

6.2.4 Attachments in Newsletters

Currently, sending newsletters that include attachments is not supported and is generally strongly discouraged. The reason is both technical and operational: each attachment would be replicated a large number of times within the outgoing mail queues and later in the sent folders, multiplying for every actual recipient. This process results in significant and unnecessary use of mail server storage, with potential impacts on performance and service stability.

There is, however, a more efficient and professional solution. The file can be uploaded to an online repository (for example, a folder on your website or a dedicated area), making it accessible via a public link. Within the newsletter template, you can then insert a button or direct link to the file, allowing recipients to download it with a simple click.

This approach eliminates the issues related to attachment handling and also provides a strategic advantage: it allows you to track how many users actually downloaded the document and how often, thanks to the statistics provided by the newsletter system.



NO ATTACHEMENTS IN
NEWSLETTER

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