



MASTER PLAN · COLD EMAIL OUTREACH · PREPARED 16 SEP 2026

The Ability Email Outreach Engine: 1,000 human-quality emails a day, without living in spam

A complete strategy, system design and step-by-step execution plan for Ability's email outreach across tech, AI, cyber, banking operations and the BizAi products, built on your five pillars: domain, servers, content, sending behavior and deliverability protocols.

22

sending domains (18 live, 4 reserve)

44

inboxes, 2 per domain as you planned

28

cold emails per inbox per day

~1,008

emails per business day by 4 Nov 2026

01

Executive summary

Your instinct is right: small, spread-out volume across many inboxes, human-like variation, verified data and tight protocols is exactly how serious outbound teams operate in 2026. The plan below keeps your architecture and fixes the five things that would otherwise sink it.

The five decisions that matter most

1. **Never cold email from abilityglobal.io.** It is your brand, your client mailbox and your proposal address. Cold volume runs on separate lookalike domains that forward to it.
2. **Fix the main domain first.** The audit found DKIM is not enabled on abilityglobal.io while DMARC is set to quarantine. That alone explains a lot of spam placement.
3. **Mix Microsoft 365 and Google Workspace inboxes.** Your buyers (banks, CISOs, enterprise CTOs in the US and GCC) sit mostly on Microsoft. Match sender to recipient provider.
4. **Earn the 1,000.** Fresh domains need 3 weeks of warmup and a 3-week ramp. Sending 1,000 on day one burns the domains you just paid for.
5. **Claude runs the thinking, tools run the pipes.** Claude researches, scores, writes, triages and briefs; the sequencer and automations send and route. Humans approve anything that commits Ability.

What the finished system does every business day

- Pulls about 385 fresh, verified, researched leads matched to one of Ability's offers.
- Sends about 1,000 plain-text emails (new plus follow-ups) from 36 active inboxes, in each recipient's working hours, with no two emails identical.
- Classifies every reply in minutes, drafts the answer, and puts interested prospects in front of a human with a meeting link.
- Briefs the meeting owner before each call and turns the call notes into a scope and next-step email.
- Checks its own health each morning and pauses any inbox or domain that crosses a red line.

Planning math (per business day)

ITEM	VALUE	HOW IT IS DERIVED
Active inboxes	36	18 live domains × 2 inboxes
Cold sends per inbox	28	Inside your 25 to 35 band, under Microsoft's ~30 guidance for cold senders; warmup emails are extra
Total sends	1,008	36 × 28
Sends per lead	~2.6	4-step sequence, minus replies, bounces and opt-outs
New leads needed	~385 / day	≈ 8,500 per month; pull ≈ 12,000 raw to allow for verification losses
Replies (planning range)	170 to 340 / month	2% to 4% of leads contacted; assumption to validate in weeks 5 to 8

Meetings
(planning range)

20 to 60 /
month

20% to 30% of replies positive, about half book

Reply and meeting ranges are planning assumptions, not promises. They will be replaced with Ability's real numbers after the first 5,000 sends.

02

Review of your plan

Point by point against your brief, what stays, what changes and why.

YOUR ELEMENT	VERDICT	ADJUSTMENT
Upgrade abilityglobal.io health, set MX, SPF, DKIM, DMARC	Keep	Do it, but for your day-to-day and warm mail. Cold volume never touches this domain. MX and SPF already exist; DKIM is the gap.
25 to 35 emails per inbox per day	Keep	Set 28 as the default, 35 only for inboxes older than 90 days with clean stats. New inboxes start at 8.
2 inboxes per domain	Keep	Most operators use 2 to 3. Two gives better blast-radius isolation and domains cost about \$12 a year. 22 domains total including a warm reserve.
1,000 per day to start	Change	1,000 per day is the target by week 7. Starting at 1,000 on new domains is the fastest way into spam. Pre-warmed inboxes can shorten this by about 2 weeks at higher risk.
Apollo, Claude + Apify scrapers	Keep	Use Apollo's official Claude connector for people data. Use Apify for public buying signals (job posts, news, websites), not for scraping Apollo itself, which risks your Apollo account under its terms.
MillionVerifier, NeverBounce	Keep	Run as a waterfall: MillionVerifier first (cheap), NeverBounce only on catch-all and unknown results.
Claude, Mailscale, PlusVibe for sending	Keep	Mailscale supplies the inboxes and test runs; PlusVibe is the sending engine with warmup, rotation and spintax; Claude runs the AI layer. Use one sequencer

		only. PlusVibe Business is recommended because it has an MCP server Claude can talk to.
Rotating inboxes, spintax	Keep	Add provider matching (Outlook recipients from Microsoft inboxes), random send gaps and daily volume jitter.
Mail-tester, casual test, marketing test	Keep	Formalised as 4 gates with pass marks: mail-tester scores, simple casual tests with PlusVibe, marketing-style test runs with PlusVibe or Mailscale. Marketing-style content is used only as a test, never sent cold.
Campaigns, replies, follow-ups, meetings, scope	Keep	Built as one pipeline with AI triage, human approval on interested replies, meeting briefs and scope drafts.
Not in your plan	Add	Global suppression list, compliance footer with a postal address, open and click tracking off, reserve domains, auto-pause rules, Google Postmaster Tools and DMARC reporting, and a copy-quality gate for AI-written emails.

03

Domain health audit: abilityglobal.io

Live DNS lookups run on 16 Sep 2026 against public resolvers. This is what receiving servers see today.

CHECK	WHAT WE FOUND	STATUS	MEANING
Registrar vs DNS host	Registered at GoDaddy, but nameservers are <code>tessa.ns.cloudflare.com</code> and <code>clyde.ns.cloudflare.com</code>	Note	All DNS edits must be made in Cloudflare . Records added in GoDaddy's DNS panel will do nothing.
MX	<code>0 abilityglobal-io.mail.protection.outlook.com</code>	Pass	Mail is hosted on Microsoft 365.

SPF	<code>v=spf1 include:spf.protec tion.outlook.com ~all</code>	Pass	Valid and lean. Any other system that sends as @abilityglobal.io (website forms, CRM, HR tools) is not authorised and will fail.
DKIM	No <code>selector1._domain key</code> or <code>selector2._domain key</code> records	Fail	Custom DKIM is not enabled. Microsoft signs with its onmicrosoft.com domain, which does not align with abilityglobal.io, so DMARC depends on SPF alone and breaks whenever mail is forwarded. Gmail, Yahoo and Microsoft all expect both SPF and DKIM.
DMARC	<code>v=DMARC1; p=quarantine; adkim=r; aspf=r; rua=mailto:dmARC_r ua@onsecureserver. net</code>	Weak	Policy is strong but reports go to a GoDaddy-managed address you almost certainly never read. Quarantine without aligned DKIM sends some of your own legitimate mail to junk.
MTA-STS and TLS-RPT	No <code>_mta-sts</code> or <code>_smtp._tls</code> records	Missing	Low priority, but a trust signal for enterprise and banking recipients.
BIMI	No record	Optional	Logo in the inbox. Only after DMARC is at quarantine or reject with aligned DKIM.
Autodiscover	CNAME to <code>autodiscover.outl ook.com</code>	Pass	Outlook client setup is correct.
Website	A record 5.9.113.156 (Hetzner). Site loads; no postal address shown	Note	A visible business address helps trust and is required in commercial emails to US recipients.
Domain blocklists	SURBL: not listed. Spamhaus DBL and URIBL refuse	Verify	Run the MXToolbox Blacklist and Domain Health checks to complete this line.

