-type fields require a Unix timestamp. Internal fields are ignored even if submitted.

DELETE /subscription/:xsid

Unsubscribes the subscriber. If the spam=1 query parameter is passed, the unsubscribe is recorded as a spam complaint, which affects the account's Health Score.

Module 16 · Automations

V2 automation workflows with nodes and edges. Visual flowchart-style architecture.

POST /automations

Creates a V2 automation workflow. The workflow must have at least one trigger node and one action node before it can be activated.

Parameter	Type	Req.	Description
name	string	Yes	Workflow name (max. 200 characters)
triggerType	string	Yes	subscribe unsubscribe open click event anniversary sitetrack tagadded tagremoved fieldchanged
triggerConfig	object	No	Trigger-specific configuration (list, campaign, field, etc.)
validFrom	string	No	Workflow validity start date
validTo	string	No	Workflow validity end date
reentry	string	No	never always aftercompletion cooldown
nodes	array	No	Array of workflow nodes (trigger, action, delay, condition, absplit, exit)
edges	array	No	Array of edges connecting the nodes

PUT /automations/:id/activate | /pause

Activates or pauses a workflow. To activate it, the workflow must have at least one configured trigger node and one configured action node. The triggerType cannot be changed while the workflow is active.

DELETE /automations/:id

Deletes the workflow and all related data recursively: enrollments, logs, nodes, and edges. This operation is irreversible.

GET /automations/:id/enrollments

Lists subscribers currently progressing through the workflow, including their current status. Useful for monitoring onboarding workflows or long sequences.

Query parameter	Type	Default	Description
page	number	1	Results page
limit	number	50	Items per page
status	string	-	active waiting completed exited error

Secure implementation criteria

- Store credentials and tokens outside the source code, using environment variables or a secrets manager.
- Respect usage limits and rate limits, especially for AI endpoints, imports, and bulk processes.
- Record every critical operation in the external system: subscriber creation, campaign sending, authentication error, quota rejection, or invalid sender.
- Validate emails and required data before calling the API to reduce operational errors.
- Use test sends (POST /campaigns/test) before enabling integrations in production.
- Monitor bounces, unsubscribes, and complaints to avoid damaging sending reputation.

Summary - API v3 turns arrobaMail into an integrable platform: it does not replace the visual interface, but complements it by automating processes whose data or event originates outside the platform.

12.5. Webhooks and external events

NEW - Webhooks for triggering automations from external systems

Webhooks allow arrobaMail to receive real-time events from Shopify, WooCommerce, your app, or any platform that sends an HTTP POST. These events can start automation workflows, add tags, update data, or send campaigns immediately without manual intervention.

What are webhooks in arrobaMail?

A webhook is a unique URL that your external system can call with a POST whenever something important happens:

- A customer completes a purchase in your e-commerce store -> the webhook triggers a confirmation workflow
- A user completes a form in your app -> the webhook adds the email to a list and triggers an onboarding sequence
- A payment is declined in Stripe -> the webhook triggers a payment retry email

Event history

Tools > Event History provides access to the complete record of all events sent from external systems to arrobaMail to activate automations. It is the audit log for incoming webhooks.

What the history shows

- **Event received:** event name (e.g., `order.completed`, `user.registered`)
- **Timestamp:** exact date and time when arrobaMail received the event
- **Payload:** data sent in the POST (email, name, event variables)
- **Automation triggered:** which workflow was activated as a result of the event

Practical purpose

The event history is the primary tool for debugging integrations:

- Verify that your external system is sending the event correctly to arrobaMail
- Confirm that the payload contains the expected fields (email, variables, token)
- Identify why an automation did not trigger (malformed event, paused automation, email not found)
- Audit incoming event volume by date or type

TIP - When an automation does not activate as expected, the first place to diagnose it is Event History. If the event appears as 'received' but the automation did not start, the problem is in the workflow configuration. If the event does not appear, the problem is in the external system that should be sending it.

12.6. Transactional sends

Not every email is a campaign. There is another, equally important category that operates under completely different logic: transactional sends.

