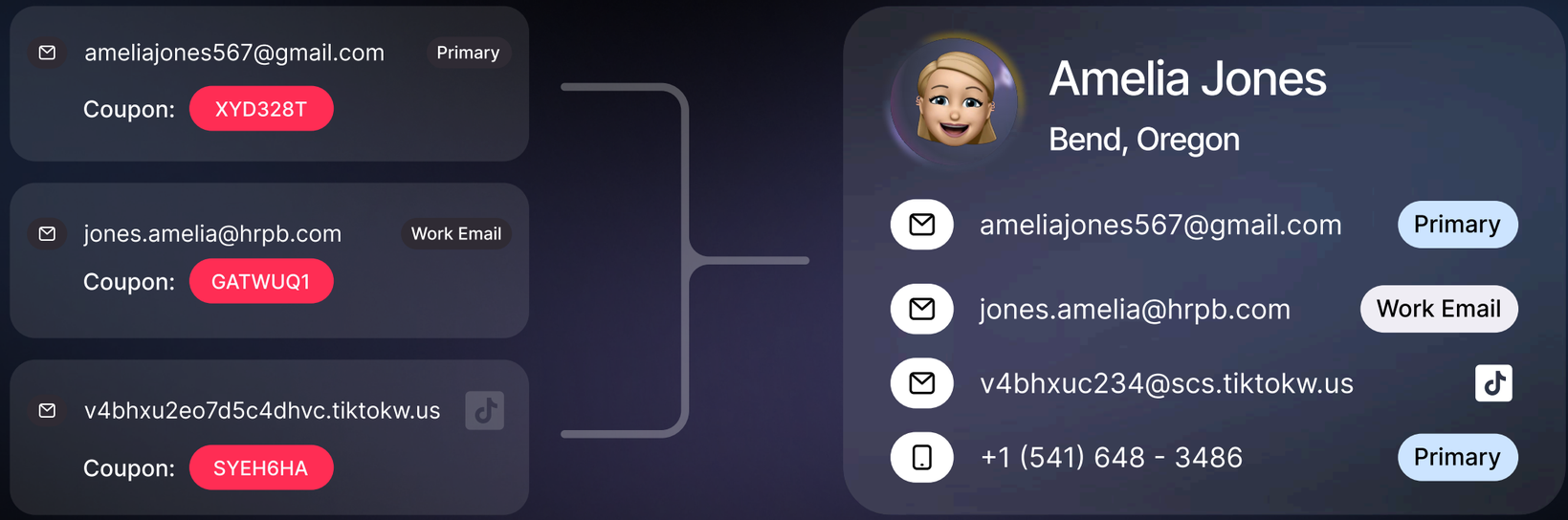
FIGHT!
SENDFLATION!

Postscript Voters Guide to Email

One customer, one record



The Problem

Under the current administration, a single customer with three email addresses and a phone number is counted as five different people. You pay for all five. You message all five. None of the five know about each other.

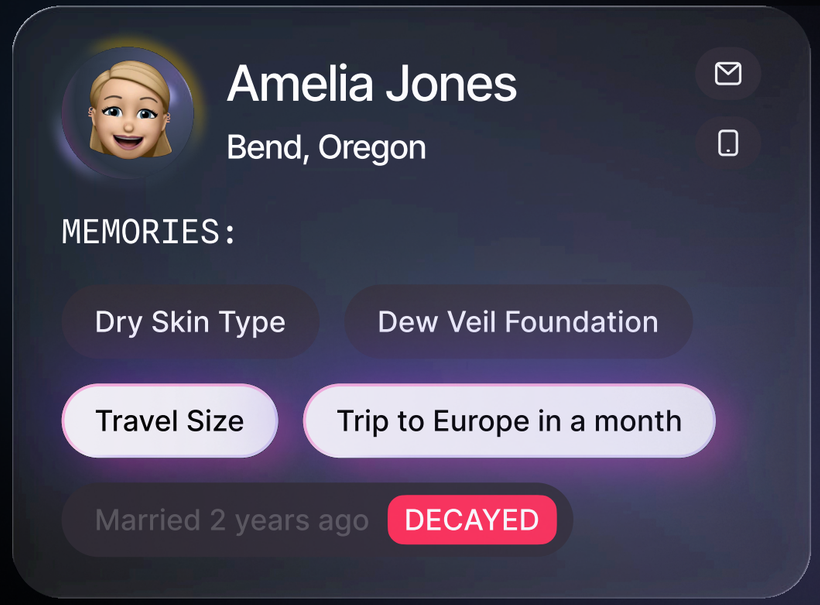
Our Position

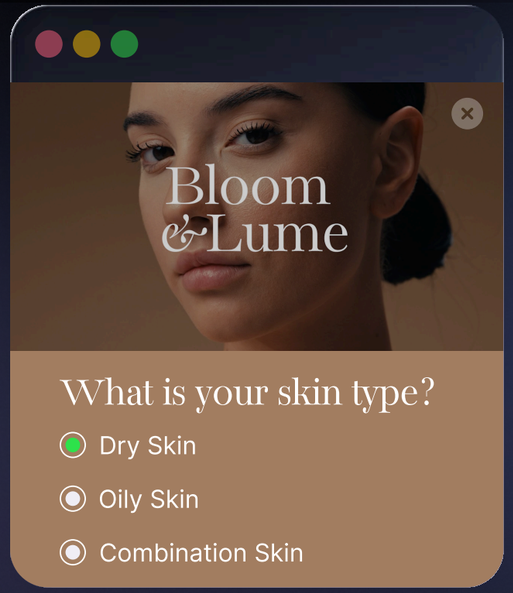
Multiple emails, phone numbers, Shopify, recharge, and external IDs are merged into one profile built around the actual person. We rebuilt our identity model from scratch knowing this was the exact problem merchants faced.

