Supermailer versus Rapidmail

Features and functions	Supermailer	Rapaidmail	PC CADDIE Online Invoice & Mailer	Remarks
Local installation	X		X	Supermailer and PCC Mailer are installed locally
Mail import from PC CADDIE	X	X	X	
Template: static template	X	X	static, but no template	
Template: responsive template		X		
Template drag & drop		X		Rapidmail offers very simple design options
Shipping & SMTP Club	X	from Repaid-Cloud	X	the club requires SMTP dispatch server for unlimited dispatch (no Microsoft365 account)
Tracking free of charge		X	no tracking	tracking is included with Rapidmail
Number of recipients	unlimited	unlimited	small number of recipients recommended (100)	the PCC Mailer is designed for individual recipients or small groups without design requirements
Send attachments	X	X	Not recommended (sending time)	The PCC Mailer can send attachments, but depending on the size of the attachment and the number of recipients, sending takes a very long time and is at risk of cancellation
Spam filter mass mailing optimised	X	X	Not optimised	the PCC Mailer does not have a setting to send spam server-optimised
costs	One-time licence + static template	per dispatch according to Rapidmail price list	One-time licence	

Here is a clear **comparison table** of the three tools:

Function / Criterion	**SuperMailer**	**Rapidmail**	**PC CADDIE invoice mailer**
———————————	———————————	———————————	———————————
Set-up costs	High (local Installation, SMTP, SPF/DKIM)	Very low (browser-based, ready to use immediately)	Installation required once (integrated in PC CADDIE)
User friendliness	Technically orientated	Very user-friendly, intuitive	Simple, can be controlled directly from the invoice module

Layout/design options	somewhat static, HTML know-how helpful (HTML, templates, own designs)	Large range of templates, responsive design	Basic layout, customisable only with effort
Statistics & tracking	against additional Installation (open, click, bounce)	Very good (GDPR-compliant, real-time)	Limited (only send log, no tracking)
Sending quality (spam, delivery)	Depends on configuration	Very good delivery rates, whitelisting available	Depends on the local mail server
Integration in PC CADDIE	Automatic transfer of filter lists	Automatic transfer of filter lists	Yes, fully integrated
Cost estimation	One-off licence and Installation, no monthly fees	Free of charge up to 2,000 recipients/month, thereafter graduated	One-time licence and Installation
Conclusion	Simple newsletter, technically sophisticated, cost-effective	Ideal for stand-alone, convenient mailings	Good for simple serial/infomails without graphics & invoicing

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