What is a transactional email?

A transactional email is an automated, individualized message triggered as a direct response to a specific user action or system event. It is not a bulk message and has no recipient list: it has one specific recipient and one exact moment when it must be sent.

Everyday examples:

- A customer purchases from your e-commerce store -> an order confirmation arrives.
- Someone registers on your platform -> a welcome email with credentials arrives.
- A user forgets their password -> a recovery link arrives.
- An invoice is issued in your management system -> the PDF reaches the customer.
- An appointment, payment, or contract reaches its due date -> a notification arrives.

How is it different from an email marketing campaign?

	Marketing campaign	Transactional email
Recipient	A subscriber list	One specific person
Trigger	Manual or scheduled by the user	Automatic, based on a system event
Sending time	Selected by the marketing team	Immediately after the event
Frequency	Recurring (weekly, monthly)	One-time, nonrecurring
Objective	Commercial, promotional, informational	Operational or service-related
Opt-out required	Yes, always	Not applicable (it is a service message, not a commercial message)

TIP - People expect transactional email and actively look for it. This is why it has much higher open rates than campaigns (often above 50%). A poorly delivered transactional email is a real business problem.

How it works in arrobaMail

arrobaMail does not replace the customer's system. The customer's system - their e-commerce store, CRM, or app - still detects the event and decides that an email must be sent. arrobaMail acts as the specialized delivery channel: it receives the instruction, processes it, and delivers the message under the best possible technical conditions.

There are three ways to connect your system to arrobaMail for transactional sends:

- **API v3: your system sends an HTTP POST to arrobaMail with the email content. This is the most common and most powerful method. See section 12.4.**
- **Webhooks: arrobaMail receives events from external platforms (Shopify, WooCommerce, your app) and automatically executes actions. See section 12.5.**
- **Automations: workflows configured inside the platform that are triggered by specific events. See section 12.1.**

IMPORTANT - For transactional sends, the sender must be authenticated with SPF and DKIM, just as for campaigns. A password recovery email that lands in spam is as serious as losing a sale. See section 3.3.

What improved in arrobaMail 2026

NEW - Redesigned transactional infrastructure and tools

Transactional sends existed in previous versions of arrobaMail, but in 2026 two key dimensions were improved: delivery infrastructure and content-creation tools.

1. aMailMTA optimized for transactional email

The sending engine processes transactional emails with priority over bulk mail. This ensures that a customer's purchase confirmation is sent within seconds rather than waiting behind a newsletter for 50,000 recipients.

- **Smart retries:** if the recipient's server is overloaded, aMailMTA retries automatically using adaptive backoff.
- **Traffic shaping:** ISP-optimized profiles (Gmail, Outlook, Yahoo) help ensure inbox delivery.
- **Speed:** direct communication through the REST API minimizes latency.

2. AI content generation

Transactional emails no longer need to be designed from scratch. The built-in AI can generate the complete HTML, subject line, and preheader from a natural-language prompt.

- **Describe the use case:** "Purchase confirmation email for a clothing store, friendly tone, with order number and a tracking button."
- **The AI generates:** complete HTML with dynamic variables ({{{ \$sus_name }}}), {{{ \$order_id }}}), etc.), plus an optimized subject line and preheader.
- **You refine it:** review the result, request changes in the AI chat, and save it as a reusable template.

3. Editable system templates

Automated system emails - such as the double opt-in validation email or welcome email - can now be edited in both subject line and HTML body. This makes them look like part of the customer's identity rather than generic arrobaMail emails.

Use cases: step by step

Three of the most common transactional use cases, with the recommended implementation path for each one.

Automatic electronic invoicing

Your management system issues an invoice. At that same moment, the customer must receive the attached PDF by email, without manual intervention.

How to implement it:

9. **Your system detects the event:** invoice issued, including the customer's email, invoice number, and PDF URL.