Diagnosis. The most likely reasons mail from abilityglobal.io lands in spam today: no aligned DKIM, a DMARC quarantine policy acting on unaligned mail, and (if bulk or cold mail was ever sent from it) reputation damage. Fixing DKIM is a 20-minute job and should happen before anything else in this plan.

04

Fix abilityglobal.io, step by step

Target: 10/10 on mail-tester, SPF, DKIM and DMARC all passing and aligned, DMARC at reject within 45 days. Owner: whoever holds the Microsoft 365 admin and Cloudflare logins.

1 Freeze any bulk or cold sending from abilityglobal.io.

From today this domain sends only person-to-person mail: clients, partners, warm replies, proposals.

2 Enable DKIM in Microsoft 365.

Go to `security.microsoft.com` > Email & collaboration > Policies & rules > Threat policies > Email authentication settings > DKIM. Select abilityglobal.io, toggle on, and copy the two CNAME values shown.

3 Add the two CNAMEs in Cloudflare

(DNS only, grey cloud, not proxied). They will look like this; use the exact values Microsoft gives you:

```
selector1._domainkey CNAME selector1-abilityglobal-io._domainkey.<tenantid>.microsoft.com
selector2._domainkey CNAME selector2-abilityglobal-io._domainkey.<tenantid>.microsoft.com
```

Return to the DKIM page and switch "Sign messages for this domain with DKIM signatures" to Enabled. Status should read "Signing DKIM signatures for this domain". PowerShell alternative: `Set-DkimSigningConfig -Identity abilityglobal.io -Enabled $true`, and confirm 2048-bit keys with `Get-DkimSigningConfig`.

4 List every system that sends as @abilityglobal.io

(website contact form, HRMS, CRM, invoicing, Novara HR notifications). Each one either gets its own SPF include and DKIM, or moves to a subdomain such as `notify.abilityglobal.io`. Keep SPF under 10 DNS lookups.

5 Point DMARC reports somewhere you can read.

Sign up for a free DMARC monitor (Postmark DMARC digests, EasyDMARC or dmarcian) and replace the record:

```
_dmarc TXT "v=DMARC1; p=quarantine; rua=mailto:<your-monitor-address>;
```

6 Watch reports for 2 to 4 weeks.

When 100% of legitimate sources pass aligned, move to `p=reject`.

7 Add TLS reporting and MTA-STS

(Cloudflare or your DMARC tool can host the policy file):

```
_smtp._tls TXT "v=TLSRPTv1; rua=mailto:<your-monitor-address>"
_mta-sts TXT "v=STSV1; id=20260916"
```

Start the MTA-STS policy in `mode: testing`, then `enforce`.

8 Verify the domain in Google Postmaster Tools

(TXT record) to see Gmail spam rate and compliance status.

9 Run the tests.

Send from your mailbox to mail-tester.com (target 10/10), check MXToolbox Domain Health and Blacklist, and send to a personal Gmail and Outlook.com to confirm inbox placement and "dkim=pass header.d=abilityglobal.io" in the headers.

10 Clean up trust signals.

Add a business address to the website footer, keep a professional email signature with no images or tracking links, and make sure the Microsoft 365 tenant has outbound spam policies at defaults (no forwarding rules to external addresses).

11 Optional after 45 days:

BIMI with an SVG Tiny logo; a VMC or CMC certificate is needed for Gmail to show it.

Your structure, sized for 1,000 per business day with headroom and a warm reserve so a burned domain never drops daily volume.

POOL	DOMAINS	INBOXES	COLD / INBOX / DAY	DAILY CAPACITY	USED FOR
Microsoft 365 pool	12	24	28	672	Recipients whose MX is Microsoft, Proofpoint, Mimecast or other enterprise gateways (most banks, CISOs, US and GCC enterprise)
Google Workspace pool	6	12	28	336	Recipients on Google (startups, SaaS, many SMBs and agencies)
Reserve pool (warming only)	4	8	0	0	Swapped in within 24 hours when a live domain is paused or retired
Total	22	44		1,008	

The 2:1 Microsoft to Google split is a starting assumption based on who Ability sells to. After the first 5,000 verified leads, Claude tags each lead's mail provider from its MX record and the split is rebalanced to match.

Domain naming rules

- Brand-adjacent, short, readable aloud, `.com` first, then `.io` or `.co`. No numbers, no stacked hyphens, nothing that looks like phishing.
- Pattern examples to check for availability: `abilityteams.com`, `getability.io`, `withability.co`, `abilityhq.com`, `meetableity.com`, `teamability.io`, `abilityengineering.com`, `abilitycyber.com`, `abilityops.com`, `joinability.com`.
- Every sending domain 301-redirects to `abilityglobal.io`, so a prospect who types it in lands on the real site.
- Prefer domains at least a few months old if a clean aged option is available; otherwise register fresh and respect the 3-week warmup.
- Two inboxes per domain on real-person names used by real team members or clearly assigned personas who can take a call, for example `firstname@` and `rachel@`. Display name "First name, Ability" style. Each inbox has a profile photo and a plain-text signature.

Lifecycle of a sending domain

Register

Day 0

DNS, forwarding,
inboxes

Warm

Days 1 to 21

Warmup only, 5
rising to 30 per day

Ramp

Days 22 to 42

Cold 8 → 15 → 22 →
28

Live

Day 43 onward

28 per day, warmup
stays on at 10 to 15

Rest or retire

On red flags

Pause to warmup only for 2 to 4 weeks, or retire and swap in reserve

06

Sending domain setup, for each of the 22 domains

1

Register the domain

(GoDaddy is fine, Cloudflare Registrar is cheaper at renewal). Turn on auto-renew and WHOIS privacy.

2

Move DNS to Cloudflare

so all domains are managed in one account with API access. Your infrastructure provider may do this for you.

3

Create the inboxes

on native Microsoft 365 or Google Workspace tenants, not shared SMTP. If using a provider such as Mailscale, confirm in writing that inboxes are native Microsoft or Google and on a tenant dedicated to Ability.

4 Publish records.

Microsoft 365 domain:

@	MX	0 <domain-with-dashes>.mail.protection.outlook.com
@	TXT	"v=spf1 include:spf.protection.outlook.com ~all"
selector1._domainkey	CNAME	(value from Microsoft Defender DKIM page)
selector2._domainkey	CNAME	(value from Microsoft Defender DKIM page)
_dmarc	TXT	"v=DMARC1; p=none; rua=mailto:<monitor>; fo=0"

Google Workspace domain:

@	MX	1 smtp.google.com
@	TXT	"v=spf1 include:_spf.google.com ~all"
google._domainkey	TXT	(2048-bit key from Admin console > Apps > Google Workspace > Security
_dmarc	TXT	"v=DMARC1; p=none; rua=mailto:<monitor>; fo=0"

5 Microsoft only:

enable SMTP AUTH per mailbox (it is off by default on newer tenants) or connect via OAuth in the sequencer.