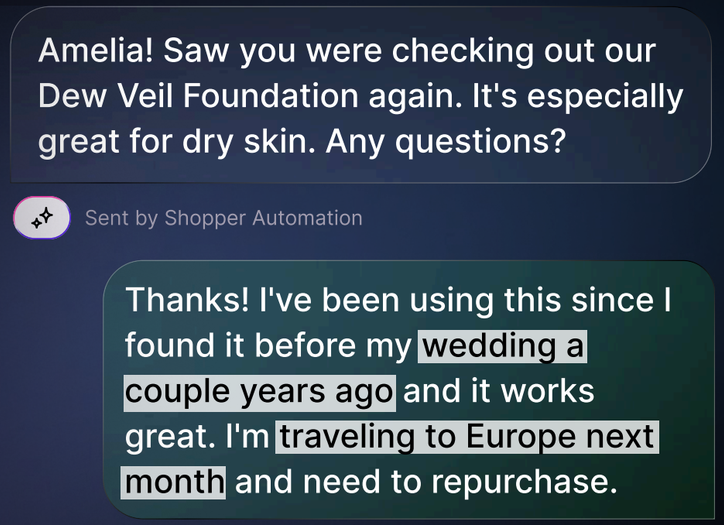
What it means for you...

You stop paying for duplicate profiles. Coupon codes stop multiplying like registered voters in a suspicious precinct. And 1:1 marketing becomes actually possible, because you finally piece it all together.

Remember what matters







The Problem

The incumbent's idea of knowing a customer is a pile of fields and tags that never expire and that you, the marketer, have to do something with. Most brands are collecting—but aren't doing anything with this information.

Our Position

Every subscriber profile includes Memories that work like an actual memory, weighted by how much it matters and how long it stays true. The one-off gift purchase fades while a core preference sticks around.

What it means for you...

The system knows what to remember—and, more importantly, what's safe to forget and when and how to use that information. Every message is built off the actual person, not the ghost of one anomalous transaction.

Transparent attribution



The Problem

You get a couple attribution models, chosen by the platform, applied forever. You change your model and it retroactively changes your numbers. And if you want to update your attribution type, it’ll cost you.

Our Position

Four attribution models—last touch, linear, position, and time decay—side by side. Adjustable click windows. And when you switch models, it applies retroactively. Your historical data recounted under the new rules, instantly.

What it means for you...

Updating your model changes your numbers retroactively. You see your program the way your team actually thinks about it, with full control of the data that matters to you. Recounts: available on demand.

Fast to market features



The Problem

Feature requests that enter committee and never leave. For incumbent email providers, feature requests can take months to roll out thanks to bolted-on AI that doesn’t ship fast enough.

Our Position

Everything you need to run email as a brand will be on the platform. Where a gap exists today, we're closing it in days, not quarters—90% of feature requests and support tickets on the new platform are currently resolved same day.

What it means for you...

We're shipping features faster now than at any point in our history, and the burn-down list gets shorter every week. Need a feature for your strategy yesterday? We’ll ship it in days, not months.

FIGHT!
SENDFLATION!

The Problem

Punitive list-based pricing. Fees for growing. Fees for profile management you do yourselves. Renewal negotiations conducted like hostage situations. Shell games with the invoice.

Our Position

Pricing based on what you actually use — texts sent, emails sent. Our stated target: a 20–30% reduction in total cost of ownership versus your current bill.

What it means for you...

AI has changed what it costs to build and run this software. We think those savings belong in your pocket, not in a punitive rate card built for a pre-AI world.

Postscript vs “BIG” Email

The Issue	“BIG” Email	Postscript
Duplicate profiles	You pay for every one	Merged automatically into one record
Profile management	Your team's job	The platform's job
Subscriber understanding	A pile of tags that never expire	Memory that weighs importance and longevity
The gift-purchase problem	Poisons your sends for a month	Identified and released
Attribution	One model, take it or leave it	Four models, retroactive, adjustable windows
CDP functionality	Standard functionality as a line item	Agentic Context Platform included
Pricing model	Grows with your list, whether you send or not	Based on what you actually send
Renewal season	A negotiation	The same rate card everyone sees
Feature requests	Roadmap purgatory	Days, not months

Seven questions to ask...

7 questions to ask your current email provider before renewal

1. How many duplicate profiles am I paying for right now?
2. If my list grows but my sending stays flat, does my bill go up?"
3. Whose job is profile management — yours or my team's?
4. "Can I switch attribution models and see my historical revenue recounted?"
5. What does the CDP functionality cost, all-in?
6. What happens to my rate at renewal, in writing, today?
7. When I request a feature, what's the median time to ship?

VOTE!

Polls are open now. Visit postscript.io/email and cast your ballot today.
We can’t wait to be in your corner.

Postscript