

● THE INBOX INSURANCE KIT

The Inbox Insurance Kit

Roughly **1 in 6 cold emails never reaches a human**. This is the full deliverability setup that gets you into the inbox: authentication, secondary domains, a week-by-week warmup table, daily send caps, the rules that keep you out of spam, and a pre-send checklist you can run before every campaign.

7 Sections • **1 Warmup Table** • Stop torching domains. Start landing.

A free kit from AgencyGod
agencygod.com

**The \$10,000 Guarantee**

You get the result, or you get paid \$10,000.

You sent 1,000 emails, got zero replies, and blamed your copy. **The copy was never the problem.**

Global inbox placement sits around **84%**, so for every 1,000 emails you send, roughly **160 vanish** into spam or nowhere a human will ever look. Outlook is worse at 75.6%. Your prospect never saw the message you spent hours writing. That is not a copywriting problem. That is a deliverability problem, and it is the one leak almost nobody checks first.

Think of this as insurance on money you have already spent. You paid for the list, the tools, and the hours. Deliverability is what makes sure that spend actually lands in front of a person instead of dying silently in a spam folder.

~84%

Global inbox placement. About **1** in **6** legit emails never lands.

75.6%

Outlook / Hotmail inbox rate. The hardest major provider.

2-3 days

How fast a domain can burn. Recovery runs **3-6 months**.

WHY FIRST-TIME SENDERS BURN THEIR DOMAIN

They blast 500 emails a day from their main company domain on day one.

No authentication. No warmup. No secondary domains. The result is predictable: spam complaints spike, the reputation tanks overnight, and suddenly even their **invoices land in spam**. One startup lost its primary domain after three days of aggressive sending. The fix takes months. This kit is the order of operations that keeps that from happening to you.

HOW TO USE THIS

Top to bottom, in order

The sections are ranked by **impact**. Authentication first because it is the biggest controllable lever. Spam words last because filters weigh them least. Do not skip ahead.

THE ONE RULE

Auth live before the first send

SPF, DKIM, and DMARC must be set up **before** a single email goes out. Warm a domain with no authentication and you are warming up a domain that providers already distrust.

THE 7 SECTIONS, IN PRIORITY ORDER

1	Authenticate First (SPF / DKIM / DMARC)	Biggest lever
2	Never Send From Your Main Domain	Isolate risk
3	The 3-Week Warmup Table	Copy it
4	The Send Math (Daily Caps)	Do the math
5	The Rules That Keep You Alive	Stay clean
6	List Hygiene & Spam-Word Cleanup	Finishing touch
7	The Pre-Send Checklist	Run every time



AUTHENTICATE FIRST

SPF, DKIM & DMARC, Explained Simply

The single biggest controllable lever. It is also nearly free.

The boring chore everyone skips is the one thing that decides whether providers trust you at all. Full authentication reaches **83.75% inbox placement versus 44.99% with none** – roughly 2.7x more likely to land – and drops complaint rates to 0.09% from 0.26%. (The Digital Bloom, Q1 2025.)

NO AUTHENTICATION

44.99%

inbox placement. More than half your sends are gambling on a spam folder.

SPF + DKIM + DMARC

83.75%

inbox placement. A **38.76-point** gap from doing one setup once.

SPF**The guest list**

A DNS record that says which servers are allowed to send mail for your domain. If a server is not on the list, providers treat the mail as suspicious.

DKIM**The tamper-proof seal**

A cryptographic signature on every message proving it really came from you and was not altered in transit. It is the digital wax seal on the envelope.

DMARC**The instructions**

Tells providers what to do when a message fails SPF or DKIM. Start at **p=none** to monitor, then move to **p=quarantine** or **p=reject** at enforcement.

THE NEAR-FREE COMPETITIVE EDGE

Only about **18.2% of domains have a valid DMARC record**, and just **7.6% are at enforcement**. So 81.6% of senders have nothing. Getting this right puts you ahead of more than 9 in 10 senders almost instantly. (The Digital Bloom, 2025.)



This is no longer optional.

SPF, DKIM, and DMARC are now **mandatory for bulk senders** (5,000+/day to Gmail), with one-click unsubscribe honored within 2 days and spam complaints kept under 0.3%. From **November 2025, Gmail moved from delaying non-compliant mail to rejecting it**. Unauthenticated bulk mail does not go to spam now. It bounces. (Security Boulevard, Google/Yahoo 2025 requirements.)