6 Set up forwarding:

Cloudflare redirect rule, `https://domain/*` → `https://abilityglobal.io` (301).

7 Custom tracking domain:

create a CNAME for the sequencer's tracking host but keep open and click tracking **off** for cold campaigns.

8 Mailbox hygiene:

profile photo, signature, time zone, and no auto-forwarding rules. Send a few genuine emails between team members in week 1.

9 Connect to PlusVibe

, tag each inbox with its pool (MS, GW, Reserve) and domain, and start warmup at 5 per day with ramp-up enabled and reply rate around 30% to 40%.

10 Test:

mail-tester 10/10 per domain before the domain is allowed into any campaign. After 14 days of clean DMARC reports, set `p=quarantine`.

Claude can do most of this. With the Cloudflare API token and a CSV of domains, Claude generates every DNS record, verifies them by lookup, and produces a pass or fail sheet per domain. Mailbox creation stays with the provider or admin.

07

Recommended platform stack

One tool per job, chosen for deliverability, cost at 1,000 per day, and whether Claude can connect to it.

Your chosen toolkit (core of the plan). Apollo for lead generation · **Claude + Apify** scrapers for research and signals · **MillionVerifier** and **NeverBounce** for recipient verification · **Mailscale** for inboxes and marketing-style test runs · **PlusVibe** for warmup, inbox rotation, spintax, campaigns, replies and casual inbox tests · **mail-tester** for deliverability scores · **Claude** as the AI and automation layer. Other tools below are supporting options only.

LAYER	RECOMMENDED	ALTERNATIVE	WHY
Domains and DNS	GoDaddy or Cloudflare Registrar + Cloudflare DNS	Porkbun	One DNS console with an API for bulk records and checks
Inboxes	Mailscale: native Microsoft 365 + Google Workspace inboxes (quoted price)	Premium Inboxes, Mailforge or Infraforge, Zapmail, or buy seats direct from Microsoft and Google	Native inboxes typically cost \$2.50 to \$4.50 each through providers; avoid cheap shared SMTP for enterprise buyers
Sequencer, warmup, rotation, unibox	PlusVibe Business (\$77/mo, 150,000 emails)	Smartlead Pro (\$94/mo) or Instantly Hypergrowth (\$97/mo)	Unlimited inboxes and warmup, spintax, AI reply agent, API and webhooks, and an official MCP server for Claude (Business plan)
People and company data	Apollo paid plan + the official Apollo connector in Claude	Sales Navigator exports (already in use)	Claude can search, enrich and push prospects using your existing Apollo credits

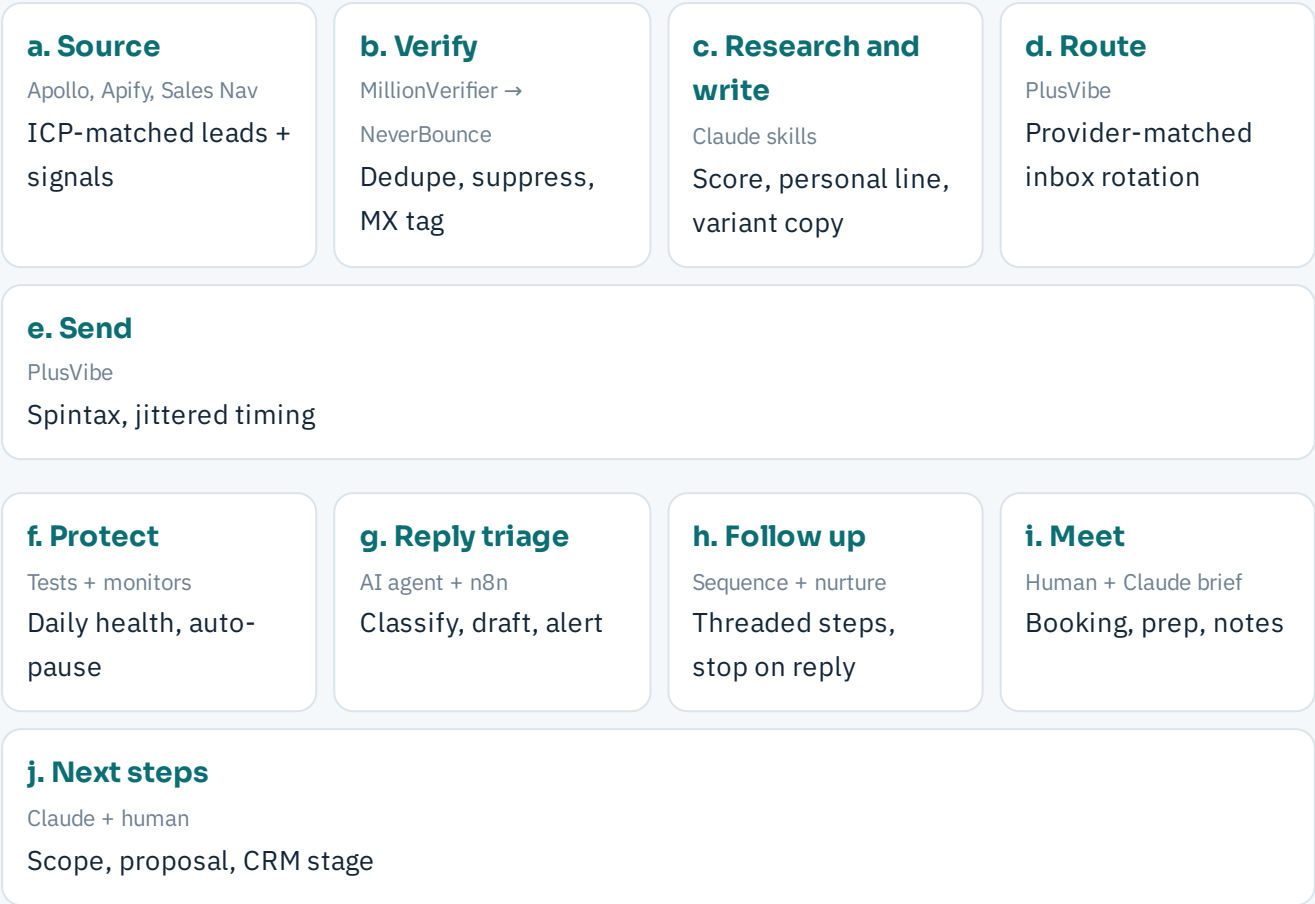
Signals and web research	Apify (job posts, news, company sites, LinkedIn company pages)	Claude web research alone for small batches	Buying signals turn generic emails into timely ones
Verification	MillionVerifier (bulk) → NeverBounce (catch-all and unknown)	ZeroBounce, Bouncer	About \$37 per 10,000 at MillionVerifier; pay NeverBounce rates only on the risky slice
Testing	mail-tester.com , PlusVibe casual inbox tests, PlusVibe or Mailscale marketing-style test runs	GlockApps or MailReach (optional extras)	Score per domain plus real inbox placement by provider
Monitoring	Google Postmaster Tools, DMARC monitor, MXToolbox	EasyDMARC paid	Spam rate, authentication and blocklists
Automation glue	n8n (cloud or self-hosted)	Make	Webhooks from PlusVibe to CRM, Slack or WhatsApp, and the Claude API
CRM and pipeline	HubSpot (Claude connector available) or the existing Outreach Hub	Pipedrive	One source of truth for every lead, reply, meeting and deal
Meetings	Cal.com or Calendly + Microsoft Teams transcription or Fireflies	Google Meet + Gemini notes	Transcripts feed the scope and follow-up drafts
AI layer	Claude (this Cowork project) with connectors, custom skills and scheduled tasks; Claude API inside n8n for real-time reply triage		See section 16

Prices are from 2026 vendor and review pages and change often. Confirm on each vendor's pricing page before buying.

