



ZOHO ZEPTO MAIL

PRODUCT OVERVIEW:

Zepto mails are automated messages sent to individual recipients in direct response to specific actions they take on a website.

Example : signing up, making purchases, password resets, order confirmations etc.

KEY FEATURES:

4 SECURITY LEVELS WITH 15 SECURITY FEATURES:

Data Storage Security :

1] Data Centers : 24/7surveillance authentication.

2] Hardware : Advanced Technology systems with backup systems for data retrieval.

3]DOS & DDOS :

DOS(Denial of Service) - Single attack from a computer flooding the server with the requests.

DDOS(Distributed Denial of Service) - Where multiple computers attack the server with the requests.

4] Encryption at rest : Data is encrypted when it is stored on a device . If they steal the storage device also they can't read the data without decrypting.

Email Security :

1]SPF(Sender Policy Framework) : If your domain is in [abc.com](https://www.abc.com) , SPF tells the world “only gmail & outlookservers can send mail for [abc.com](https://www.abc.com)”

2] DKIM(Domain Keys Identified Mail) :

1]Adds a digital signature to every outgoing email.

2]The receiver’s server verifies this signature with your domain’s public key in DNS.

3]Ensures that the email content wasn’t modified in the transit (in the way by the hackers).

3] DMARC(Domain based Message Authentication, Reporting & Conformance):

1]Works with SPF and DKIM.

2]Let the domain owner specify what to do if an email fails at SPF/DKIM.

3]Accept it.

Quarantine it(marked as spam).

Reject it.

4]Also send a report to the domain owner about who is trying to spoof their domain.

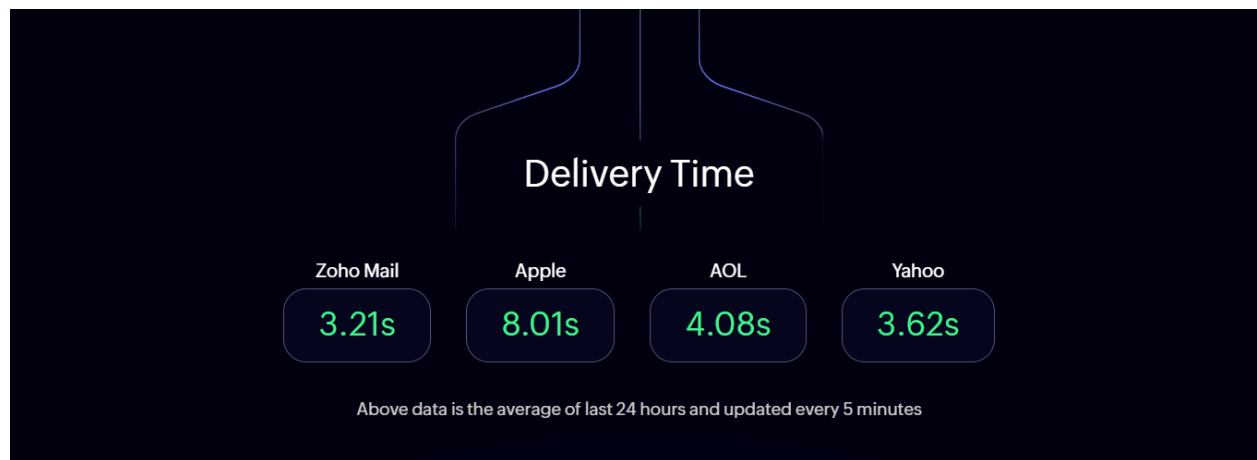


In-Transit Security:

TLS(Transport Layer Security) Encryption: It is a protocol that encrypts data when it's being sent over the internet .It's the upgraded version of SSL.

Security controls in your hands:

- 1] Two Factor Authentication(2F)
- 2] Single Sign On
- 3] IP restrictions - Limiting email, sending to authorized IP addresses/ ranges only.



ZeptoMail is designed to have faster delivery times for transactional emails compared to typical email services.

INTEGRATE IN MINUTES :

Using SMTP (username and password)

- 1] You configure ZeptoMail's SMTP server details with credentials in your website backend.

2] Works if your website already has an email function (like contact forms, login OTP, “forgot password” button).