2

PROTECT THE MOTHERSHIP

Never Cold Email From Your Main Domain

If a sending domain burns, it should never be the one your invoices ride on.

Cold outreach is a contact sport. Some sends will bounce, some will draw complaints, and reputation takes hits no matter how careful you are. The move is simple: **keep all of that off your primary domain.** Buy secondary lookalike domains, send cold from those, and let your main domain stay clean for invoices, contracts, and warm replies.



Buy secondary lookalike domains

If your agency is acme.com, send from getacme.com or tryacme.io. Same brand recognition, zero risk to the mothership.



No hyphens, no numbers

acme-agency-2.com screams spam to a filter and to a human. Keep it clean and readable, the way a real company would name it.



Older domains win

Domains aged 12+ months tend to carry more trust than one registered last week. If you can buy aged, buy aged.



Set up redirects to your main site

Point each secondary domain at your real homepage. A prospect who clicks through should land somewhere legitimate, not a dead page.



Authenticate every single one

SPF, DKIM, and DMARC on each domain before it ever sends. Section 1 applies to every domain you own, not just one.

Why this matters in dollars: Your main domain is where your invoices, client threads, and proposals live. Burn it on a cold campaign and your business email goes to spam, not just your outreach. The secondary domain is a firewall. If one catches fire, you swap it out and the core of your business never feels it.



A burned domain is not a quick fix.

A domain can be **burned in as little as 2 to 3 days** of bad sending. Recovery typically takes **3 to 6 months**, and blacklist recovery 6 to 12. Some burns are effectively permanent. That is months of pipeline gone, for the sake of skipping a setup that takes an afternoon. (UnifyGTM, Cold Email 2026 Domain Setup.)

3

THE WARMUP SCHEDULE

The 3-Week Warmup Table

A new domain that sends at full volume on day one looks exactly like a spammer. Ramp slowly.

Providers watch how a new domain behaves. Send a trickle that gets opened and replied to, and trust builds. Blast hundreds on day one and the pattern matches every spammer they have ever seen. Warmup takes **2 to 4 weeks minimum** (up to ~12 weeks to fully mature). The hard rule: **never raise volume more than ~20% in a single day.** (Topo.io / UnifyGTM 2026.)

Week	Daily volume per inbox	What you are doing
Week 1	5 - 20 / day	Send to engaged contacts and warmup tools. Reply to everything. Build a heartbeat.
Week 2	10 - 40 / day	Increase gradually. Keep open and reply rates healthy before you climb further.
Week 3	20 - 60 / day	Start blending in real cold prospects. Watch your bounce and complaint rates closely.
Week 4	25 - 80 / day	Reach your steady-state cap, then hold . This is your cruising altitude, not a launchpad.

THREE RULES THAT MAKE THE TABLE WORK

1. **Authentication is already live** before week 1 begins (Section 1). 2. **Never jump more than ~20% in a day**, even if a week looks slow. 3. **Engagement is the fuel** – opens and replies in the early weeks are what build the trust that lets you scale. A warmup with no engagement is just slow spam.

The patience tax is real but cheap. Three to four weeks of disciplined warmup feels slow when you want pipeline now. It is nothing next to the 3 to 6 months it takes to recover a domain you rushed and burned. Slow is fast here.

4

DAILY SEND CAPS

The Send Math: Inboxes, Not One Domain

The 2,000/day technical limit is a trap. The safe cold cap is far lower, and per inbox.

Google Workspace says you can send 2,000 a day. M365 says 10,000. Those are **technical limits, not safe cold-sending caps**. Hit them on cold outreach and you torch your reputation. The practical safe cap is **~25 to 50 emails per inbox per day**, with 3 to 5 inboxes per domain, scaled across secondary domains. (UnifyGTM / Topo.io.)

WORKED EXAMPLE · 200 EMAILS A DAY, SAFELY**~25**

safe emails per inbox per day (use the low end while ramping)

~8

mailboxes you need to hit 200/day safely

2 - 3

secondary domains, with 3 to 5 inboxes on each

200/day = ~8 inboxes across 2-3 domains

The takeaway: volume comes from **more authenticated, warmed inboxes**, never from pushing one mailbox harder. A single inbox screaming out 200 a day is a flare that tells every provider you are a spammer. Eight inboxes each doing 25 looks like eight real people doing their jobs.

