PoliteMail for classic vs new Outlook vs PoliteMail Online

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PoliteMail for the desktop allows you to create powerful measured emails for your internal communications, without ever leaving the Outlook application. Use the PoliteMail Builder to create Templates, manage your Content, manage users, view Measurement reports and more. At the same time, you can use the many tools and add-ins that Outlook has to offer.



PoliteMail for Outlook is a COM add-in, gets installed locally (setup.exe) or via packaging, and this type of add-in is NOT SUPPORTED by M365 or New Outlook.

PoliteMail Online (PMO) offers the same great features as the Desktop edition in an online interface – no downloads required. PoliteMail Online is not a part of Microsoft Outlook, and so the interface is not constrained by Outlook's architecture. This allows PMO to have a modern, more intuitive interface that has the latest features.

Enter the "New" Outlook

Because classic, desktop Outlook is outdated and scheduled for eventual deprecation, Microsoft is actively pushing users to the "New" Outlook, also known as Outlook 365. As a result, PoliteMail has developed the **PoliteMail Unified App (PMUA)**.

The PoliteMail Unified App (PMUA) is a simple, Modern Add-in installation that allows for the PoliteMail Online interface to display in ALL editions of PoliteMail, whether Desktop or M365, resulting in a consistent experience regardless of platform or OS.

General Features Comparison

Feature	Desktop	PMO/PMUA PM Builder	PMO/PMUA Beefree
General			
App Install required		PMUA only	PMUA only
Use Existing Groups/Lists			
Custom Fields			
Single Sign-On (SSO)			
Send via Graph			
Custom Lists			

Feature	Desktop	PMO/PMUA PM Builder	PMO/PMUA Beefree
Template Creation			
AI Assisted Writing/Creation			
Brand Themes			
Paragraphs			
Links			
Images			
Smart Attachments			
Buttons			
Spacers			
Dividers			
Video	MP4 only	MP4 only	
Translation			
Multi-Language Templates			
Dynamic Content	Coding needed	Coding needed	
Custom Mobile Layouts			
Free Stock Images			
In-app Image Editing			
Text Wrap Block			
Collaboration			
Commenting			
Live Collaboration			
Approval Workflow			
Send Options			
Social Advocacy			
Measured Appointments			
Web Analytics Integration			
Auto Follow-Up			
Suppress Auto Replies			
Direct Replies To			
Save as Draft			
Message Expiration			
Tags			
Menus / Anchor Links			

Pointmail

Feature	Desktop	PMO/PMUA PM Builder	PMO/PMUA Beefree
Ai/B Testing			
Subject Suggester			
Personalization			
Scheduled Sending			
Customize Preheader			
Show Message Size			
Metrics			
Account Reporting			
Benchmark Comparisons			
Campaign Reporting			
Multi-Comparison			

PoliteMail