10. It sends a POST to the arrobaMail API v3 with the recipient's email, message HTML, and dynamic data.
11. The HTML uses variables: {{{\$sus_name}}}, {{{\$invoice_number}}}, {{{\$amount}}}, {{{\$pdf_link}}} to personalize each message.
12. aMailMTA processes and delivers the email within seconds, with open tracking enabled.
13. In arrobaMail you can see whether it was delivered, opened, or bounced. Everything is recorded.

See section: [12.4. API v3 integration - POST /campaigns endpoint](#)

Welcome sequence with double opt-in

A user completes a form on your website. They must first receive the confirmation email and, after validating their address, the welcome email. The entire process is automatic.

How to implement it:

7. Configure the arrobaMail V2 form in the appropriate list, with double opt-in enabled.
8. Customize the validation email: from Tools > Form Templates, edit the confirmation email subject line and HTML.
9. Customize the welcome email: the message sent when the user confirms their address.
10. Create an automation with a 'subscribe' trigger that starts when the subscriber is confirmed (not when they complete the form, but when they validate the address).
11. Add an onboarding sequence: Immediate Email 1 -> 3-day delay -> Email 2 (first valuable content) -> 5-day delay -> Email 3 (invitation to take action).

See sections: [12.1. Automations - V2 Workflows](#) | [12.2. V2 Subscription Forms](#)

OTP code / Password recovery

A user requests a password reset on your platform. Your system must generate the code, and arrobaMail delivers it immediately and reliably.

How to implement it:

5. Your backend generates the OTP code (6 digits, expiring after 10 minutes).
6. It sends a POST to the arrobaMail API v3 with the user's email, the subject line "Your access code," and HTML containing the dynamic code.
7. The email is sent immediately and processed with high priority by aMailMTA.
8. In the arrobaMail dashboard, verify delivery in real time. If it bounces, the system records it and your backend can take action (request an alternative email, etc.).

See sections: [12.4. API v3 Integration](#) | [9.1. aMailMTA: Proprietary Sending Engine](#)

Summary: which tool to use in each case

Use case	Recommended tool	Reference section
Invoice, receipt, order confirmation	API v3 - POST /campaigns	12.4
Welcome, onboarding, nurturing	V2 Automations	12.1
Website form registration	V2 Forms + Automations	12.2 and 12.1
E-commerce event (Shopify, WooCommerce)	Webhooks	12.5
OTP, password recovery	API v3 - POST /campaigns (priority)	12.4
Due-date notice or reminder	V2 Automations (trigger: date)	12.1

Best practices for transactional sends

- **Separate sender:** use a dedicated address for transactional email (e.g., no-reply@yourcompany.com or notifications@yourcompany.com), separate from the campaign sender. This protects the reputation of both channels.
- **Simple HTML:** transactional messages do not require elaborate design. Use clear text, one prominent key detail, and a CTA. The customer is looking for information, not a visual showcase.
- **Well-defined variables:** before sending, validate that every dynamic field ({{{order_number}}}, {{{sus_name}}}, etc.) has a value. An email with empty variables destroys trust.

- **No mandatory unsubscribe link:** transactional emails are not commercial, so the unsubscribe requirement does not apply. However, if the email includes additional promotional content, it must include one.
- **Bounce monitoring:** configure an automated process in your backend to consume bounce data from the arrobaMail API and flag it in your database. An unmanaged bounced email means an unattended customer.

TIP - Transactional emails are the operational face of a business. They may not have the appeal of a well-designed campaign, but when they fail - or arrive late - the customer notices immediately. Treating them with the same technical rigor as the rest of the platform is what separates a reliable system from one that "works sometimes."

12.7. Integration through MCP

NEW - Native integration with AI assistants (MCP)

arrobaMail 2026 includes native support for Model Context Protocol (MCP), the open standard that connects platforms directly to AI assistants such as Claude, Cursor, VS Code, or Windsurf. Once connected, the assistant can read and operate your arrobaMail account using natural language, without requiring code.

What is MCP and what is it used for?

MCP (Model Context Protocol) is an open protocol that allows artificial intelligence assistants to connect directly to external tools. Instead of writing code to integrate arrobaMail into your workflow, you simply connect the assistant to your account and give it natural-language instructions.

