

— SOFTWARE • EMAIL SENDING PLATFORM

RosaSender — Bulk Email Sending

Secure, measurable bulk email with clean lists for organisations

RosaSender is a multi-tenant platform that lets organisations prepare bulk email campaigns in one panel and send them through a queue-based engine. It handles bounces and complaints automatically, reports delivery, opens and clicks, and offers a REST API for sending from your own systems.

HIGHLIGHTS

01

Queue-based sending

Rate-limited sending queue with up to 3 automatic retries on failed deliveries.

02

Automatic list hygiene

Hard bounces, spam complaints and unsubscribes are blocked instantly; temporary failures are tracked separately.

03

Measurable campaigns

Delivery, opens, clicks and bounces reported per campaign, per recipient and per sender address.

04

Enterprise-grade security

Two-factor authentication, role-based access, IP restriction and a detailed audit log.

WHO IT'S FOR

Bulk announcements and newsletters to employees, members or stakeholders

Citizen information emails for municipalities and public institutions

Campaign emails and performance tracking for marketing teams

Businesses sending notification emails from their own software via REST API

Features 83 FEATURES

The list below shows, module by module, what the current version of the product does.

New Mail (Campaign Builder) 13

- Send one campaign to one or more recipient groups; total recipient count shown live
- Choose the From address from approved sender addresses
- Rich text editor: headings, bold/italic/underline, lists, alignment, colour and highlight
- Resizable tables and images in the editor; images up to 5 MB (JPEG, PNG, GIF, WebP, SVG)
- Insert/remove links and edit the HTML source directly
- Fill subject and body in one click from a saved template
- Personalise subject and body with {{isim}} (name) and {{email}} variables
- Pre-send email preview rendered with sample recipient data
- Attachments: 10 MB per file, 20 MB total per campaign; remaining space shown live
- Supported attachments: PDF, Word, Excel, PowerPoint, ODF, RTF, TXT, CSV, ZIP/RAR/7Z, image, video and audio
- Executable and script files (exe, bat, sh, php, etc.) are blocked for security
- Each recipient gets an individual email; recipients never see each other's addresses
- Save as draft and edit or send it later

Sending Engine & Quotas 7

- Queue-based background sending; delivery continues even if the panel is closed
- Recipients are sent in batches of 100 at a controlled rate
- Automatic retry of up to 3 attempts on failed sends
- Suppressed and inactive contacts are skipped automatically
- Monthly email quota and plan contact limit checked before sending, with a clear warning if exceeded
- Open and click tracking can be switched on or off per organisation
- Send through the organisation's own SendGrid account/API key or the platform account

Recipient Groups & Contacts 8

- Create, edit and delete recipient groups with name, description and colour label

- Contact details: email, first/last name, company, phone; edit and delete contacts
- Bulk add by pasting addresses separated by line, comma or semicolon; "Name <address>" format recognised
- Bulk CSV import; email, name, company, phone columns auto-detected (comma, semicolon, tab)
- Copy contacts to another group; a contact can belong to multiple groups
- Ungrouped contacts view
- Contact statuses: active, inactive, bounced, invalid, unsubscribed, spam reported
- Search by email or name, filter by status; paginated lists

Address Validation 6

- Format checks on import: @ sign, spaces, consecutive dots, domain extension, length limits
- Detects Turkish and non-ASCII characters and suggests a corrected address
- Checks whether the domain accepts mail via its MX record (A record as fallback)
- Addresses from disposable email services are rejected
- Suggestions for common typos (e.g. gmial.com → gmail.com, hotmial.com → hotmail.com)
- Duplicates in the same list are removed; added, skipped and invalid addresses are reported

Suppressions & Recovery 9

- Separate tabs for bounces, blocks, spam reports and invalid addresses
- On a hard bounce the address is suppressed and removed from all groups
- Soft bounces are counted; an address is auto-suppressed after 5 consecutive soft bounces
- Spam complaints and unsubscribes auto-suppress the address and update the contact status
- Recoverable tab: isolates suppressions caused by temporary errors, reputation blocks and greylisting
- Bulk-restore selected or all recoverable addresses (also removed from provider lists)
- Manually suppress or unsuppress addresses
- Synchronise the suppression list with the provider
- Search by email or reason; export the list as CSV