08

The full system mechanism

Ten stages, each with a clear owner (AI, tool or human) and a hand-off record in the CRM. Your a to j, in order.



Data record that travels through every stage

```
lead_id, first_name, last_name, title, seniority, company, domain, country, city, industry, employees, offer_line (AI-Eng | Cyber | Banking-Ops | Talent | OrviQ | M icp_score (0-100), signal_type, signal_detail, signal_date, personal_line, pain_hy email, verify_status, verify_source, mx_provider (microsoft | google | gateway | c campaign_id, variant_id, sending_inbox, step, last_sent_at, reply_class, reply_at, owner, meeting_at, meeting_outcome, next_step, crm_stage, suppression_flag, source
```

09

a. Lead generation

Campaign segments (one offer per campaign, never a menu of services)

SEGMENT	WHO	MARKETS	BUYING SIGNALS TO PULL	SHARE OF VOLUME
AI and engineering teams	CTO, CIO, VP Engineering, Head of AI	US, UAE, KSA, Qatar	Open AI or data engineering roles, recent funding, new product launches, GenAI pilots announced	30%
Cyber security services and OrviQ	CISO, Head of Security, CRO, Head of Compliance	US regulated sectors, UAE, KSA, Qatar	New CISO hire, security job posts, regulatory deadlines, audit announcements	25%
Banking operations	COO, Head of Operations, Head of Cards, Head of Collections	UAE first, then KSA and Qatar	Branch or product expansion, digital bank launches, ops hiring	20%
Talent and Novara HR	CHRO, CPO, Head of Talent	US tech, GCC employers	Hiring surges, HR tech changes, layoffs followed by rehiring	15%
BizAi products	CEO, CFO, Group COO of multi-entity SMEs	UAE, Qatar, KSA	New entities, expansion, finance or ops hiring	10%

Daily sourcing workflow

1

Claude pulls from Apollo

through the connector using saved ICP filters per segment (title, seniority, industry, headcount, geography), about 550 raw contacts per business day.

2

Apify actors collect signals

for those companies: careers pages and job boards, news mentions, company website "about" and "services" text.

3

Claude scores each lead 0 to 100

(fit 40, seniority and budget 25, signal strength 25, data quality 10). Below 55 is dropped; 55 to 70 gets a segment-level email; above 70 gets a researched personal line.

4

Dedupe and suppress

against: existing clients and partners, open deals, the LinkedIn warm list being worked by hand, anyone contacted in the last 90 days, and the global unsubscribe list.

5

Hand to verification

as a CSV or directly through the n8n flow.

Guardrails. Never scrape personal emails, never buy lists, never scrape Apollo through Apify. Keep Germany and other strict opt-in markets out of cold email and use LinkedIn there instead.

10

b. Recipient check and verification

RESULT	ACTION
MillionVerifier "ok"	Send Normal campaigns
MillionVerifier "catch_all" or "unknown"	Re-check with NeverBounce. "valid" → send. "catchall" or "unknown" → catch-all campaign.
Catch-all campaign	Limited Maximum 10% of daily volume, only from 4 designated inboxes, first step only until bounce rate proves under 3%
"invalid", "disposable", role accounts (info@, sales@, hr@)	Drop
Verified more than 30 days ago	Re-verify before sending

After verification Claude looks up each company's MX record and tags `mx_provider`. PlusVibe then routes Microsoft and gateway recipients to the Microsoft pool and Google recipients to the Google pool. Target: under 2% bounce per campaign and under 1% on the main pools.

11

c. Content and human-like variation

Copy rules for every cold email

Format

- Plain text only. No images, attachments, HTML templates or tracking pixels.
- Step 1 has **no links**. A single link is allowed from step 3, to `abilityglobal.io`, never a shortened URL.
- 50 to 110 words. Subject line 2 to 5 words, lower case, like a colleague would write.
- One question as the call to action. No calendar link until someone shows interest.
- Plain signature: name, title, Ability, city, office address, and an opt-out line.

Voice (Ability house rules)

- Company name is always "Ability". No em dashes. No client names without written consent.
- Avoid "offshore", "outsourcing", "cheap", "staff augmentation", "world-class", and cost savings as the headline.
- No spam triggers: free, guarantee, act now, 100%, \$\$\$, exclamation marks, ALL CAPS.
- Lead with their situation (the signal), one concrete outcome, one easy question.
- Statistics only if verified and sourced in the sentence.

Three layers of variation

1. **Spintax** on greetings, openers, bridges, calls to action and sign-offs, so each email is a different string of text.
2. **Variants**: 3 to 4 genuinely different angles per campaign step (problem-led, signal-led, proof-led, question-led), rotated by PlusVibe.
3. **Personal line** written by Claude from the lead's signal for leads scoring above 70.

Before any variant goes live, Claude runs a copy-quality gate: word count, reading level, banned words, link count, spam-word scan, no em dashes, and a "would a busy CISO read past line one" critique.

Sample sequence: AI and engineering teams (US CTO)

Subject: `{{company}}` `{AI hiring|AI roles|engineering hiring}`

`{Hi|Hello}` `{{first_name}}`,

{{personal_line}}

{Most teams we speak with|A lot of CTOs we work with} {find|say} the hard part is not the first AI hire, it is keeping delivery moving while those roles sit open for months.

Ability builds dedicated AI and engineering teams that {work your hours|overlap with your day} and {ship inside your stack|plug into your existing sprints}, usually with the first engineers productive in weeks rather than quarters.

{Would it be useful|Worth a quick look} to see how that {could work|might look} for {{company}}?

{Sender name}
{Title}, Ability
{Office address}

If this isn't relevant, just reply "no thanks" and I won't follow up.

Step 2, day 3 (same thread)

{{first_name}}, {one more thought|a quick follow-up}: {we usually start|most clients start} with a small {pilot squad|two to three person team} on one backlog item, so you can judge the work before committing to more.

{Open to that|Would that be a fair way to test it}?

Step 3, day 7 (same thread)

{Hi|Hey} {{first_name}}, {in case it's easier|if it helps}, here is a short overview of how our teams are set up: abilityglobal.io

{If AI delivery is not a priority this quarter|If the timing is wrong}, {happy to reconnect later|no problem at all}. {Who would be the right person|Is there someone else I should speak to} if it sits with another team?