Examples of what you can ask your AI assistant once connected:

- **"Show me the status of my last 5 campaigns"**
- **"How many subscribers are in my main list?"**
- **"Add these 3 emails to the customer list"**
- **"Generate a campaign draft for Friday's launch"**

- **"Show me last month's engagement statistics"**

The assistant understands the question, queries arrobaMail in real time, and answers with the data. There is no need to open the platform or know which endpoint to use.

How is it different from API v3?

	API v3	MCP
Who uses it?	Developers	Any user with an AI assistant
How is it operated?	Code (POST, GET, headers, JSON)	Natural language ("show me my campaigns")
Does it require programming?	Yes	No
What does it do?	Full control of the platform	Frequent operations through an assistant
When should it be used?	Integrations with proprietary systems	Daily AI-assisted workflow

TIP - MCP does not replace API v3. They are complementary layers: the API supports deep technical integrations, while MCP supports daily AI-assisted work. A developer can use both at the same time.

Supported AI assistants

arrobaMail's MCP integration is compatible with the leading assistants on the market:

Assistant	Type	Ideal for
Claude Code	CLI / terminal	Developers, automations, scripting
Cursor	Code editor	Development integrated with arrobaMail
VS Code	Code editor	Technical teams using an MCP extension
Windsurf	AI editor	Assisted development workflows
Other clients	Any MCP client	Any tool compatible with the protocol

How to connect your assistant to arrobaMail

The process varies slightly by client, but always follows the same general steps:

Step 1 - Obtain the API key

In the platform, go to Tools > API Key. Copy the generated key. This key authorizes the assistant to act on behalf of your account.

IMPORTANT - Never share the API key. It has read and write permissions for your account. If it is compromised, regenerate it immediately from the same section.

Step 2 - Run the connection command

In your assistant's terminal (Claude Code, Cursor, VS Code, etc.), run the following command, replacing the token with your API key:

```
claude mcp add --transport http arrobamail-com https://envios.arrobamail.com/v3/api/mcp --header "Authorization: Bearer YOUR_API_KEY"
```

The system displays client-specific instructions in the Tools > AI Integration (MCP) section of your account.

Step 3 - Verify the connection

After running the command, type /mcp in your assistant to confirm that arrobaMail appears as an available tool. If the connection succeeds, the assistant confirms access and lists the available tools.

Tools available after connecting

Once connected, the assistant has access to the following arrobaMail tools:

Tool	Description	Type
<code>list_campaigns</code>	Lists campaigns with pagination and status filtering	Read
<code>get_campaign</code>	Campaign details by ID	Read
<code>get_campaign_stats</code>	Delivery and engagement statistics	Read
<code>create_draft</code>	Creates a campaign draft (does not send)	Write
<code>list_lists</code>	Lists subscriber lists	Read

get_list	List details by ID	Read
add_subscribers	Adds subscribers to a list (max. 100)	Write
remove_subscriber	Unsubscribes subscribers from a list	Write
get_dashboard	Performance statistics for a period	Read
get_account_info	Account information: email, reputation, usage	Read

Read tools only retrieve information without changing anything. Write tools make real changes to the account: adding or unsubscribing contacts and creating drafts.

Real-world MCP use cases

Daily report in seconds

Instead of opening arrobaMail, reviewing statistics, and preparing a summary, simply ask your assistant: "How are my campaigns performing this week?" The assistant uses `get_dashboard` and `get_campaign_stats`, combines the data, and returns a natural-language summary.

Add contacts from your workflow

If you work in Cursor or VS Code and are developing an integration, you can ask directly: "Add `test@client.com` to the beta testers list" without leaving the editor. The assistant calls `add_subscribers` with the correct parameters.

Create drafts with AI

You can ask: "Create a campaign draft announcing the new automation feature, with a professional tone, for the active customers list." The assistant generates the content with AI and saves it as a draft in your account through `create_draft`. You then review and send it from the platform.

Quick list audit

"How many subscribers are in my lists, and which list has the highest engagement?" The assistant uses `list_lists` and `get_list` to retrieve data for all lists and builds a comparison. Useful before planning a campaign.

