



Review of the origin of MailMaven.

- Since 2009, I have used SmallCubed Software's suite of extensions to Apple Mail called '**MailSuite**', which included:
 - **MailTags** to organize emails
 - **SigPro** to personalize signatures
 - **Mail Perspectives** to monitor mailboxes
 - **Mail Act-On** to process emails with rules and shortcuts.
 - All the extensions above are now included in the new **MailMaven** email client..

Account Integration

MailMaven works with multiple account types

1. GMail & GSuite
2. iCloud Mail
3. Exchange, Office 365
4. Microsoft Outlook
5. Yahoo & AOL
6. IMAP..

MailMaven
(Published by SmallCubed Software
Saskatoon, SK Canada)

The Information Rich Email Client *

(I would add) “For Busy People”

Define: “Busy”

People who use email to ...

- Communicate with large, dispersed families
- Plan travel
- Have hobbies and / or projects
- Do research (email history)
- Make plans and need to coordinate schedules
- Track online statements, receipts and appointments..
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- Make plans and need to coordinate schedules
- Track online statements, receipts and appointments..
- Communicate with commercial entities..

Common Functions: Apple Mail & MailMaven

- Send / receive / forward messages
- Formatting options (font, style, justification, size, etc.)
- Indicate priority / urgency
- Select fields / data shown
- Attach photos, documents
- Delayed / timed Send * command
- Create Smart Mailboxes * for incoming / outgoing messages
- Set Rules to sync, respond, process junk messages, view format, processing format, categories
- Set privacy
- Allow 3rd party extensions (single functions - SpamSieve, MailButler, GPG Suite, MSGFiler etc.) These are enabled under Apple Settings.
- Organize messages in Conversations
- Set Tags * (Metadata)
- Junk mail / Spam detection - both apps allow filtering by SpamSieve.
- Signatures * and templates *
- Import / Export messages
- View and manage Gmail labels..

Strengths & Differences - Apple Mail & MailMaven

APPLE MAIL	MAILMAVEN
1. Mature product - v. 16	Under continuing development - v 1.0.9; Updates every 2 weeks or so
2. Cross-platform synchronization through iCloud - OS / iOS / iPadOS	Mac OS only
3. Focus Modes: Pre-sorting of messages into Categories - Primary, Transactions, Updates, Promotions	SmartMailbox automatic search functions could come close to producing the same results.
APPLE MAIL	MAILMAVEN
4. Conversations structure to show sequential emails by same subject	<u>Conversations</u> * with better delineation between conjoined emails; <u>graphic representation</u> * of the sequence
5. Recognition of significant information in context - URL's, dates, locations.	
6. Privacy & security - ON/OFF button in Settings to hide IP address. Encryption possible through third party extension.	PGP & S/MIME encryption optional; digital signature when composing; caching decrypted messages

Strengths & Differences - Apple Mail & MailMaven

APPLE MAIL	MAILMAVEN
7. Emojis	Emojis are now included under v1.0.9
8. The <u>Apple</u> app "Mail" supports POP3, IMAP, SMTP, Exchange and S/MIME; <u>iCloud mail</u> only supports IMAP	IMAP only. POP is 'High on the wish list'.
9. Tags (metadata) - Flags and Urgency only	Tags * (metadata) - Keywords, Project, Urgency, Review date, Background colour, Notes, Alternative subject, Flags, Badges. - More for the sender's organizational needs. Viewable by other MailMaven users, perhaps others.

Strengths & Differences - Apple Mail & MailMaven

APPLE MAIL	MAILMAVEN
<p>10. Support - app search function; Apple Mail support page (where the highlighted topics suggest the areas of greatest user difficulty). No direct Help request possible with Apple.</p>	<p>Support - app search function; MailMaven Support page - Things to Know (a <u>full description</u> * of MailMaven features). A free 162pp companion guide in the Take Control series of manuals to show <u>how to perform</u> the different functions. Direct email is possible through the Support page - the webmaster / user interface manager Beth Wall will send a personal reply in 12-24 hours with specific advice. <u>Not</u> an AI bot. Complete listings of Things to Know, Known Issues, Feature requests and Release Notes are available on the <u>MailMaven website</u>.</p>
<p>11. Integrated with Mac OS - an American product. Annual Cost: iCloud subscription incl. 200GB is \$USD 35.88 (\$CDN 49.49)</p>	<p>Produced in Canada by SmallCubed Software of Saskatoon, SK. Annual maintenance fee was \$50.00 until Jan 07, 2026, \$75.00 thereafter. If you download the app, there is a free 15-day trial period (extendable). SPECIAL OFFER FOR MUGOO!</p>

For me, what are the 'deal makers' or 'breakers'?

APPLE MAIL	MAILMAVEN	
1. Mature product - v. 16	Under continuing development - v 1.0.9; Updates every 2 weeks. Online (prioritized?) list of features to come and bugs to be fixed. I think a new version will be out this week.	✓
2. Cross-platform synchronization through iCloud - OS / iOS / iPadOS	Mac OS only	
3. Focus Modes: Pre-sorting of messages into Categories - Primary, Transactions, Updates, Promotions	SmartMailbox automatic search functions could come close to producing the same results.	
APPLE MAIL	MAILMAVEN	
4. Conversations structure to show sequential emails by same subject	Conversations with better delineation between conjoined emails; graphic representation of the sequence	
5. Recognition of significant information in context - URL's, dates, locations added to Contacts.		
6. Privacy & security - ON/OFF button in Settings to hide IP address. Encryption possible through third party extensions.	PGP & S/MIME encryption optional; digital signature when composing; caching decrypted messages	

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Information

1. Get a free 15-day trial of MailMaven at <https://mailmaven.app>
2. Get to know MailMaven at <https://mailmaven.app/support>
3. Download the free 162 pp. [Get to Know MailMaven](#) guide
4. Purchase a 1-year subscription at <https://smallcubed.com/pricing>

Special Offer for MUGOO members

Beth Wall at SmallCubed Software has offered an extended free trial period to MUGOO members. I have a list of codes that will extend the free trial period from 15 days to July 08. That's an extra 5 months of use and updates.

Please contact me if interested.

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