



Mail Desk ERP

by Crafts Software

COMPLETE FEATURE GUIDE

Email marketing that runs your whole business.

One self-hosted system to organise your customers, send beautiful campaigns from your own Gmail or domain mail, automate follow-ups and see exactly who opened — with no monthly per-email fees and no paid APIs.



Contacts & segments



Campaigns & A/B tests



Visual automations



Paced bulk sending



Marketing health



Roles & 2-step login



Dark mode



Works on phones

Self-hosted · Your data stays with you

PHP + MySQL · installs in about two minutes

Mail Desk ERP
© Crafts Software



At a glance

Everything an owner-run business needs to stay in touch with customers — built to be simple enough for a whole team.

25,000+

emails in one campaign,
sent safely in paced
batches

8

automation triggers and 8
step types

0

paid APIs or per-email fees
— only your own mailbox

2 min

web installer, one cron line,
you are live

How it works

1

Connect

Your Gmail, Outlook
or domain mail

2

Add people

Import Excel/CSV or
use signup forms

3

Create

Pick a template, edit
blocks, preview

4

Send

Now or scheduled,
paced automatically

5

Learn

Opened or not, clicks,
replies, health

What is inside



Audience

Categories, contacts, custom fields, segments,
tags, signup forms and a suppression list.



Campaigns

Step-by-step wizard, visual builder, templates,
A/B tests, scheduling, reports and a reply inbox.



Automation

Drag-free journey builder with triggers, waits,
if/else branches, tags and ready-made recipes.



Sending engine

Multiple email accounts, daily limits, warm-up,
retries, auto-pause and bounce protection.



Insights

A marketing health score, campaign reports,
most-clicked links and why people unsubscribe.



Team & security

Roles, permissions, 2-step login, activity log,
backups, privacy tools and an API.



Built for real businesses, not just marketers

Plain-language screens, one-click actions on every row, demo data to explore with, and an interface that adapts to phones, tablets and dark mode.

1

Audience

Know who is in your list, group them the way your business thinks, and keep the list clean and legal.



Categories

Group contacts as Customers, Vendors, Leads, Dealers... Each category shows contacts, sent, opened %, clicked %, bounces, and can have its own sender and single or double opt-in.



All contacts

Search by name or email, filter by status and category, sort any column, add a person in two clicks and download the exact filtered list as CSV.



Bulk actions

Select rows (or "all matching") and add to or remove from a category, add a tag, mark unsubscribed or delete — thousands at once.



Contact profile

Details, status, categories, tags, custom fields, email history timeline, sent/opens/clicks, running automations and one-click enrol.



Excel & CSV import

Upload .xlsx or .csv, match columns to fields (including your custom ones), skip duplicates, and import large files without extra server software.



Custom fields

Add Company, City, Plan, Birthday, GST number... as text, date or number. Use them in emails as merge codes and in segments and automations.



Smart segments

Build audiences from rules with a live count and sample people: tag, status, joined date, opened / clicked / never opened, custom-field conditions.



Tags

Create, rename and delete labels; see how many contacts carry each; trigger automations when a tag is added.



Signup forms

Design a form with a live preview — colours, style, fields — then paste the embed code or share a hosted page. Counts signups and conversion.



Double opt-in

Optional confirmation email so only people who really want your mail are added. Resend confirmations from the profile.



Suppression list

Unsubscribed, bounced and complaining addresses are blocked automatically. Add or remove manually and export the list.



Preference & unsubscribe pages

Safe confirm-to-unsubscribe page (link scanners cannot unsubscribe people), optional "why are you leaving?", and per-category preferences.



Always in sync

Everything above talks to everything else: a signup form adds people to a category, which can start an automation, which tags them, which moves them into a segment you can email — all without manual steps.

2

Campaigns

From idea to inbox in minutes: build, check, send and learn — with safeguards that protect your sender reputation.



Step-by-step wizard

Audience → message → sender → review. Save drafts, reopen, duplicate or rename any campaign.



Visual email builder

Add and reorder text, image, button, divider and layout blocks. Emails are responsive and look right on phones.



Templates & media library

Six ready-made starters (offer, newsletter, announcement, event, payment reminder, welcome). Save your own, preview, edit, duplicate. Upload images and copy their links.



Personalisation

Insert first name, last name, email and any custom field so each message feels one-to-one.



Subject A/B test

Send two subject lines to a small share, then automatically send the winner (most opens) to everyone else.



Send now or schedule

Pick a date and time in your own time zone; the system sends when it is due, even while you are away.



Choose the sending account

Send each campaign from a specific mailbox (sales@, news@...) or let the system share the load across all accounts.