Summary: the three ways to integrate arrobaMail

Integration	For whom	How it is used	Section
API v3	Developers	Code (REST, JSON, HTTP)	12.4
Webhooks	Technical teams	External events triggering workflows	12.5
MCP	Users with AI assistants	Natural language from Claude, Cursor...	12.7

TIP - If you use Claude Code or Cursor in your daily work, connecting arrobaMail through MCP takes less than 2 minutes and eliminates the need to open the platform for frequent query and management tasks.

13. Best practices and common mistakes

Beyond the technical features, a set of practices separates effective email marketing from email marketing that harms the sender. This section brings together the most important ones.

13.1. Best practices

1. Always send from a custom domain. Do not use Gmail, Hotmail, Yahoo, or similar services as the sender.
2. Authenticate every sender with SPF and DKIM before the first send.
3. Acquire subscribers with explicit permission, ideally using double opt-in.
4. Maintain a consistent frequency. One campaign every week carries more weight than five in one month and none the next.
5. At minimum, personalize the recipient's name in the greeting.
6. Always design mobile-first.
7. Use one clear, specific primary CTA.
8. Include a visible unsubscribe link in every send.
9. Clean the database after every major campaign.
10. Measure results and adjust the next campaign based on the data.

13.2. Common mistakes to avoid

- **Buying databases: this destroys reputation on the first send. Professional platforms usually detect these databases and block the account.**
- **Misleading or clickbait subject lines: they may increase opens in the short term, but they generate complaints and mass unsubscribes.**
- **Overusing emojis and punctuation: three emojis in the subject line plus exclamation marks can trigger automatic spam filtering.**
- **Sending every day: except in very specific cases, over-communication causes fatigue and subscribers leave.**
- **Using public email services as senders: Gmail, Outlook, and similar services cannot be authenticated, and the messages end up in spam.**
- **Not having a custom domain: essential for authentication. It is a small investment with a major return.**
- **Not cleaning bounces: every send to a blocked address erodes reputation.**
- **Not measuring results: without measurement, there is no improvement. Reports are meant to be used, not merely viewed.**

14. Use cases by industry

Although arrobaMail is a horizontal platform, usage patterns vary by industry. This section presents recommended feature combinations for the most common sectors in the customer base.

14.1. Food service

Restaurants, cafés, bakeries, and gourmet product distributors.

- Separate lists by customer type: regular customers, prospects, events.
- Weekly campaigns featuring the daily menu, news, and private events.
- Primary WhatsApp CTA for reservations -> Direct Leads metric.
- AI-generated images to showcase products.

14.2. Real estate

- Lists by search type: rental, sale, residential, commercial.
- Custom fields for preferred area, budget, and number of bedrooms.
- Segmentations to send only properties that match the profile.
- CTA to Calendly or WhatsApp to schedule viewings.

14.3. Education

- Lists by student status: prospect, current student, graduate.
- Welcome and course follow-up automations.
- Automated course-start reminders.
- Monthly newsletters with valuable content.

14.4. Healthcare

- Automated appointment reminders.
- Educational and preventive campaigns by specialty.
- Take special care with personalization: use names, not medical information.

14.5. E-commerce

- Higher frequency (2 to 4 sends per week).
- Abandoned cart through automations.
- Segmentation by purchase history.
- Seasonal campaigns with A/B testing of subject lines.

14.6. Professional services

- Monthly newsletters with educational content to demonstrate expertise.
- CTA to schedule a call (Calendly) -> Direct Leads metric.
- Nurturing sequences for new prospects.

14.7. Travel and tourism

- Lists by destination of interest.
- Seasonal and last-minute campaigns.

- High-quality images (extensive use of AI image generation).

14.8. Municipalities and public entities

- Regular official communications.
- Lists by neighborhood or area, with segmentation by interest (culture, sports, healthcare).
- Emphasis on accessibility: clear design and simple language.

14.9. Events

- A single list with custom fields for ticket type and date.
- Automations: confirmation, reminder, post-event.
- Direct Leads metrics linked to ticket purchases.

