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What SMTP Relay is not for: newsletters and everyday company mailboxes, and what to use instead

Comparisons and alternatives

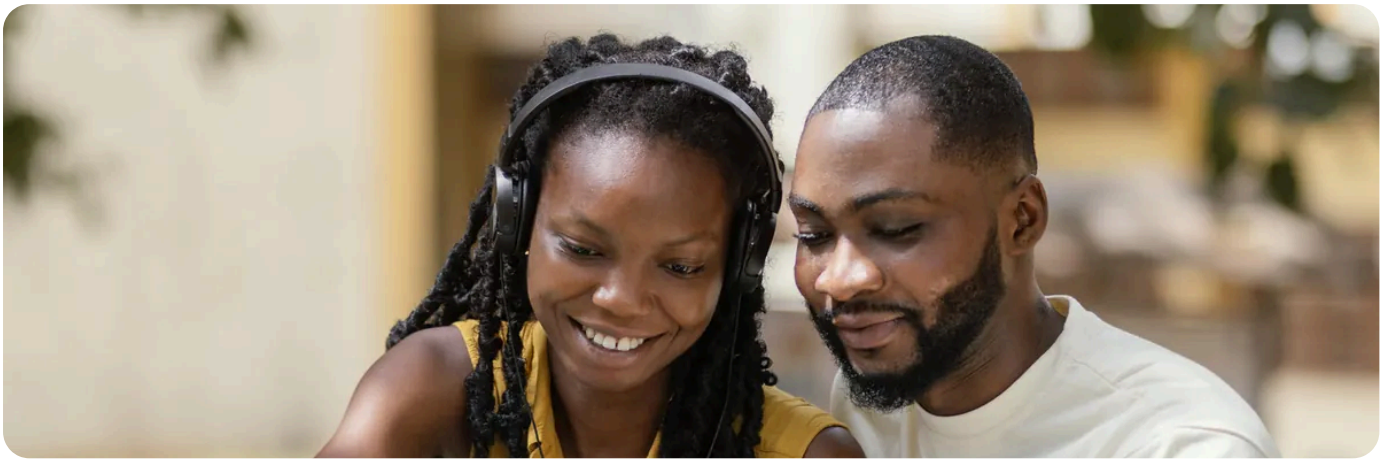
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What SMTP Relay is not for: newsletters and everyday company mailboxes, and what to use instead

Comparisons and alternatives Created on **November 13, 2026** 2 min read



The short answer: SMTP Relay is for the **automatic e-mails** a program sends on its own. **It is not for newsletters** (that is what E-mail Marketing is for, with an editor, segments and the unsubscribe link) and **not for company mailboxes** (that is **Professional E-mail**, with webmail and Outlook). It does not receive e-mail either: it only sends.

What you need and what to use

You need	Use	Why
Confirmations, invoices, passwords, alerts sent by a program	SMTP Relay or the e-mail API	This is exactly what they are for.
A newsletter or a campaign to a customer list	E-mail Marketing	It brings the editor, segments, statistics and the unsubscribe handling that the law and receiving servers expect.
Mailboxes for the people in your company	Professional E-mail	They receive and send, with webmail, Outlook and phone, plus antispam.
Receiving the e-mail of a domain	Professional E-mail or the hosting mailboxes	SMTP Relay only sends. The domain MX records keep pointing at the mailboxes.

Why not send the newsletter through the relay

Technically, a newsletter program can connect over SMTP. The trouble is everything else: no unsubscribe link, no segments, no handling of people who never open, so complaints rise, addresses get blocked and the domain reputation drops. And it is the same domain that sends your invoices and your customers password resets. See **e-mail marketing without burning your domain**.

Why not put the credential in Outlook

An SMTP credential is for a program that sends on its own. A person needs a mailbox: to receive, reply, keep sent messages and search. That is **Professional E-mail**; what the plan includes is in **the Professional E-mail plan**.

When you verify the domain in the Email Center, leave the MX records alone.
The relay records (DKIM, SPF and DMARC) have nothing to do with receiving, and your mailboxes keep receiving as before.

Not sure which to choose?
Tell us what you want to send and to whom: we will help you pick the right solution, or the right mix.

RECOMMENDED

Not sure which e-mail solution is yours? Talk to us and we will prepare a tailored proposal.

Ask for a proposal →

SEE ALSO

- SMTP Relay: an SMTP server for the automatic e-mails of your site, system or device →
- E-mail marketing: doing it properly without burning your domain →
- The Professional E-mail plan →
- Your application sends from a mailbox: when to switch it to SMTP Relay →
- The hourly e-mail sending limit: staying under it and moving newsletters elsewhere →

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