Templates & Drafts 4

- Create and edit email templates with name, category, subject and body
- Duplicate a template to derive a new one; search templates
- Drafts screen lists drafts and failed/cancelled campaigns to edit or delete
- Convert a failed or cancelled campaign back to a draft and reuse it

Send History & Statistics 9

- Campaign list: recipients, delivered, opens, clicks, bounces and open rate
- Campaign statuses: draft, queued, sending, completed, failed, cancelled, archived
- Search by campaign name and filter by sender address
- One-click resend to failed recipients; archive completed campaigns
- Total sent, open rate, click rate and bounce rate indicators
- Daily (30 days), weekly (12 weeks), monthly (12 months) and yearly charts
- Per-recipient delivery, open, click and bounce status in campaign detail
- Active sending queue and contact/suppression status summaries
- Events arrive in real time via webhook and are also synced automatically every 6 hours

Sender Addresses & REST API 9

- Add or delete approved sender addresses with display name and set a default
- Sender addresses are auto-approved based on SendGrid sender/domain authentication
- Send email from your own software via REST API; up to 100 recipients per request
- API rate limit: 60 requests per minute per organisation
- API sends also enforce approved senders, monthly quota and the suppression list
- Create API keys; the key is shown once and stored only as a hash
- Per-key scopes (send, list senders), sender address restriction and expiry date
- Revoke/delete keys; last-used time and IP address tracking
- In-panel API documentation with PDF download

Users, Security & Audit 10

- Add, edit, deactivate and delete users; last login time shown
- Roles: admin, user (sending) and viewer (read-only); menus and actions by role
- New users can set their own password via an email verification link
- Plan-based user count limit
- Two-factor authentication with authenticator apps (6-digit, 30 s TOTP), set up via QR or manual code
- 15-minute login lockout after 5 failed attempts
- Per-organisation IP / CIDR allowlist; panel access blocked from unlisted IPs
- My Account: change password and enable/disable 2FA
- Audit log: sends (with recipient list), logins and lockouts, with user, IP and browser details
- Search the audit log by user, event type and recipient address

Organisation Account, Subscription & Deployment 8

- Self-service sign-up: organisation name and subdomain, email verification, 3-day trial
- Dedicated subdomain and data isolated from other organisations
- Default From name/email and organisation's own SendGrid API key (shown masked)
- Subscription screen: plan, monthly email usage, trial period and payment history
- Monthly or yearly subscription payment via iyzico
- Platform admin: suspend/activate organisations, assign subscriptions and custom prices, hide prices
- Plan management: monthly email, contact and user limits, prices, features and landing-page visibility
- Platform statistics and payment history (status filter, total revenue)

Technical specifications

Sending architecture	Queue-based asynchronous sending; batches of 100 at a controlled rate
Delivery infrastructure	SendGrid; platform account or the organisation's own SendGrid API key
Event tracking	Real-time webhook events + automatic sync every 6 hours
Retry policy	3 attempts per message with exponential backoff
REST API	Bearer API key; 100 recipients per request, 60 requests per minute
Attachment limits	Images 5 MB, 10 MB per file, 20 MB total per campaign
Authentication	Hashed passwords, 7-day sessions, TOTP two-factor authentication, 15-min lockout after 5 failures
Multi-tenancy	Isolated data and subdomain per organisation; plan-based monthly sending and contact quotas
Payments	Monthly/yearly subscriptions via iyzico integration

DEPLOYMENT Delivered as cloud-based SaaS, with a dedicated subdomain and isolated workspace for each organisation.

Book a demo or request a quote

Contact us to see the product in your own environment and discuss scope and pricing.

PHONE +90 850 441 3 441
+90 324 350 03 50

EMAIL bilgi@martateknoloji.com.tr

WEB martateknoloji.com.tr

ADDRESS Mersin Teknopark 35C/B5, Çiftlikköy,
33343 Yenişehir / Mersin, Türkiye
Mersin · İzmir · London

© 2026 Marta Teknoloji A.Ş. — Information in this brochure is for guidance; feature scope may vary by version and deployment.