Step 4, day 14 (same thread, breakup)

{{first_name}}, I'lll {close the loop here|stop here} {so I don't crowd

your inbox|for now}. If {AI or engineering capacity|delivery capacity} {comes up|becomes a priority} later, a reply to this {thread|email} {will reach me directly|comes straight to me}.

Sample opener: cyber security (UAE CISO)

Subject: {audit prep|compliance evidence} at {{company}}

{Hi|Hello} {{first_name}},

{{personal_line}}

{When audit season comes around|Ahead of each regulatory review}, {most security leaders in the UAE we talk to|many CISOs we work with} spend weeks {collecting evidence by hand|chasing screenshots and spreadsheets}.

Ability runs {SOC and assurance teams|managed security operations} for {regulated businesses|banks and financial firms} in the UAE, and our OrviQ platform keeps compliance evidence {current|continuously up to date}.

{Is this on your radar for the next two quarters|Would a short comparison against your current setup help}?

{Sender name}
CEO, Ability

12

d. Sending behavior and inbox rotation

SETTING IN PLUSVIBE	VALUE
Daily limit per inbox (live)	28 cold, 35 maximum for inboxes older than 90 days with clean stats
Warmup (always on)	10 to 15 per day once live, ramp enabled, reply rate 30% to 40%

Sending window	08:30 to 16:30 in the recipient's time zone, Monday to Friday (Sunday to Thursday for KSA and Qatar where appropriate)
Gap between sends per inbox	Random 11 to 23 minutes
Daily volume jitter	Plus or minus 15% per inbox
Inbox rotation	All inboxes in a pool assigned to the campaign; follow-ups sent from the same inbox that sent step 1
Provider matching	Microsoft and gateway recipients → Microsoft pool; Google recipients → Google pool
New leads vs follow-ups	Prioritise follow-ups; new leads capped at 40% of each inbox's day
Stop on reply	On, across the whole company domain (one reply stops outreach to colleagues)
Open and click tracking	Off
Per-company cap	Maximum 3 contacts per company per week

Ramp schedule (per business day)

WEEK	DATES (2026)	COLD PER INBOX	LIVE INBOXES	SYSTEM VOLUME	PROGRESS
1 to 3	23 Sep to 13 Oct	0	36	warmup only	
4	14 to 20 Oct	8	36	288	
5	21 to 27 Oct	15	36	540	
6	28 Oct to 3 Nov	22	36	792	
7 onward	from 4 Nov	28	36	1,008	

Each step up happens only if the previous week passed every KPI in section 19. A failed week repeats.

13

e. Deliverability protocols and test gates

GATE	WHEN	TEST	PASS MARK
G1 Authentication	Day 1 per domain	DNS lookup of SPF, DKIM, DMARC, MX; mail-tester.com from each inbox	All records valid, 10/10 (9.5 minimum)
G2 Casual placement	Day 14 and day 21	Plain, casual one-line email from each inbox to seed accounts (Gmail, Outlook.com, Microsoft 365, Yahoo) sent with PlusVibe inbox tests, plus mail-tester score	90% or more in primary inbox, zero blocklist hits
G3 Campaign copy placement	Before each new campaign or variant	Real campaign copy (spintax resolved) sent to the seed list with PlusVibe inbox tests; a marketing-style comparison run through PlusVibe or Mailscale; mail-tester score on one send	80% or more inbox; any variant under 70% is rewritten
G4 Negative control	Once per quarter	Deliberately "marketing style" email (HTML, links, image) from a reserve inbox, run through PlusVibe or Mailscale test runs	Proves the difference; never used live
Weekly	Mondays	Placement test on 6 random live inboxes, MXToolbox blocklists for all 22 domains, DMARC report review	As above

14

f to h. Replies, triage and follow-ups

Every reply lands in the PlusVibe unibox. The AI reply agent classifies it; a webhook sends it to n8n, which calls Claude for a draft, writes to the CRM and alerts the right person.

REPLY CLASS	AUTOMATIC ACTION	HUMAN ACTION	RESPONSE TIME
Interested or meeting request	Claude drafts a reply with 2 time slots and the booking link, creates CRM deal, alerts on Slack or WhatsApp	Approve or edit and send from the same inbox	Under 1 business hour
Question or objection	Claude drafts an answer from the approved answer library (pricing ranges, security, compliance, locations)	Approve or edit	Under 2 business hours
Referral ("talk to X")	Claude finds X in Apollo, verifies, drafts a thank-you and a new first email mentioning the referral	Approve both	Same day
Not now or timing	Move to a 90-day nurture, set a reminder with their stated month	None	Automatic
Not interested	Polite one-line close (optional), stop all outreach to that person	None	Automatic
Unsubscribe or angry	Add email and company domain to the global suppression list for all 22 domains and the main CRM	Review weekly	Immediate, never later than 2 days
Out of office	Pause the sequence and resume 2 days after the return date	None	Automatic
Bounce or delivery failure	Mark invalid, suppress, count toward inbox bounce rate	None	Automatic

Follow-up architecture

- **Core sequence:** day 0, day 3, day 7, day 14 (business days), same thread, a new angle each time, stop on any reply.
- **Post-reply follow-ups:** interested but no booking gets a human follow-up at day 2 and day 5, then weekly for 3 weeks.

- **Nurture:** "not now" leads get one relevant, non-salesy note every 60 to 90 days (a relevant insight, a new product launch), from the same person.
- **Cross-channel:** for scores above 80, the same person sends a LinkedIn connection request after email step 2, following Ability's LinkedIn doctrine (no pitch in message one).

15

i to j. Meetings, scope and next steps

1 **Booking.**

Cal.com or Calendly link with round-robin across meeting owners by segment (for example Management for US CTO and CISO, Rachel for UAE). Confirmation and a reminder 24 hours and 1 hour before, sent from the main abilityglobal.io calendar.

2 **Move the relationship to the main domain.**

The meeting invite comes from the owner's @abilityglobal.io address. From here the conversation lives on the brand domain.

3 **Pre-meeting brief (Claude, 24 hours before).**

One page: company snapshot, the signal that triggered outreach, the email thread, likely pains, relevant Ability offer and bench profiles, 5 discovery questions, and red flags.

4 **The call.**

Recorded and transcribed with consent (Teams or Fireflies).

5 **Post-meeting package (Claude, within 1 hour).**

Summary, needs, budget and timeline signals, decision makers, a thank-you email draft, and a first-pass scope outline: objectives, team shape, phases, assumptions, open questions.

6 **Human review.**

Meeting owner edits and sends the follow-up the same day; delivery lead reviews the scope within 2 business days.

7 **Proposal.**

Claude builds the proposal document or deck from the approved scope in Ability's format (light theme, Ability logo, PDF copy).

8

CRM stages:

Replied › Meeting booked › Met › Scoping › Proposal sent › Negotiation › Won or Lost, with a next step and date on every open deal. Claude flags any deal with no activity for 7 days.

