**MailCrafter - Your Smart Email Customization and Automation Solution**

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**Core Features**

**Multi-Email Integration**

* Integrate multiple email accounts using app passwords for secure, delegated email sending.
* Centralized management of all email communications from one platform.

**Customizable Email Templates**

* Create and save reusable email templates.
* Use dynamic placeholders for personalized content, enhancing communication efficiency.

**Custom Group Management**

* Create custom groups for targeted email sending.
* Groups can have multiple properties (e.g., name, job title, location) to personalize emails.

**Excel File Import for Group Management**

* Upload Excel files to create or update contact groups.
* **Auto-Mapping:** Suggests automatic mapping for common columns (e.g., "First Name", "Email").
* **Data Validation:** Detects duplicates and missing fields, providing feedback before updates.

**Property-Based Personalization**

* Use group attributes as placeholders in email templates.
* Automatically fill recipient details for more engaging and targeted emails.

**Recurring Email Actions**

* Automate recurring email schedules for newsletters, reports, and more.
* Ensures timely communication without manual intervention.

**Insights and Metrics**

* Track email campaign performance with real-time analytics:
  + Open Rates, Click Rates, Bounce Rates, Engagement Trends.
* Optimize campaigns with actionable insights.

**Advanced Features**

**Conditional Logic in Templates**

* Implement "if" conditions in templates to dynamically adjust content based on recipient attributes.

**API Integration for External Triggers**

* Connect MailCrafter with CRMs and other tools to trigger emails based on external events.

**GenAI and AgentAI-Powered Email Automation**

* **Content Generation:** Use AI to create compelling, audience-specific email content.
* **Command-Based Automation:** Schedule and send emails with simple commands (e.g., "Send a follow-up email on Friday").
* **AI Recommendations:** Get suggestions for subject lines, optimal sending times, and personalization strategies.

**Conclusion** MailCrafter streamlines bulk email management with a strong focus on customization, automation, and efficiency, making it an essential tool for personalized and automated email campaigns.