![KnowledgeOwl logo]

What is SMTP?

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Simple Mail Transfer Protocol (SMTP) is an internet protocol that allows mail servers to send and receive email messages. Within KnowledgeOwl, SMTP is used as a way to send email messages generated within/by KnowledgeOwl to your own mail server for relaying/sending to your readers.

SMTP is required for **Subscriptions** and is optional for **Reader emails**.

Why use SMTP when it's optional? Using your own SMTP service can help:

- Avoid quarantining or spam filtering of emails sent directly from KnowledgeOwl
- Create a much stronger brand identity and make communications from KnowledgeOwl seem more official to your readers
- Enable you to remove the reference to KnowledgeOwl from reader emails (by default, reader emails are sent form support@knowledgeowl.com, for example)
- Make your security/IT teams happier if they like having in-house control and visibility into things

To configure SMTP services:

1. Click on your **profile icon/name** in the upper right.

2. Select **SMTP** from the dropdown.

You define an SMTP service once for your account and then you can select which features and/or knowledge bases use those services. You can create multiple SMTP services for use by different knowledge bases (Subscriptions only; Reader emails all use a single SMTP service).

Within KnowledgeOwl, there are three "flavors" of SMTP you can configure:

- **Unauthenticated**: The SMTP service doesn't require a username/password combination
- **Basic authentication**: The SMTP service uses a username/password (or username/app password)
- **OAuth2**: The SMTP service uses an OAuth2 authentication flow, which is a more secure authentication type than basic authentication. It requires a client/secret combination and its own authorization flow.

> **Currently, KnowledgeOwl supports Microsoft OAuth2 only. If you need us to add OAuth2 for another provider, please contact us and let us know which provider you're interested in.**