16

The Claude layer: connectors, skills and scheduled tasks

Claude does the work that needs judgment and writing. Deterministic plumbing (sending, webhooks, CRM writes) stays in PlusVibe and n8n so nothing depends on a chat window being open.

Connectors to set up in this project

Apollo

Official connector. Search prospects, enrich, verify, bulk add. Uses existing Apollo credits.

PlusVibe MCP

Business plan. Campaign analytics, reply insights, lead and account data. Powers daily health reports.

Apify, HubSpot, Slack

Signals and scraping runs, CRM read and write, and alerts to the team.

Custom Claude skills to build

SKILL	WHAT IT DOES	STAGE
ability-icp-scorer	Scores leads 0 to 100 against the segment definitions and assigns offer line	a
ability-lead-researcher	Reads signals, writes the personal line and pain hypothesis, flags weak data	a, c

ability-cold-copy	Writes spintax variants to the house rules and runs the copy-quality gate	c
ability-list-hygiene	Dedupes, applies suppression, MX-tags, splits by pool and catch-all	b
ability-reply-desk	Classifies replies and drafts responses from the approved answer library	g
ability-meeting-brief	Builds the pre-meeting brief and post-meeting summary	i
ability-scope-builder	Turns call notes into scope outline, then proposal	j
ability-deliverability-watch	Checks DNS, blocklists, placement and PlusVibe stats; recommends pauses	f

Scheduled tasks

- **07:00 PKT daily:** deliverability report (bounce, replies, placement, any inbox over thresholds) with recommended pauses.
- **08:00 PKT daily:** lead batch for the day: source, score, research, write personal lines, output a verified upload file.
- **Twice daily:** reply digest of anything the AI agent marked uncertain, plus unanswered interested replies.
- **Monday:** weekly campaign review (variant winners and losers, segment performance, next week's copy tests) and DNS and blocklist sweep of all 22 domains.
- **1st of month:** ICP refresh from won and lost deals, and inbox retirement review.

Claude API inside n8n (real time)

PlusVibe webhook (reply received)

- n8n: fetch thread + lead record
- Claude API: classify (8 classes) + confidence + draft reply
- if confidence ≥ 0.85 and class in [000, not interested, unsubscribe]: act auto
- else: post to Slack #replies with draft + Approve / Edit buttons
- on approve: PlusVibe API sends reply from same inbox; HubSpot updated

Human in the loop: roles

ROLE	WHO (SUGGESTED)	TIME	RESPONSIBILITIES
Outbound owner	Management (strategy), one ops lead (daily)	1 hr/day	Approves segments and copy, owns KPIs, final say on pauses
Deliverability and data operator	Ops resource, Karachi or Islamabad	3 to 4 hrs/day	Runs daily lead batch, spot-checks 5% of leads, uploads, monitors health, swaps reserve domains
Reply desk (2 people, shifts to cover US and GCC hours)	BD associates	Full shift	Approves AI drafts, handles objections, books meetings within 1 hour
Meeting owners	Management (US), Rachel (UAE), segment leads	As booked	Runs calls, sends same-day follow-up, owns deal to close
Solution or delivery lead	By segment (AI, cyber, banking ops)	As needed	Reviews scopes and proposals within 2 business days

18

90-day rollout

PHASE	DATES	KEY ACTIONS	EXIT CRITERIA
0. Foundation	16 to 19 Sep	Enable DKIM on abilityglobal.io, repoint DMARC reports, verify Postmaster Tools, freeze cold sends on main domain. Decide inbox provider, buy PlusVibe Business, Apollo, MillionVerifier credits.	abilityglobal.io 10/10 on mail-tester, DKIM passing
1. Build	19 to 23 Sep	Register 22 domains, DNS, forwarding, 44 inboxes, connect to PlusVibe, start warmup. Write segment definitions and	All 22 domains pass G1

answer library. Build Claude skills and connectors.

2. Warm and prepare	23 Sep to 13 Oct	Warmup 5 rising to 30. Source and verify the first 8,000 leads. Write 3 to 4 variants per step for 2 launch segments (AI engineering US, cyber UAE). Set up n8n reply flow, HubSpot, booking links. Dry-run the reply desk.	G2 passed on day 14 and day 21, lead bank of 8,000 verified
3. Ramp	14 Oct to 3 Nov	288 → 540 → 792 per day. Add banking ops and talent segments in week 5. G3 on each new variant. Weekly review.	Bounce under 2%, no blocklists, placement 80% or more, replies arriving
4. Full volume	4 Nov to 15 Dec	1,008 per day. A/B test subject lines and angles. Add BizAi segment. Rebalance Microsoft and Google pools from real MX data. First scope and proposal cycles.	Reply rate 2% or more, meetings booked weekly, pipeline value tracked
5. Scale decision	from 15 Dec	If KPIs hold for 4 weeks: add 10 domains and 20 inboxes (warm in December) for 1,500 per day in January. Retire or rest weakest domains.	Documented cost per meeting and per qualified opportunity

19

KPIs and auto-pause rules

METRIC	HEALTHY	WARNING	RED LINE ACTION
Hard bounce rate (campaign)	under 1.5%	1.5% to 2%	Above 3% for an inbox in 24 hours: pause inbox, re-verify list
Gmail spam rate (Postmaster Tools)	under 0.08%	0.08% to 0.1%	Above 0.1%: pause campaigns on that domain; above 0.3% enforcement begins

Inbox placement (seed tests)	80% or more	70% to 80%	Under 70%: domain to warmup only for 2 weeks, cut cold volume to 10 on return
Blocklist listing (Spamhaus DBL and similar)	none	minor list	Major list: retire domain, swap in reserve
Reply rate (per lead contacted)	3% or more	1.5% to 3%	Under 1% for 2 weeks: rewrite copy or rethink segment
Positive reply rate	0.8% or more	0.4% to 0.8%	Under 0.4%: offer and targeting review
Unsubscribe or negative replies	under 1%	1% to 2%	Above 2%: stop variant, review targeting
Reply response time (interested)	under 1 hour	1 to 4 hours	Over 4 hours: add reply desk cover
Meeting show rate	75% or more	60% to 75%	Under 60%: fix confirmation and reminder flow

20

Estimated costing analysis

What it costs to build the Email Outreach Engine in 20 days, run it at 1,008 emails a day, and what each lead, reply and meeting costs. All figures are USD estimates from 2026 public pricing and planning assumptions; confirm vendor quotes before purchase.