Paced bulk sending

Gentle, Balanced, Fast or custom emails-per-minute, or spread a send over hours. A 25,000-email campaign never overloads the server.



Pre-send check

Flags a missing account, subject or business address, ALL-CAPS and spam-trigger words, broken button links, missing personalisation and weak domain records — before anything leaves.



Send a test

Email yourself the exact message first, with sample merge data filled in.



Live control

Watch progress, pause, resume or cancel. After repeated server rejections it pauses itself and tells you why.



Campaign reports

Sent, opened, not opened, clicked, bounced, unsubscribed; open and click rates; top links; and a recipient list filtered by opened / not opened.



Reply inbox

Connect the “replies go to” mailbox and customer replies appear inside the app, linked to the contact and campaign. Out-of-office notes are set aside, and “please unsubscribe” replies get a one-click Unsubscribe button. Your mailbox is only read — never changed.

3

Automation

Follow up with every customer at the right moment — automatically, without lifting a finger.

Start a journey when...



Someone joins a category

Form, import or manual add.



A tag is added

Reacts the moment a label is applied.



A date arrives

Birthday, renewal, anniversary — any date field.



A campaign is opened or clicked

Follow up on real interest.



A campaign was not opened

Second chance after N days.



An outside event happens

Another system calls your inbound webhook.

Then do any of these steps

Send an email

Wait

If / else branch

Add a tag

Remove a tag

Add to a category

Remove from a category

Finish



Visual journey builder

Lay out steps top to bottom, branch on “opened the last email”, “clicked the last email”, “has a tag” or “is in a category”, and see the whole path at a glance.



Ready-made recipes

Welcome series · Second chance for non-openers · Birthday greeting · Follow up on interest · Payment reminders · or start from scratch.



Results per automation

People in progress, completed, exited, emails sent, open rate — and numbers for each step.



Full control

Activate, pause, resume, rename, duplicate or delete. Choose whether a person may enter again.



Stays polite

Automatic emails respect unsubscribes, suppression, your sending limits and pacing, just like campaigns.



Classic step lists

The simpler “email 1, wait, email 2” builder with delays and conditions is still there for existing users.

Runs in the background



Journeys are processed by the same scheduler that sends campaigns — via one server cron line, or while the portal is open in a browser.

4

Sending engine & deliverability

Reach the inbox, not the spam folder — with protections that most hosted tools charge extra for.



Use your own mailbox

Gmail / Google Workspace, Outlook / Microsoft 365, Zoho, Yahoo, GoDaddy, Brevo, Amazon SES or any custom SMTP server. Settings are auto-detected from the email address.



Full SMTP control

Host, port, SSL / TLS / STARTTLS, login, test-connection and edit anytime. Passwords are stored encrypted.



Many accounts

Add as many mailboxes as you like, each with its own daily and hourly limit and priority. Pin a campaign to one, or rotate automatically.



Warm-up

New mailbox? Daily limits rise gradually over days so providers learn to trust you.



Rate control

Per-minute pacing, spread over hours, connection re-use and a safe time budget per run keep servers calm.



Smart retries

Failed sends retry with growing delays; after repeated rejections the campaign pauses itself instead of hammering the server.



Domain health check

Checks SPF, DKIM and DMARC records with plain-language fixes and a score. Built-in DKIM signing and key generation.



Blocklist check

On the System health page, see whether your sending server is listed on well-known spam blocklists.



Instant bounce handling

When a server says "user unknown", the address is suppressed immediately and never retried.



Bounce & complaint mailbox

Optionally read delayed bounce emails and spam-complaint reports; soft bounces are tracked and suppressed after repeats. No special server extension needed.



One-click unsubscribe

Every email carries the List-Unsubscribe headers Gmail and Yahoo now require, plus a visible unsubscribe link.



Compliance footer

Your company name and mailing address are added to every email for CAN-SPAM style rules.



Your brand, never ours

Emails carry only your own business name and sender details from Settings. Nothing in a campaign, automation, confirmation or unsubscribe message mentions the software.

Insights & everyday use

Know how healthy your marketing is, and work faster with tables that feel like a spreadsheet.

Insights



Marketing health score

One score with plain-language advice on engagement, list quality, sending setup and deliverability.



Dashboard

Totals, what is sending right now, background sender status and items that need your attention.



Campaign reports

Compare all campaigns side by side: audience, sent, open %, click %, bounces and unsubscribes.



Most-clicked links

See which offers and pages your customers actually care about.



Why people unsubscribe

Reasons collected on the unsubscribe page, with a tip for the most common one.



System health

Checks that cron jobs, database and sending are working, with a clear status.

