

# What is the difference between PoliteMail for the Desktop, Online, and 365?

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Click [here](#) to skip directly to chart that lists all features for each version.

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## PoliteMail Desktop vs Online vs 365

**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 [desktop add-in](#), gets installed locally (setup.exe) or via packaging, and this type of add-in is NOT SUPPORTED by M365 or New Outlook.

### What about the "New" Outlook?

If you have switched to the "New Outlook" as Microsoft calls it, it's really Outlook for M365 (which is a web-based interface inside of a Windows frame and uses Modern add-ins). PoliteMail 365 is used with the New Outlook instead of PoliteMail for the Desktop, even though Microsoft calls the New Outlook a desktop product.

For maximum flexibility, **PoliteMail Online** 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 slightly different, and no other Outlook components (such as the Outlook Calendar) or add-ins are included. A great choice for those on the road!

If your organization uses Microsoft 365 to access Outlook online, **PoliteMail 365** allows users to send or schedule measured messages from the Outlook.com interface, and can access their PoliteMail Content. Users cannot access any reporting or a few other features, but there is a handy link to quickly go to PoliteMail Online to use those features when needed.

Note that with the deprecation of Exchange Web Server APIs, Graph is required with PoliteMail for M365, and the Graph token provided.

PoliteMail 365 is a modern add-in, and gets installed via an [Modern Addin](#). You can run both the PoliteMail for Outlook desktop COM add-in and the PoliteMail365 modern add-in at the same time, just like you can use M365 Outlook and Outlook desktop.

## The PoliteMail Unified App

Starting with version 5.4 of PoliteMail, the [PoliteMail Unified App](#) (PMUA) is now available. This simple Modern Addin installation 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	Online/PMUA	M 365
Requires app installation	✓	PMUA only	✓
Tools Reside Inside Outlook	✓		
Social Advocacy	✓		
Measured Appointments	✓		
Web Analytics Integration	✓		
Beefree Integration		✓	
Account Settings	✓	✓	
Metric Results	✓	✓	
Suppress Auto Replies	✓	✓	✓
Direct Replies To	✓	✓	✓
Appointment Metrics	✓	✓	
Save as Draft	✓	✓	✓
Message Expiration	✓	✓	✓
Tags	✓	✓	✓
Templates	✓	✓	✓
Brand Themes	✓	✓	✓

Feature	Desktop	Online/PMUA	M 365
Paragraphs	✓	✓	✓
Links	✓	✓	✓
Images	✓	✓	✓
Smart Attachments	✓	✓	✓
Buttons	✓	✓	✓
Ai/B Testing / Subject Suggester	✓	✓	✓
Personalization	✓	✓	✓
PoliteMail Builder	✓	✓	✓
Campaigns	✓	✓	✓
Scheduled Sending	✓	✓	✓
Video	✓	✓	✓
Use Existing Distribution Groups	✓	✓	✓

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