



Introduction to GreenArrow CloudMTA

What is GreenArrow CloudMTA?

[GreenArrow CloudMTA](#) is a **cloud-based mail transfer agent (MTA)** designed for email service providers and high-volume senders. It provides the power and flexibility of owning your email sending pipeline **without the need for managing the sending infrastructure**. More than just an email sending API, GreenArrow CloudMTA is a fully featured email sending platform that provides Deliverability and MailOps teams **programmatic interfaces for configuring sending domains, DKIM keys, branded DNS entries, and IP routes**.

GreenArrow CloudMTA gives our cloud customers access to [the same bulletproof MTA software](#) that we've been actively developing for our on-prem licensed customers for nearly 20 years, administered by [our team of veteran deliverability and infrastructure experts](#). And if you ever decide to bring the MTA in-house in the future, you can do it with [the exact same software](#) and interfaces that you've been using with GreenArrow CloudMTA.

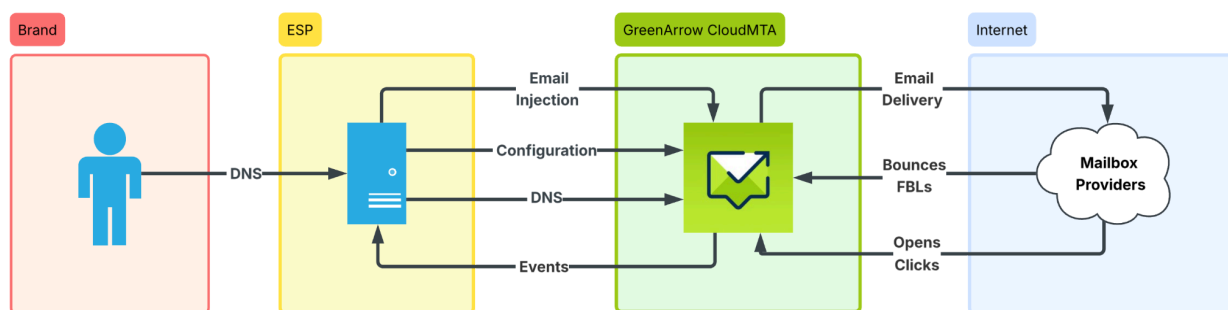
What features does GreenArrow CloudMTA offer?

- Highly scalable, highly redundant, fully managed sending infrastructure **dedicated to you**
- **No vendor lock-in**; you own the DKIM private keys and DNS records, and can optionally bring your own IP addresses (BYOIP)
- **Email injection** through SMTP or HTTP API
- **Tuneable infrastructure**; traffic shaping automations and throttling may be customized in your dedicated infrastructure
- **Configuration via API or web UI**, including:
 - Sending domains
 - DKIM keys
 - Branded DNS entries
 - IP routes
- Open/click **tracking**
- Bounce & feedback loop **processing**
- Delivery **statistics** and **reporting**
- **Event delivery** to HTTP webhooks



How does GreenArrow CloudMTA fit in with my sending architecture?

GreenArrow CloudMTA provides managed MTA infrastructure to deliver email to mailbox providers on your behalf, where you might otherwise have to own and manage your own MTA. It includes a web UI and APIs for **configuration management**, **email injection** via authenticated SMTP or HTTP, and **event delivery** via HTTP webhooks. It also **manages DNS records on your behalf without locking you in** — your customers connect their DNS to yours, and you in turn connect your DNS to GreenArrow CloudMTA.



GreenArrow CloudMTA Sending Architecture



How do I interact with GreenArrow CloudMTA?

Configure your Sending Domains through the CloudMTA UI or API

Connect to GreenArrow CloudMTA either through our web UI or [API](#) to [configure the domains from which you send mail](#). CloudMTA will automatically create DKIM keys, determine the required DNS records, and (optionally) create SSL-enabled URLs for open and click tracking.

New Sending Domain

Sending Domain Settings

Domain ?

brand.example

CNAME Suffix Domain ?

dns.esp.example

☒ Sending Enabled ?

Tracking Settings

Shared Tracking Domain ?

None (use per-domain tracking)

Tracking Domain ?

trk

.brand.example

Track Opens ?

Yes

Track Clicks ?

Yes

Routing Settings

Route ?

Use MailClass default

DKIM Settings

DKIM Mode ?

Automatic (CNAME)

DKIM Selector 1 ?

esp1

DKIM Selector 2 ?

esp2

DKIM Key Length ?

