

TECH STYLE LTD

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DATASHEET

Rutba Send — Product Datasheet

Email that actually arrives

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Document

Rutba Send datasheet

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Online

<https://www.tech-style.co/docs/rutba-send-datasheet>

Email that actually arrives

The sending infrastructure behind receipts, password resets, invoices, payslips, and marketing campaigns — with suppression lists, bounce handling, and delivery reporting built in.

Family	Platform services
Category	Transactional email API & SMTP relay
Status	Available
Apps included	3
From	\$0 up to 1,000 emails / month
Buy or trial	rutba.io/services/send

THE PROBLEM

Why it exists

Getting email delivered is a specialist problem: reputation, bounces, complaints, suppression, and the slow drift into spam folders that nobody notices until sales drop. Rutba Send handles all of it behind one API and one SMTP endpoint, and the same relay carries your transactional mail and your campaigns so your sending reputation is managed as one thing.

FIT

Who it is for

- Developers sending transactional email from an app
- Businesses whose invoices and receipts land in spam
- Marketing teams needing volume sending with real reporting

APPS IN THIS PRODUCT

What you get

Send API

The HTTP send API - one call per message, with templates, tagging and the delivery record.

SMTP relay

The same transport for anything that already speaks SMTP, so an existing app can point at it and change nothing else.

Bounce & suppression

Bounce and complaint handling with a suppression list, so a bad address stops costing you reputation.

WHAT IT DOES

Capabilities

- REST API and SMTP endpoint — send however suits you
- Automatic suppression of bounces and complaints
- Reputation-aware rate control
- Templated batch sends
- Delivery, open, and bounce reporting
- Unsubscribe handling that stays honoured everywhere

COMMERCIAL

Plans and pricing

PLAN		
	PRICE	INCLUDES
Free	\$0 up to 1,000 emails / month	1,000 emails / month; API & SMTP; Bounce handling; Community support
Standard	\$19 per month, 50,000 emails	50,000 emails / month; Suppression lists; Templated batch sends; Delivery reporting; Email support
Scale	\$79 per month, 500,000 emails	500,000 emails / month; Dedicated IP option; Priority throughput; Deliverability review
Enterprise	Custom annual contract	Unlimited volume; Multiple dedicated IPs; Custom SLAs; Named deliverability contact

Prices are in US dollars and exclude local taxes. Every plan is billed through rutba.io/services/send. Annual and multi-product pricing is available on request.

RUTBA SUITE

How it fits the rest of the suite

Rutba Suite is 20 products across three lines — the business suite, the workspace and the platform services underneath — sharing one customer list, one catalog and one set of books. Buy the one you need today; the rest slot in without a migration.



CONTACT

Talk to us

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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