Secuenza

Quick start guide

From installing Secuenza to having your first sequence sending, in about twenty minutes. Each step links to its detailed guide in case you want to know more.

What you need

- A PC with **Windows 10 (22H2) or 11**, with an Intel, AMD or ARM processor.
- The **mailbox you write to your customers from**: Gmail or Google Workspace, Microsoft 365 or Outlook.com, IONOS or your hosting's email. Secuenza sends from it; you don't need any sending platform.
- If the mailbox is on **your own domain**, access to the panel where its DNS is managed (you'll need it in step 4).
- Your contacts in an **Excel sheet or a CSV**, with their legal basis: customers, people who gave you permission or business contacts with a legitimate interest.

1. Download and install

Download the installer from the website and open it. It installs for your user, without asking for administrator rights, and updates itself.

The installer is signed by Tude Consultores Informáticos, S.L. Even so, while Secuenza is new, Windows may warn that it "protected your PC": press **More info** and then **Run anyway**. It's the usual warning for new programs.

2. Register

The first time, Secuenza asks for your email and your company details (for the email footer and the legal notice) and gives you the **free version**, which never expires. If you already have a Pro code, enter it in **My licence → I have a code**.

3. Add your mailbox

In **Senders → Add a mailbox**, type your address. Secuenza recognises the provider and tells you what to do:

- **Microsoft 365 and Outlook.com**: you sign in with your Microsoft account, with no password stored in Secuenza.
- **Gmail and Google Workspace**: with an **app password** (the guide tells you where to create it).
- **The rest**: with the mailbox password. Secuenza finds the servers on its own.

When you finish, send a test email to your own address. More detail in Set up your sending mailbox.

4. Check the domain

In the mailbox details, **Checks** reviews SPF, DKIM and DMARC and tells you what's missing and how to set it up with your provider. Without those three records, many of your emails will go to spam. The deliverability guide explains it step by step.

5. Import your contacts

In **Contacts → Import contacts**, choose the Excel or CSV file. Secuenza recognises the columns, shows you how each contact will look and asks for the **legal basis** of the ones you import. Misspelt addresses and people who already unsubscribed are left out. More in Import contacts.

6. Create the campaign and its sequence

In **Campaigns → New campaign**, choose the mailbox, the sending schedule and the list or segment. Then write the emails of the sequence: the first one goes out straight away and each of the following ones the number of days you set after the previous one. Anyone who unsubscribes, bounces or (with Pro) replies leaves the sequence.

If you don't know where to start, **Write with AI** prepares a prompt with your company details for ChatGPT, Claude or Copilot. More in Create a campaign and its sequence and Write with AI.

7. Review and start

Before you start the campaign, the **spam check** analyses each email like a filter would (subject, links, images, text) and tells you what to improve. Send yourself a test, look at it on your phone and press **Start**.

Secuenza spreads the sending over the chosen schedule and respects your mailbox's daily limit. With a new mailbox it starts slowly (the warm-up). While it sends, leave the PC on with

Secuenza open: it can stay minimised next to the clock.

8. See what happens

Home tells you what goes out today and the health of each mailbox, and **Results** shows the opens, clicks, replies and unsubscribes of each email. With Pro, the daily **who to call** list gathers the contacts who have shown interest. More in Read your results and who to call.

If something goes wrong, the **safety brake** stops sending by itself and tells you. **Safety** shows what it has stopped, your figures against their limits and how Secuenza protects you: Sending safety explains it.

If something isn't working

- **Help** (or **F1**) has a short guide for every screen.
- **Help → Send diagnostic to support** sends a report with no data about your contacts.
- And you can always write to us from Contact.