1024

Cancel

Save



Configure your DNS

Once you've configured your sending domains, **CloudMTA will return the DNS records** that must be set up before you can send with each sending domain. These are provided in the Sending Domains UI/API, and GreenArrow automatically verifies that the correct records are in place prior to sending.

This enables ESPs to prevent vendor lock-in: GreenArrow will provide DNS records for your customers to configure that consist of CNAMEs to dynamic DNS hostnames unique for each customer. These dynamic DNS records can exist under a domain name **owned by the ESP**, meaning that the ESP is able to change MTA infrastructure without needing their customers to update DNS again.

DNS Status

DNS Verified

✔ Yes (September 29, 2026 at 10:12am)

DNS Still Correct

✔ Yes

Required DNS Records

Type	Name	Value
✔ CNAME	trk.brand.example	trk.sjn6dqcet8sr.dns.esp.example
✔ CNAME	esp1._domainkey.brand.example	esp1.sjn6dqcet8sr.dns.esp.example
✔ CNAME	esp2._domainkey.brand.example	esp2.sjn6dqcet8sr.dns.esp.example

Copy Zone Records

Download Zone File

In the above example, brand.example is the brand's domain name, dns.esp.example is the dynamic DNS zone owned by the ESP and delegated to GreenArrow, and esp1 and esp2 are the DKIM selectors that can be customized to the ESP. If the ESP wishes to migrate to another solution, they can take over the dns.esp.example dynamic DNS zone. **The ESP fully owns the relationship with the brand**, and isn't locked into GreenArrow as a vendor by way of DNS.



Define Routes

Routes provide a way to manage groups of IP addresses and their associated routing rules for email delivery. For example, you might have separate Routes for marketing vs. transactional mail, separate Routes for different shared pools, or dedicated Routes for high-volume brands. When a Route is created, **CloudMTA automatically provisions and warms IP addresses based on your projected volume**, and creates a Routing Rule that directs mail through those IPs. As the volume of a Route grows, CloudMTA automatically adds more IP addresses, if appropriate for the new volume. (You may optionally bring and manage your own IP addresses through our BYOIP program; contact GreenArrow technical support for details.) You can create and manage Routes either through the UI or [API](#):

GreenArrow Engine » Routes

Search Routes 

Name	Rec. Max Daily Volume	Rec. Max Rate / Hour	
Brand C	10,000,000	6,000,000	 Edit  View
Shared Pool A	5,000,000	2,750,000	 Edit  View
Transactional A	100,000	75,000	 Edit  View

Showing 1-3 of 3

Previous 1 Next

[+ Add Route](#)

GreenArrow Engine » Virtual MTAs » route-1

Name route-1

Domains	Delivery	Portion of Mail
DEFAULT	Virtual MTA	
	192.65.10.4	33.33%
	192.65.10.5	33.33%
	192.65.10.6	33.33%
	Randomization Type	
	Fully random — Each delivery attempt gets a random Virtual MTA.	



You then choose which email is delivered through which Route with one of two methods:

1. Each Sending Domain can be configured to use a specific Route through the UI/API
2. Individual emails can override this by specifying a Route in an email header or as a parameter to the HTTP email sending API

Send mail through SMTP or the GreenArrow CloudMTA API

Once Sending Domains and Routes are configured and DNS is verified, you're ready to send! Use either our [sending API](#) or authenticated SMTP to **inject messages into CloudMTA**. Using your configured Sending Domains and Routes, CloudMTA will automatically handle delivery throttling, sending domain pausing, and backoffs to optimize delivery to mailbox providers.

The screenshot shows a REST client interface with a POST request to `https://cloudmta.greenarrowemail.com/api/v1/send.json`. The request body is a JSON object containing email details. The response is a 200 OK status with a response time of 247 ms and a body size of 151 B. The response body is also in JSON format, indicating a successful message injection.

```
POST https://cloudmta.greenarrowemail.com/api/v1/send.json 200 OK 247 ms 151 B
```

Params Body Auth Headers 5 Scripts Docs Preview Headers 5 Cookies Tests 0 / 0 → Mock Console

JSON

```
1 {
2   "username": "example@greenarrowemail.com",
3   "password": "*****",
4   "message": {
5     "html": "<html><body>Hello world</body></html>",
6     "text": "Hello world",
7     "subject": "Hello world",
8     "to": [
9       {
10        "email": "example@greenarrowemail.com",
11        "name": "Example User"
12      }
13     ],
14     "from_email": "example@cloudmta.greenarrowemail.com",
15     "from_name": "Example User",
16     "return_path": "example@cloudmta.greenarrowemail.com",
17     "headers": {
18       "X-GreenArrow-MtaID": "route-1",
19       "X-GreenArrow-MailClass": "test2"
20     }
21   }
22 }
```

