Secuenza

Frequently asked questions

The questions we get most about the program, your data, sending and the licence. If yours isn't here, write to us from Contact.

The program

Do I need a mail server or a sending platform?

No. Secuenza sends from the mailbox you already use (Gmail, Microsoft 365, IONOS, your hosting's…), so your emails go out with your name and your domain, like the ones you write by hand.

Which mailboxes does it work with?

With any that allows sending over SMTP: Gmail and Google Workspace, Microsoft 365 and Outlook.com, IONOS and the email of almost any hosting. The wizard recognises the provider and tells you what to do.

Does it work on Mac or Linux?

For now, only on Windows 10 (22H2) and Windows 11, on PCs with an Intel, AMD or ARM processor.

Do I have to leave the PC on?

While it sends, yes: emails go out from your PC, through your mailbox. Secuenza can stay minimised next to the clock. If you switch off, it carries on where it left off the next time you open it, within each campaign's schedule.

How many emails can I send a day?

As many as your mailbox can take without losing reputation. For each provider Secuenza uses a cautious limit, below its maximum: 100 a day with a Gmail account, 400 with Google Workspace or Microsoft 365, and fewer during a new mailbox's first days (the warm-up). You can lower each mailbox's limit, and with several mailboxes you share out the sending.

Does it update itself?

Yes. When there's a new version, Secuenza downloads it on its own and installs it when it restarts, without cutting off any sending and without touching your data.

Your data

Where are my contacts stored?

On your PC, in Secuenza's database, with automatic backups. Only tracking data (opens, clicks and unsubscribes) reaches our servers, without your recipients' addresses. There are two exceptions: the images you upload for your emails, which are stored in your account, and sign-ups from your website or through the API, which wait there until your program collects them (30 days at most).

Are there backups?

Secuenza makes a backup every day and keeps the last 14. In **Settings** you can save another one in a folder outside the PC (OneDrive, an external drive) and restore any of them.

How do I move Secuenza to another PC?

In **Settings → Backups**, "Move Secuenza to another PC" has the steps: export everything to a file (with a password, so your mailboxes' passwords travel encrypted), and if you have Pro, press **Move to another PC** in My licence. On the new PC, install Secuenza, choose to restore that file and activate the licence with your code. More in Your licence and Pro.

What does the AI do with my data?

Nothing: Secuenza doesn't talk to any AI. It prepares a prompt with your company details for you to paste into ChatGPT, Claude or Copilot, and turns the answer into your email. Your contacts don't leave your PC.

Sending

Can I write to anyone?

Only to people you have a legal basis for: customers, people who have given you permission or business contacts with a legitimate interest. The rules change from one country to another; the guide to good legal practice sums them up. Bought lists are forbidden.

Why do my emails go to spam?

Almost always because the domain is missing SPF, DKIM or DMARC, or because the mailbox sends too much at once. Look at **Checks** in the mailbox details and follow the deliverability guide.

What is the safety brake?

What stops sending by itself when something goes wrong: too many bounces or unsubscribes in a campaign, a server that rejects your mailbox or an email provider where nobody opens your emails. It tells you what happened and sends nothing more until you've checked it. It's always on; Sending safety explains it.

How are several campaigns shared out at once?

If they share a mailbox, each email comes from the one that has sent the least today, so they keep pace with each other. Each campaign's priority comes first: a high-priority campaign uses up the limit before the others.

Can I put images in my emails?

Yes. In the editor, **Choose or upload an image** uploads it to your account, fitted to the width of the email, and it's served from Secuenza, not from Drive or Dropbox, which often end up in spam. There's room for 5 MB of images in the free version and 50 MB with Pro.

Can people sign up from my website?

Yes. Each campaign can generate a form to paste into your website and has an API for your shop or your CRM: whoever signs up joins the campaign and, if they weren't a contact, is created. Sign-ups from your website or system explains it.

Are opens accurate?

More than in most programs: Apple Mail and Gmail open many emails on their own to protect you, and Secuenza separates those automatic opens from the real ones. Even so, an open is a clue; a click or a reply, a certainty.

What happens when someone unsubscribes?

They leave all your campaigns as soon as Secuenza knows, even if the program was closed when they clicked. They stay on the suppression list: they won't receive anything again even if you import them again.

And when someone replies?

With Pro, Secuenza reads the replies in your mailbox and takes whoever answers out of the sequence, so the next automatic email doesn't reach them while you're talking. Automatic replies (holidays, out of office) don't count.

Licence and payment

What does the free version include?

One mailbox, 500 contacts, 2 running campaigns and 7 emails per sequence, with no expiry, with a "Sent with Secuenza" footer. Pro removes the limits, lets you remove the footer and adds bounced emails and replies, the daily report, the end-of-campaign forecast, results by provider, who to call, the live send test and blocklists.

How do I pay?

By card, every month, through Stripe. The price includes VAT. Secuenza never sees or stores your card details. Stripe emails you the invoice for each payment, with your company details.

Can I cancel whenever I want?

Yes, from My account, with no commitment. You keep Pro until the end of the paid month and then go back to the free version without losing anything.

What happens if I stop paying for Pro?

You go back to the free version without losing anything: the extra campaigns are paused, you choose which ones carry on, and your contacts, emails and results stay where they were.

Is one licence valid for several PCs?

No: each licence goes with its email and is used on one PC. If you change computer, you move it in a minute from the program or from My account.

Help

How do I ask for help?

Every screen has its short guide in **Help**, which also opens with **F1**. If something fails, **Help → Send diagnostic to support** sends us a report with no data about your contacts. And you can write to us from Contact.