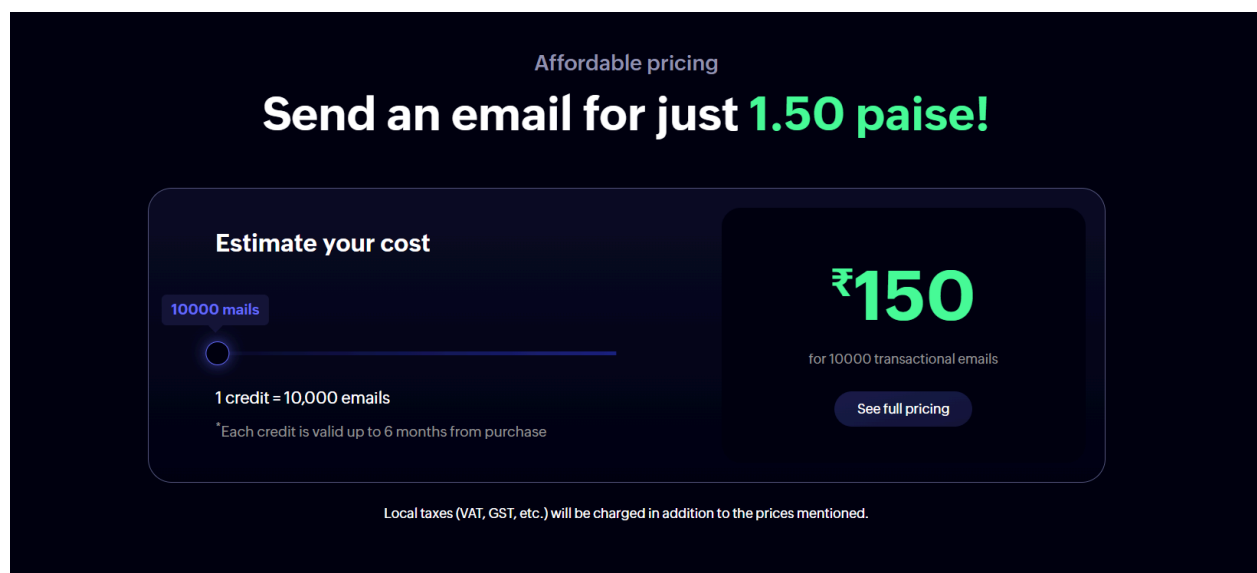
Using API (recommended for developers)

- 1] Instead of username/password, you use an API key.
- 2] Your website calls ZeptoMail's REST API endpoint (like <https://zeptomail.zoho.com/v1.0/email>) and sends email details in JSON format.

Using Plug-ins (if you use CMS like WordPress)

- 1] If your site is built on WordPress, ZeptoMail already has plug-ins or connectors.
- 2] You just install the plug-in, paste your SMTP/API details, and it works ,no coding required. Best for non-coders.

AFFORDABLE PRICING :



A screenshot of the ZeptoMail pricing page. The background is dark blue. At the top, it says "Affordable pricing" in small white text. Below that, in large white and green text, is "Send an email for just 1.50 paise!". In the center, there's a white rounded rectangle containing a pricing calculator. On the left of this rectangle, under the heading "Estimate your cost", there's a slider set to "10000 mails". Below the slider, it says "1 credit = 10,000 emails" and a footnote: "*Each credit is valid up to 6 months from purchase". On the right of the white rectangle, the price "₹150" is displayed in large green font, with "for 10000 transactional emails" in small white text below it. A green button labeled "See full pricing" is at the bottom right of the white rectangle. At the very bottom of the screenshot, in small white text, it says "Local taxes (VAT, GST, etc.) will be charged in addition to the prices mentioned."

Affordable pricing

Send an email for just **1.50 paise!**

Estimate your cost

10000 mails

1 credit = 10,000 emails

*Each credit is valid up to 6 months from purchase

₹150

for 10000 transactional emails

See full pricing

Local taxes (VAT, GST, etc.) will be charged in addition to the prices mentioned.

PRODUCT SUMMARY:

Zoho ZeptoMail is a secure, reliable, and fast transactional email service designed to deliver application-triggered messages like password resets, OTPs, order confirmations, and alerts with high inbox placement. It offers easy integration through SMTP, APIs, or ready-made plug-ins, making setup quick for both developers and non-technical users. With features like Mail Agents to organize different email streams, pre-built templates for faster communication, and detailed analytics for tracking deliveries, opens, and bounces, ZeptoMail ensures smooth and efficient email management. Its strong focus on domain authentication, sender reputation, and suppression lists helps prevent spam issues and ensures reliable delivery. With a pay-as-you-go credit system starting with Rs 150 for 10,000 emails (1 credit) which is valid upto, ZeptoMail is a cost-effective and scalable choice for businesses looking to send critical transactional emails seamlessly.