Spreadsheet-style tables



No sideways scrolling

Each list shows the important columns. Turn others on from **Columns**; whatever does not fit folds into a row's details (►).



Sort, page, resize

Click any header to sort, choose 10–200 rows per page, and pick Compact, Normal or Roomy row height.



Create · edit · duplicate · delete

Every row has an actions menu, every list a “new” button — the same easy pattern on every screen.



Dark mode & mobile

Switch themes with one tap. The whole app adapts to phones and tablets.



Fast with big lists

Tested with tens of thousands of contacts: smart caching and indexes keep pages opening instantly.



Demo data

Load realistic sample contacts, campaigns, segments and automations to explore — remove them in one click.

Team, security & admin

Give the right people the right access, protect the account, and stay in control of your data.



Roles & permissions

Owner, Administrator and Team member — plus per-person permission tweaks for contacts, campaigns, templates, forms, segments and more.



Team management

Add people, edit details, set or email a new password, disable or delete accounts. The owner can never be locked out by mistake.



Password management

Everyone can change their own password with a strength meter. “Forgot password?” emails a one-hour single-use link and clears any lock.



Emergency recovery

If email is not set up yet, one server command resets any password (and can turn off 2-step login) — and is logged.



Two-step login

Authenticator-app codes (TOTP) with recovery codes for every user who wants extra protection.



Hardened by design

Login lockout, request throttling, CSRF protection, signed tracking links, encrypted stored passwords, safe uploads and bot-proof signup forms.



Activity log

Who did what and when — sign-ins, changes, deletions, password events — with IP addresses.



Backup & restore

Download a full database backup anytime, schedule automatic backups, and restore from a file with a typed confirmation.



Privacy tools

Export everything held about a person, permanently erase them on request, record consent dates and auto-purge old logs.



White-label branding

Your business name, colour, support email and mailing address — used in emails and public pages.



Time zone & language

Choose your time zone for scheduling and reports; interface available in English and Spanish.



API & webhooks

Create API keys to add contacts or trigger campaigns from other systems; send events out to your own URLs with a delivery log; receive events in with inbound webhooks. Amazon SES notifications supported.

7

Setup & technology

Light, self-hosted and dependency-free — runs on ordinary shared hosting.



Two-minute web installer

Checks the server, creates the database tables, writes the settings and your admin login, and prints the one cron line you need.



Lightweight

Plain PHP and MySQL. No Composer, no frameworks, no build step, no paid or third-party APIs — just your own mailbox.



One scheduler line

A single cron job (or a free URL pinger) runs sending, automations, A/B winners and housekeeping. A Windows task file is included too.



Runs anywhere

PHP 8+, MySQL / MariaDB, Apache or Nginx — shared hosting, VPS or your own PC.

Compared with the usual way

Typical hosted email tool	Mail Desk ERP
Pay per contact or per email, every month	Pay nothing per email — use your own mailbox
Your customer list lives on someone else's servers	Your data stays on your own server
Marketing tool separate from customer records	Contacts, history, segments and campaigns in one place
Their logo and footer in your emails	Only your business name and details
Complicated plans and add-ons	Every feature included

Good to know



Public address for tracking

Open and click tracking works once the portal is reachable on the internet (your domain).



Test before a big send

Send a test and a small campaign from your own mailbox first, and warm up new mailboxes.

Where to find everything



Dashboard

Totals · what is sending · things needing attention

Audience

Categories · All contacts · Custom fields · Segments · Tags · Signup forms · Suppression list

Campaigns

All campaigns · New campaign · Replies · Templates · Media library



Automation

Automations (journey builder) · Classic automations

Insights

Marketing health · Campaign reports



Settings

My account · Business profile · Email accounts · Sending & schedule · Domain & authentication · Tracking, bounces & API · Team & roles · Two-factor login · Activity log · Backup & restore · System health · Webhook log · Demo data



Mail Desk ERP

by Crafts Software

Ready in five steps.

From upload to your first campaign in an afternoon. No developer needed.

1

Upload & install

Upload the zip, open /installer, fill in four short sections.

2

Add the scheduler

Paste the single cron line the installer gives you.

3

Connect your email

Type your address — host, port and security are detected for you.

4

Import your contacts

Drop in an Excel or CSV file and match the columns.

5

Send your first campaign

Pick a template, check, send — then watch who opens it.

You need

A hosting account with PHP 8+ and MySQL, and an email address to send from (Gmail, Outlook, your own domain...).

You get

Contacts, campaigns, automations, insights, a team with roles, backups and privacy tools — all in one place.

Mail Desk ERP

Email marketing that runs your whole business.

© Crafts Software
All rights reserved