Preview

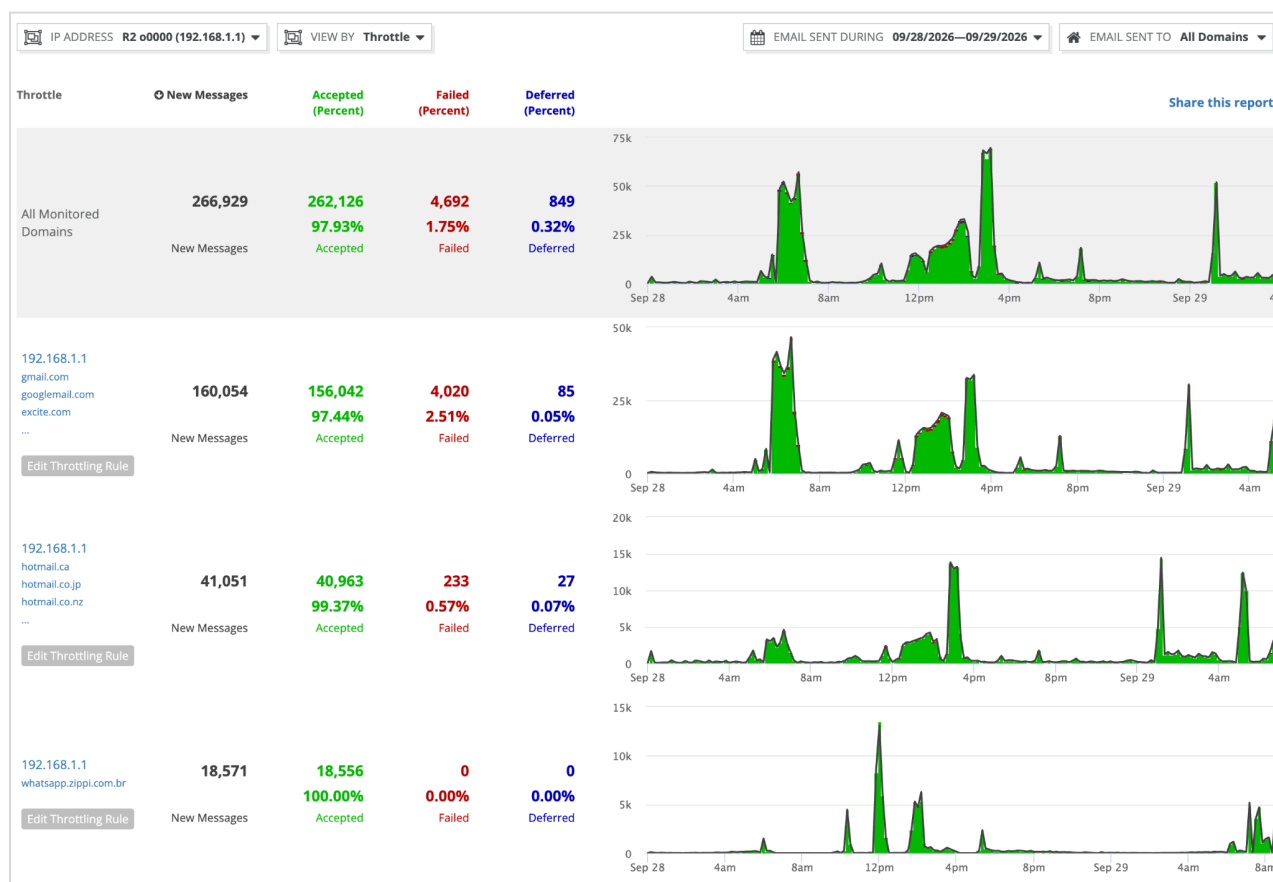
```
1 {
2   "success": 1,
3   "message_id": "mid-8971b0c79cc1b97f677f4c350bac8847@i-03b08625f13aef74f.cloudmta.greenarrowemail.com",
4   "result_reason": "success_immediate"
5 }
```

