

# Side-by-Side Comparison



GreenArrow



## EMAIL DELIVERY CONTROL

IP Rate Limiting	✓	✓
Support for multiple IPs (VirtualMTAs)	✓	✓
Flexible email routing configuration (Routing Rules)	✓	✓
Manage key config in configuration file	✓	✓
Manage key config in web-based UI & API	✓	✗
DKIM signing	✓	✓
DKIM signing configured by email headers	✓	✓
TLS encryption for SMTP	✓	✓
Submit email with: SMTP	✓	✓
Submit email with: HTTP API	✓	✗
Submit email with: file pickup directory	✗	✓
Automatic SMTP Delivery Backoff & notification	✓	✓

## SUPERIOR REPORTING

Per-campaign reporting including: opens/clicks, bounces, SMTP delivery, and spam complaints	✓	✗
Time-series graphing of SMTP delivery results	✓	✗
Transparent click & open tracking	✓	✗
Automatic seeding	✓	✗
Bounce processor / classifier	✓	✓
Feedback loop processor	✓	✓
Event delivery to HTTP Webhook	✓	✗
Event delivery to Custom database action	✓	✗
Event delivery to logfile	✓	✓

## MARKETING STUDIO APPLICATION

Responsive drag-and-drop email editor for clean, eye-catching, professional campaigns	✓	✗
Manage mailing lists, subscribers, and suppression list	✓	✗
Launch email campaigns	✓	✗
Advanced segmentation builder	✓	✗
A/B Testing	✓	✗
Write source code to fully customize each individual message – giving you the freedom to be creative	✓	✗
Launch triggered email messages	✓	✗
No need to synchronize your data and keep separate copies in two databases	✓	✗

*More features on the next page*

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## SUPERIOR TECH SUPPORT

Email Support	✓	✓
Phone Support	✓	✗
Installation & Setup-Up Service Available	✓	✗

## LICENSING

Perpetual licenses	✓	✓
Annual-lease licenses	✓	✓
Monthly-lease licenses	✓	✗
Available OnPrem	✓	✓
Available in the Cloud	✓	✗

Want the whole story?

Reach out for a demo to learn more: <https://www.greenarrowemail.com/GA-vs-PowerMTA>