25-50

Per inbox, per day. Stay at the low end during warmup and while a domain is young. Treat 50 as a ceiling, not a target.

3-5

Inboxes per domain. More than that on a single domain starts to look unnatural to providers.

2,000

The number to ignore. The Google Workspace technical limit has nothing to do with safe cold sending. Do not use it as your cap.

5

STAY ALIVE

The Rules That Keep You Alive

Three numbers providers watch. Cross them and the inbox door closes.

<0.1%

Spam complaint rate. Gmail's hard ceiling is 0.3%, but aim under 0.1%. At a 0.4% complaint rate, Gmail can start rejecting everything you send.

<2%

Bounce rate. High bounces signal a dirty list and tank your reputation fast. Verify before you send (Section 6).

2 days

Unsubscribe speed. Honor one-click unsubscribes within 2 days. It is now a requirement for bulk senders, not a courtesy.

6

FINISHING TOUCH

List Hygiene & Spam-Word Cleanup

Necessary, but not the main event. Filters weigh reputation and auth far more than keywords.

Verify the list first. Run every list through a verification tool before sending to strip dead addresses and spam traps. A clean list is what keeps your bounce rate under 2%. Then clean the copy. Spam words alone will not sink you, but stacking them on top of a young domain is asking for trouble.

free

guarantee

act now

limited time

click here

100% free

risk-free

cash

\$\$\$

urgent

winner

no obligation

buy now

cheap

~~ALL CAPS SUBJECT LINES~~→ **Sentence case, like a human**~~Five exclamation points!!!!~~→ **One clear sentence**~~Image-heavy, link-stuffed HTML~~→ **Plain text, one link max**

Order of importance: Filters score reputation, authentication, and engagement far above keywords. A perfectly clean email from a burned, unauthenticated domain still lands in spam. Fix Sections 1 through 5 first. Treat spam-word cleanup as the polish, not the plan.

7

BEFORE YOU PRESS SEND

The Pre-Send Checklist

Run this before every campaign. Print it. Tick it. No exceptions.

- | | |
|---|--|
| ☐ SPF, DKIM, DMARC live
On every sending domain, verified working. | ☐ Sending from a secondary domain
Never the main one. Mothership stays clean. |
| ☐ Domain warmed 2-4 weeks
Per the table. Not skipped, not rushed. | ☐ Daily cap set at 25-50 per inbox
Low end if the domain is still young. |
| ☐ List verified
Run through a verifier. Bounce risk under 2%. | ☐ One-click unsubscribe in place
Honored within 2 days, no manual step. |
| ☐ Copy is plain text, one link
No ALL CAPS, no spam-word pile-up. | ☐ Complaint rate under 0.1%
Watch it daily once the campaign runs. |

SELF-DIAGNOSIS · IS IT YOUR COPY, OR YOUR DELIVERABILITY?

Cold email baseline reply rate is around **3.43%**, with the top 10% landing 8 to 12%. So if your reply rate is stuck **under 3%**, the problem is almost always deliverability, not copy. Your prospects are not saying no. They never saw the email. (UnifyGTM, Cold Email 2026 benchmarks.)

You can spend 4 weeks warming domains. Or you can spend it closing.



Learning DMARC, buying domains, and babysitting a warmup is weeks of work before a single qualified call. **AgencyGod runs client acquisition WITH you** – the authenticated infrastructure, the sending, the booked calls – so you skip the setup grind and go straight to selling. Backed by the \$10,000 guarantee.

— YOUR EMAILS LAND. NOW WHAT?

We get you in the inbox. **And on the calendar.**

Deliverability is one link in the chain. A landed email still has to book a call, the call has to show, and the prospect has to close. **AgencyGod installs the whole machine with you** – authenticated sending domains, qualified outreach, and booked calls that show up – so you stop guessing which leak is killing your pipeline. We onboard only a handful of agencies a month so we can actually deliver.



The \$10,000 Guarantee

We put \$10K on the line. You either get the result, or you get paid.

Apply to AgencyGod →

Free 30-min strategy call · backed by the \$10,000 guarantee

Apply now at agencygod.com

Results shown are not typical and not guaranteed. Deliverability figures and benchmarks are cited from third-party sources and presented as ranges, not promises. Recovery times for a damaged sending domain vary and cannot be guaranteed.