Sending Through the HTTP Submission API



View delivery statistics

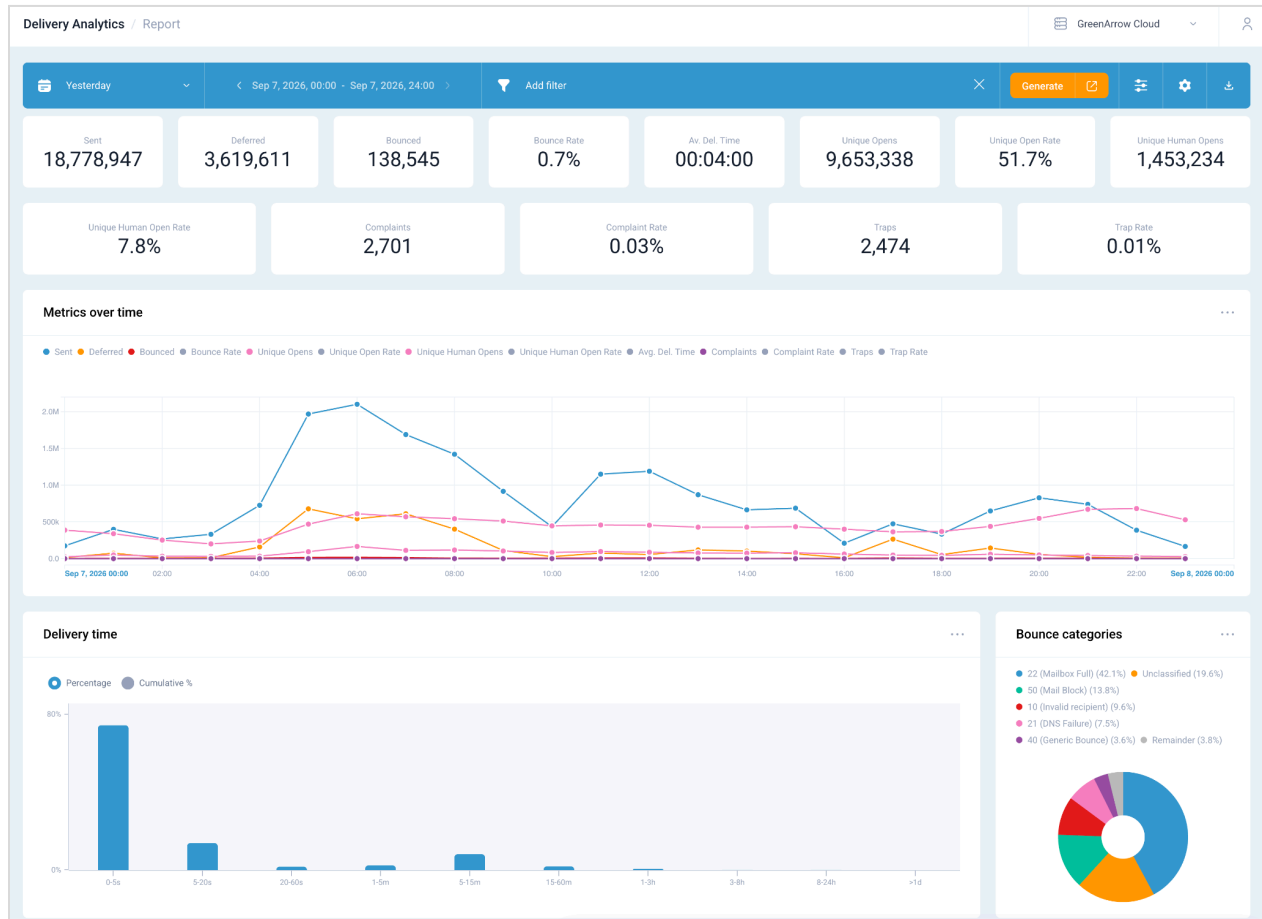
You can view the GreenArrow CloudMTA **dynamic delivery statistics** through the web UI, broken down by source IP address, destination mailbox provider, and/or destination domain.