14.10. Clubs and associations

- Lists by membership category (active, lifetime, youth).
- Dues, institutional communications, and social events.
- Automated anniversaries and recognition messages.

14.11. Marketing agencies

- One arrobaMail account per client, centrally managed.
- Reusable templates stored in the library for each client.
- Downloadable PDF reports for presenting results.

15. Ask Amanda AI

Any question about the platform - operational, technical, or commercial - can be answered immediately by Amanda, arrobaMail's artificial intelligence assistant. Amanda knows the platform in depth and is available at all times on the web: arrobamail.com/amanda

Examples of questions you can ask:

- "How do I configure SPF for my domain?"
- "How many credits does generating a campaign with an image consume?"
- "What is the difference between a soft bounce and a hard bounce?"
- "How do I create a behavior-based segmentation?"
- "What does a Health Score of 55 mean?"

Amanda answers in natural language, without forms or waiting.

For questions requiring access to your account or plan-specific information, the TECSID support team is available through the channels listed at the end of this document.

15.1. Glossary

Term	Definition
aMailMTA	arrobaMail's proprietary Mail Transfer Agent. It replaces Postfix and maximizes deliverability.
ALTCHA	Proof-of-Work anti-bot system that replaces reCAPTCHA in V2 forms.
A/B testing	A test of two campaign variants to identify which one performs better.
Backoff	Automatic reduction of sending speed when an ISP begins rejecting messages.
Bounce	A rejected email. Soft bounce (temporary and retryable) or hard bounce (permanent).
CTA	Call to Action. The email's primary call to action.
CTOR	Click-to-Open Rate. Clicks divided by opens. Measures content effectiveness.
CTR	Click-Through Rate. Clicks divided by delivered messages. Measures overall effectiveness.
AI credit	Unit of consumption for artificial intelligence features.
DKIM	DomainKeys Identified Mail. Digital signature that validates email authenticity.
DMARC	Policy that combines SPF and DKIM to specify how unauthenticated email should be handled.
Double opt-in	Additional subscription confirmation through an email containing a validation link.
DSN	Delivery Status Notification. Asynchronous bounce mechanism.

Term	Definition
Conversion funnel	Visualization of progression: sent -> delivered -> opens -> clicks -> direct leads.
Health Score	A score from 0 to 100 summarizing the reputational health of the account or send.
HMAC	Hash-based Message Authentication Code. Cryptographic mechanism used in double opt-in tokens.
Honeypot	A form field invisible to humans; bots complete it and are detected.
AI Insights	AI-powered post-send campaign analysis.
IP warmup	The gradual warming process for new IPs to build sending reputation.
ISP	Internet Service Provider. Gmail, Outlook, Yahoo, and similar providers.
Direct Leads	Metric that counts clicks to direct-contact channels: WhatsApp, Telegram, mailto, and scheduling services.
Open Rate	Unique opens divided by delivered messages.
OTP	One-Time Password. A single-use code sent by email.
Passkey	WebAuthn / FIDO2 standard for passwordless biometric authentication.
Preheader	Text that complements the subject line and appears next to it in the inbox.
Segmentation	A saved filter applied to a list to create subgroups without duplicating contacts.
SPF	Sender Policy Framework. Specifies which servers are authorized to send on behalf of a domain.
Spam score	Predictive score for the risk that an email will be considered spam.
Throttling	Limiting sending speed to avoid overloading the recipient.
Traffic shaping	Intelligent adjustment of sending speed based on the destination ISP.
VirtualMTA (VMTA)	IP pool with a configurable selection strategy.

Closing and next steps

This documentation covers the complete arrobaMail 2026 usage cycle, from initial setup to AI-powered results analysis. It is designed for use as an internal training manual and as onboarding material for end customers.

Related documents

- Basic Manual (PDF) - available at arrobamail.com/documentacion
- Advanced Manual (PDF) - available at arrobamail.com/documentacion
- API and Integration Manual (PDF) - available at arrobamail.com/documentacion

Support

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