~\$600

one-time setup (base, excluding BIMi)

~\$650

tools per month at full volume (base)

~\$3,650

all-in per month incl. team time (base)

~\$120

all-in cost per meeting (base midpoint)

1. One-time setup costs (20-day build)

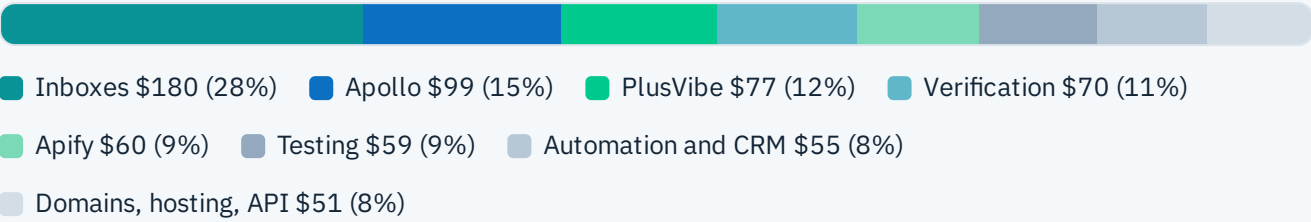
ITEM	LOW	BASE	HIGH	NOTES
22 sending domains (first year)	\$220	\$264	\$330	About \$10 to \$15 each; renewals shown monthly below
Inbox provider setup or pre-warmed inboxes	\$0	\$0	\$300	Pre-warmed inboxes only if you want to shorten warmup
First lead bank verification (12,000 raw)	\$50	\$70	\$90	MillionVerifier bulk plus NeverBounce on catch-alls
Placement testing during setup (G2, G3)	\$0	\$59	\$85	PlusVibe and Mailscale test runs plus mail-tester; GlockApps only as an optional extra
Launch Control deployment (developer time)	\$80	\$200	\$400	8 to 16 hours to deploy the zip, HTTPS and backups
BIMI logo certificate (optional, after DMARC reject)	\$0	\$0	\$1,500	CMC or VMC certificate, yearly; VMC needs a registered trademark
Total one-time	\$350	\$593	\$2,705	

2. Monthly tool and infrastructure costs

ITEM	LOW	BASE	HIGH	BASIS
44 inboxes (24 Microsoft 365, 12 Google, 8 reserve)	\$132	\$180	\$370	Provider pricing \$3 to \$4 each; buying seats direct costs more
Domain renewals (monthly equivalent)	\$20	\$24	\$28	22 domains
PlusVibe Business (sequencer, warmup, AI replies)	\$77	\$77	\$77	150,000 emails per month, API and MCP
Apollo paid seat	\$60	\$99	\$120	Depends on plan and credits
Apify (signals)	\$40	\$60	\$100	Starter plan plus usage

Verification (~12,000 checks)	\$50	\$70	\$90	MillionVerifier plus NeverBounce on ~2,500 risky results
Placement testing	\$0	\$59	\$85	Weekly seed tests
n8n, HubSpot, Cal.com, DMARC monitor	\$20	\$55	\$110	Free tiers cover the low case
Launch Control hosting (VPS + backups)	\$6	\$12	\$24	Single small server
Anthropic API (evidence reviews, reply triage)	\$5	\$15	\$40	About \$0.03 per evidence review; replies cost less
Total tools per month	\$410	\$651	\$1,044	Excludes existing Claude plan and Microsoft 365 seats

Where the base monthly tool budget goes



3. Team time (internal cost)

Hours are from the operating model in section 17. The hourly rate is a placeholder assumption for a fully loaded team cost; replace it with Ability's actual figures.

ROLE	HOURS PER MONTH	MAIN WORK
Management	17	Approvals, weekly review, policy decisions
Ops lead	22	Daily health check, settings, pauses
Data and deliverability operator	77	Lead batches, spot checks, monitoring
Reply desk (2 people, about 4 hours a day each)	176	Approving drafts, objections, booking
Solution leads	10	Scope and proposal reviews

Total**~300**

At an assumed \$7 / \$10 / \$15 per hour:

\$2,100 / \$3,000 / \$4,500 per month

4. Total cost by scenario

PERIOD	LOW	BASE	HIGH
Monthly tools	\$410	\$651	\$1,044
Monthly team time (assumed rates)	\$2,100	\$3,000	\$4,500
Monthly all-in	\$2,510	\$3,651	\$5,544
First 90 days: one-time + 3 months tools	\$1,580	\$2,546	\$5,837
First 90 days all-in (team time scaled 60% in month 1 while warming)	\$7,040	\$10,346	\$17,537
First year all-in (one-time + 12 months)	\$30,470	\$44,405	\$69,233

5. Unit economics at full volume (base case)

Volume: 1,008 emails a day for 22 business days, about 8,500 new leads a month. Reply and meeting rates are the planning ranges from section 1, not guarantees. All-in means tools plus team time (\$3,651 a month).

UNIT	VOLUME PER MONTH	TOOLS ONLY	ALL-IN
Per email sent	22,176	\$0.03	\$0.16
Per new lead contacted	8,500	\$0.08	\$0.43
Per reply (2% to 4% of leads)	170 to 340	\$1.90 to \$3.80	\$11 to \$21
Per meeting booked	20 to 60	\$11 to \$33	\$61 to \$183
Per qualified opportunity (assume 30% of meetings)	6 to 18	\$36 to \$109	\$203 to \$609

6. Break-even view

Ability's engagements (AI teams, cyber services, banking operations, OrviQ) are high-value, so a single win typically covers the engine for months. Months of base all-in running cost (\$3,651) covered by one closed deal:

FIRST-YEAR VALUE OF ONE DEAL	MONTHS OF ENGINE COST COVERED	DEALS PER YEAR TO COVER YEAR ONE (BASE \$44,405)
\$10,000	2.7	4.4
\$25,000	6.8	1.8
\$50,000	13.7	0.9
\$100,000	27.4	0.4

7. Scaling to 1,500 emails a day

CHANGE	ADDED PER MONTH (BASE)
10 more domains and 20 more inboxes	+\$90
Extra verification and data (about 50% more leads)	+\$65
One more reply desk person (about 4 hours a day)	+\$880 at the assumed \$10/hr
New monthly all-in at 1,500 a day	~\$4,690 (cost per email falls to ~\$0.14)

Cost levers. Use provider inboxes instead of direct seats (saves up to ~\$190 a month). Start with free tiers for n8n, HubSpot and DMARC monitoring. Rely on PlusVibe and Mailscale test runs plus mail-tester, and skip paid extras like GlockApps. Delay BIMi until DMARC has been at reject for a month. The biggest lever is reply quality and speed: raising positive replies from 0.5% to 1% halves the cost per meeting.

21

Compliance by market

MARKET	RULE	WHAT ABILITY MUST DO

United States	CAN-SPAM (opt-out model)	Accurate sender and subject, a valid physical postal address in every email, a clear way to opt out, honour opt-outs promptly
Canada	CASL (consent based)	Only contacts whose business email is conspicuously published and where the message is relevant to their role; include address and unsubscribe
UK and EU (Portugal included)	GDPR legitimate interest, plus national e-privacy rules	Role-relevant B2B only, record the legitimate interest assessment and data source, privacy notice link, opt-out honoured within 48 hours. Exclude Germany from cold email.
UAE	Federal PDPL and sector rules	Role-relevant B2B, identify Ability clearly, honour opt-outs, keep data sources documented
Saudi Arabia and Qatar	KSA PDPL, Qatar PDPPL	Same approach; be conservative with personal data and record the source of each contact

This is a practical summary, not legal advice. Have counsel confirm before launching in each market.