GreenArrow Dynamic Delivery Statistics



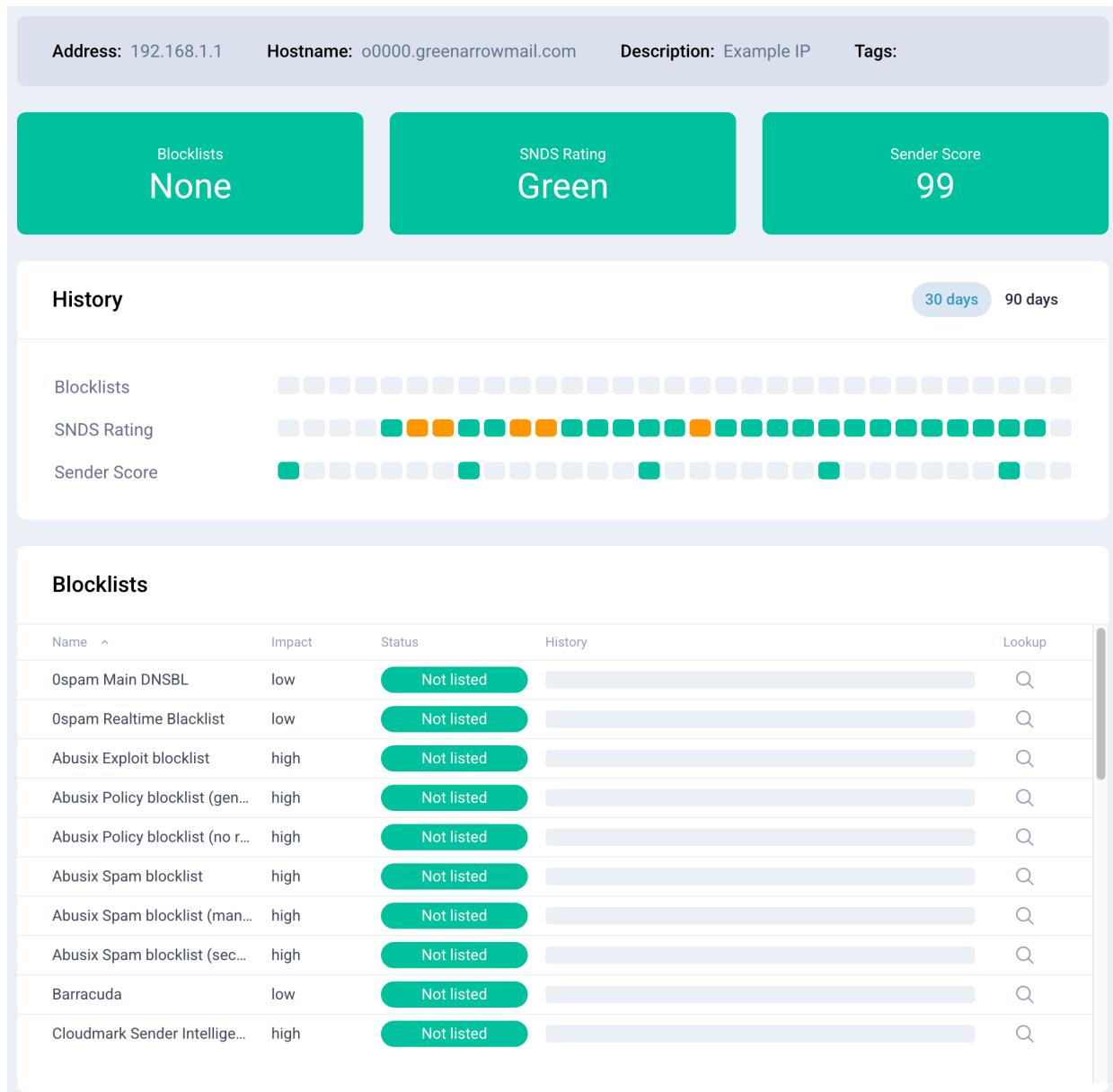
GreenArrow also partners with [Postmastery](#) to provide you with access to the Postmastery console for **Email Analytics & Deliverability Monitoring**, which allows you to drill into the deliverability and engagement data from multiple angles, see trends, and monitor the health of your sending.



Postmastery Console



The Postmastery console also provides a **reputation monitoring dashboard**, showing a number of reputation metrics for each IP address. Domain name reputation metrics are optionally available.



Postmastery Reputation Monitor



Receive event data to your webhook endpoint(s)

The GreenArrow [Event Notification System](#) can notify you about **events** that you want to monitor, including:

- Delivery Attempts
- Bounces
- Clicks
- Opens
- Unsubscribes
- Spam Complaints

You'll work with our support team to configure one or more event delivery destinations. The event processor can deliver events to an HTTP URL. Events can be delivered as JSON objects or as form-encoded data.

Receiving endpoints must confirm receipt of events by returning a 2xx success HTTP status code, such as 200. GreenArrow will interpret any other HTTP status code as an error and will queue those events for retry.

How do I get started with GreenArrow CloudMTA?

[Contact us!](#) The GreenArrow team loves building partnerships with our customers. We'd be happy to talk through your requirements and **set you up with a demo**, and our technical team can consult with you to plan and execute your implementation or migration. We've assisted large and small senders migrating to GreenArrow from the industry's other major platforms, and we care deeply about the success of our customers.

Our experience and care show up in everything we do, and that is why we aren't afraid to leave the exits unblocked by avoiding DNS-based vendor lock-in. Our customers stay with us because we are a true partner in their success.

With an average of 16 years of industry experience in our technical staff, you can trust that we will get you launched successfully, whether starting from scratch or migrating an existing operation.