



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 app "Mail"</u> 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	<u>Tags</u> * (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	<u>MAILMAVEN</u>
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	<u>MAILMAVEN</u>
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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8. The Apple "Mail" app supports POP3, IMAP, SMTP, Exchange and S/MIME; iCloud mail only supports IMAP.	IMAP only. POP is 'High on the wish list'.	✓
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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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