22

Risks and mitigations

RISK	MITIGATION
Google Workspace accounts suspended at volume	Keep Google inboxes at or under 28, warmup always on, Microsoft-heavy pool, reserve domains
Enterprise gateways (Proofpoint, Mimecast) quarantine cold mail	Plain text, no links in step 1, Microsoft pool, strong personal lines, LinkedIn as a second channel for top accounts
AI-written emails all sound the same	Variant angles, copy-quality gate, human review of every new variant, weekly rewrite of the weakest
Brand damage from over-mailing one company	3 contacts per company per week, stop-on-reply across domain, global suppression

Reply desk too slow, interest cools	1-hour target, alerts, shift cover for US and GCC hours
Data decay and bounces	Re-verify after 30 days, catch-all isolation, bounce auto-pause
Main domain reputation drag	Cold mail never on abilityglobal.io; meetings and proposals move there only after interest

23

Suggested service providers

One recommended vendor for each part of the engine, with alternatives and indicative 2026 prices. Your chosen tools (Apollo, Claude + Apify, MillionVerifier, NeverBounce, Mailscale, PlusVibe, mail-tester, Claude) stay the first pick. Prices move often, so confirm with each vendor before buying.

NEED	SUGGESTED	ALTERNATIVES	INDICATIVE PRICE	RUNBOOK STEPS
Sending domains At-cost renewals, DNS already on Cloudflare, easy DNSSEC. Keep abilityglobal.io at GoDaddy.	Cloudflare Registrar	Porkbun, Namecheap	About \$10 to \$12 a year per .com at cost	6.1, 6.2
Cold inboxes (Microsoft and Google) Real Microsoft 365 and Google Workspace tenants with bulk setup. Avoid shared-IP look-alike Microsoft inboxes for bank and CISO buyers.	Mailscale (chosen)	Maildoso, Zapmail, InboxKit, Primeforge	Quote per inbox; market range about \$2.50 to \$4.50 per Microsoft inbox a month	6.3, 6.4

NEED	SUGGESTED	ALTERNATIVES	INDICATIVE PRICE	RUNBOOK STEPS
Sending, warmup and unibox Inbox rotation, spintax, warmup, AI replies, placement tests and an MCP server for Claude.	PlusVibe (chosen)	Instantly, Smartlead	From about \$37 a month; warmup included	6.5, 9.1, 10.1 to 10.5
Lead data ICP search and enrichment, connected to Claude.	Apollo (chosen)	Clay, Lusha	Paid seat plans; check current Apollo pricing	7.2, 11.2
Research and scraping Buying signals, hiring posts, tech stack and news for personal first lines.	Claude + Apify (chosen)	PhantomBuster	Apify usage-based, free tier then paid plans	7.3, 7.4
Email verification Lowest cost per check with solid accuracy for the full list.	MillionVerifier (chosen)	ZeroBounce, Bouncer	About \$37 per 10,000 checks	7.6, 11.2
Second verification pass Re-checks catch-all and unknown results before they enter a campaign.	NeverBounce (chosen)	Scrubby for catch-all domains	About \$80 per 10,000 checks	7.6, 5.4
DMARC monitoring Readable aggregate reports needed before moving DMARC to reject.	EasyDMARC	dmarcian, DMARCLY, Postmark DMARC digests (free)	Free tier; paid from about \$18 to \$36 a month for 2 domains	2.2, 4.1, 4.3

NEED	SUGGESTED	ALTERNATIVES	INDICATIVE PRICE	RUNBOOK STEPS
Deliverability score and placement 10/10 score per inbox plus seed placement across Gmail and Outlook.	mail-tester, PlusVibe and Mailscale tests (chosen)	GlockApps	mail-tester low-cost credits; GlockApps free 3 tests then from \$59 a month	2.4, 6.6, 8.5
Reputation dashboards Domain and spam rate signals straight from Gmail and Outlook.	Google Postmaster Tools	Microsoft SNDS	Free	1.3, 11.1
Opt-in bulk email lane Separate news subdomain for newsletters, never mixed with cold sending.	Brevo	Amazon SES, Mailchimp	Brevo tiered plans; SES about \$0.10 per 1,000 emails	5.1 to 5.5
CRM and pipeline Replies, meetings and deals in one place, linked to Claude.	HubSpot Starter	Pipedrive	Per-seat monthly plans	9.2, 12.6
Automation PlusVibe to Claude to Slack to CRM reply routing.	n8n	Make, Zapier	Self-host free or cloud plans	9.2
Meeting booking Round-robin booking links for US and GCC hours.	Calendly	Cal.com	Free tier; paid per seat	9.3, 12.1

NEED	SUGGESTED	ALTERNATIVES	INDICATIVE PRICE	RUNBOOK STEPS
Team alerts Hot replies, daily health report and auto-pause alerts.	Slack	Microsoft Teams	Existing workspace	9.2, 11.1

Buying rule. Choose real Microsoft 365 and Google Workspace tenants for cold inboxes, never shared-IP look-alike mailboxes, because Ability sells to banks, CISOs and enterprise CTOs who sit behind strict Microsoft filtering. Keep one vendor per job, and get Management approval on anything billed annually.

24

Master checklist

0 of 18 checklist items done (click an item to tick it)

This week

- ☐ Enable DKIM on abilityglobal.io in Microsoft Defender; add both CNAMEs in Cloudflare
- ☐ Change DMARC `rua` to a DMARC monitor
- ☐ Verify abilityglobal.io in Google Postmaster Tools
- ☐ Run MXToolbox Domain Health and Blacklist; mail-tester 10/10
- ☐ Stop any cold sending from abilityglobal.io
- ☐ Get quotes from Mailscale and one alternative for 24 Microsoft + 12 Google + 8 reserve native inboxes
- ☐ Shortlist 30 domain names and buy 22
- ☐ Start PlusVibe Business trial; connect Apollo to Claude; open MillionVerifier, NeverBounce and Apify accounts

Before first cold email (by 13 Oct)

- ☐ All 22 domains pass G1 and G2
- ☐ Warmup running 21 days on every inbox
- ☐ 8,000 verified, scored, MX-tagged leads
- ☐ Global suppression list loaded
- ☐ 2 launch campaigns, 3 to 4 variants per step, passed G3
- ☐ Signatures with office address and opt-out line
- ☐ Reply flow live: PlusVibe → n8n → Claude → Slack → HubSpot
- ☐ Booking links, meeting brief and scope skills tested
- ☐ Reply desk staffed for US and GCC hours
- ☐ KPI dashboard and daily 07:00 report scheduled

Sources. Live DNS lookups via Google Public DNS, 16 Sep 2026. [Microsoft: DKIM for custom domains](#) · [Microsoft: Outlook high-volume sender requirements](#) · [Growth Engineer: cold email deliverability 2026](#) · [Puzzle Inbox: Microsoft requirements 2026](#) · [EmailBison: Google Workspace](#)

[vs Microsoft 365](#) · [Novoslo: Smartlead vs Instantly vs PlusVibe](#) · [SalesRobot: PlusVibe review](#) · [PlusVibe MCP server](#) · [Apollo in Claude](#) · [Email verification benchmark 2026](#) · [Cold email infrastructure pricing](#) · [Cold email legality by country](#)

Prepared for Ability, 16 Sep 2026.