

# What makes PoliteMail different?

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Applies To: ■ PoliteMail Desktop ■ PoliteMail Online ■ PoliteMail M365

Version: ■ 4.9 ■ 5.0 ■ 5.1+

## How PoliteMail Keeps Internal Email Truly Internal

Unlike many other email broadcasting tools, PoliteMail is built specifically for internal communications. This means your messages stay inside your organization — PoliteMail doesn't use external third-party SMTP servers to send mail, even when you're sending to large groups.

### Images Will Automatically Download

When you send messages with PoliteMail, images will download automatically. That's because PoliteMail is directly connected to your Microsoft 365 (M365) environment, just like Outlook.

The key difference lies in how Outlook sees the message. PoliteMail keeps the email header's Auth-as field set to "Internal" (just like your regular Outlook mail) rather than "Anonymous" (which marks external mail).

Because of that, Outlook's external content blocking rules don't kick in, and your email metrics become more reliable:

- Open rates reflect real engagement, not image blocking.
- SMTP edge scans won't inflate your open numbers.

### Why You Can't "Spoof" an Address

PoliteMail also respects your Outlook and M365 permissions — you can only send from mailboxes you have access to. For example, you can't send an email as 'ceo@yourcompany.com' unless you've been granted permission to do so by your admin team.

Replies work the same way as Outlook:

- By default, replies go to your Outlook account (your From address).
- You can choose a different authorized reply-to address if you need to.

And if you're sending to a large audience, you can turn off automatic replies to prevent floods of out-of-office responses.

With PoliteMail, your Outlook behaviors stay consistent — the only difference is that you can measure engagement securely and accurately within your internal network.