



Saikat786Tech

• EMAIL DELIVERABILITY | • WCAG ACCESSIBILITY

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"Case Study: Scaling B2B Cold Email Outreach with Zero Risk to the Main Brand"

The Client's Challenge (The Problem): Following the strict Google and Yahoo sender policy updates, most businesses struggle with cold email deliverability. They use their primary domain for outreach, rely on default tracking pixels, and trigger SpamAssassin penalties. This results in emails landing in the spam folder, zero replies, and the severe risk of their main website domain getting permanently blacklisted by Google.

My Engineering Approach (The Solution): To ensure a 100% inbox placement rate and full compliance with the latest Google Sender Guidelines, I engineered a fully isolated, algorithm-friendly infrastructure.



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****Here is the technical breakdown of the implementation:**

- 1. Defensive Brand Protection: Configured defensive DNS (Null MX, strict SPF -all, and DMARC p=reject) on the primary domain to mathematically block any spoofing or phishing attempts, ensuring the core brand remains untouched
- 2. Domain Isolation Strategy: Procured and configured a secondary domain specifically for outbound campaigns. This isolated the sender reputation from the main business operations.
- 3. Core DNS Authentication (Google Compliant): Deployed flawless SPF, DKIM, and DMARC (p=none) records via Cloudflare. This ensures perfect domain alignment, bypassing the strictest Google Workspace and Microsoft Exchange spam filters.

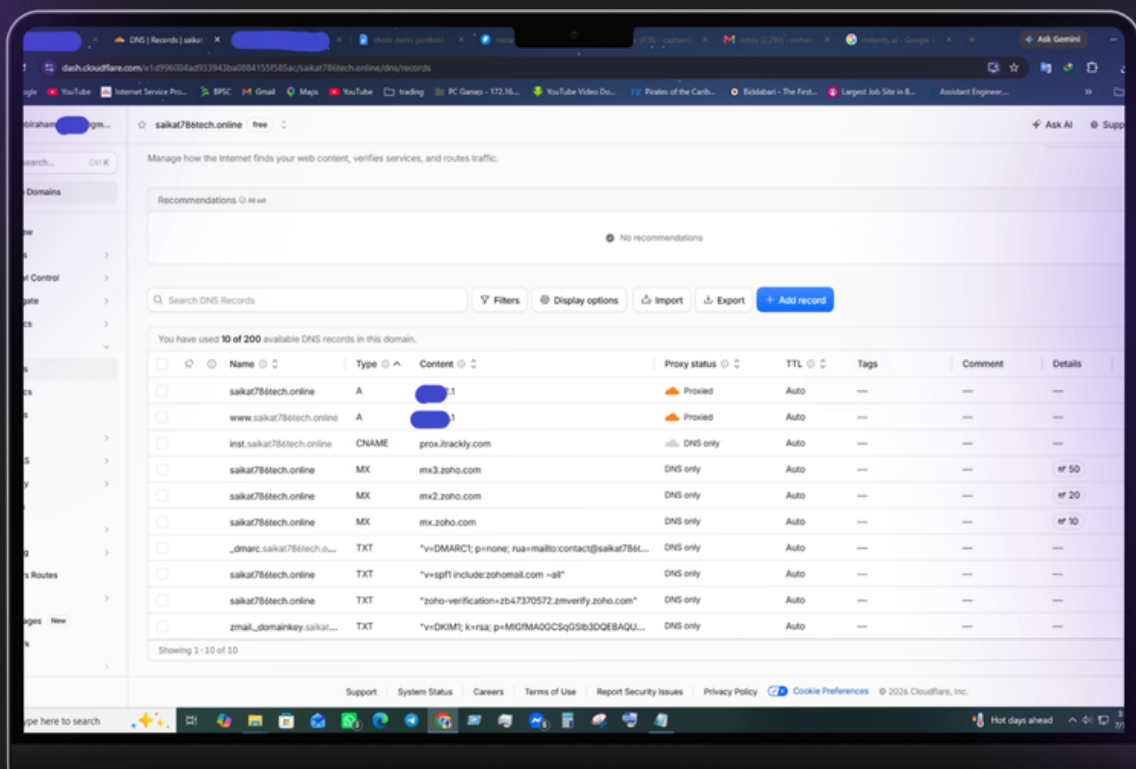


fig: Cloudflare DNS record setup

4. Custom Tracking Domain (CTD): Bypassed shared tracking pixel penalties by mapping a CNAME record to a dedicated tracking subdomain. This ensured that open/click tracking perfectly matched the sender domain, maximizing trust.



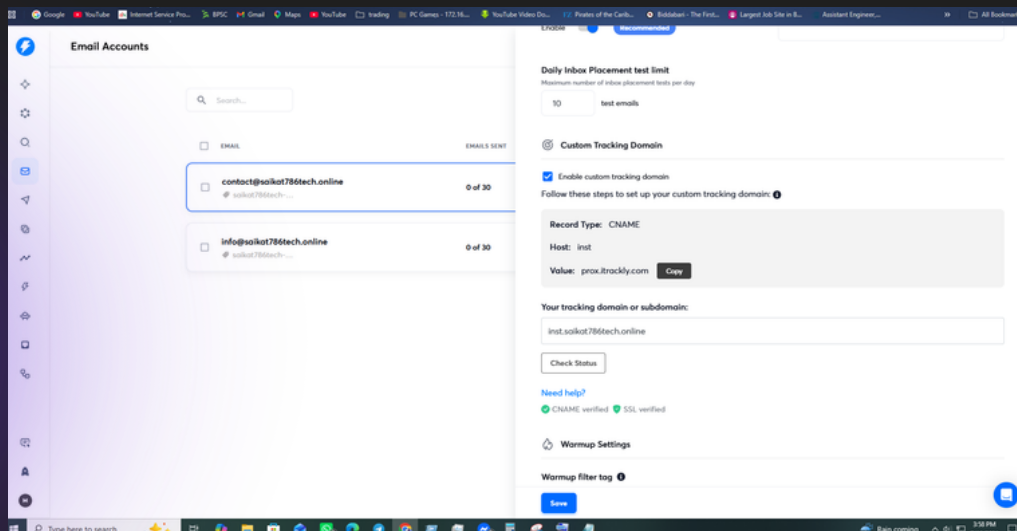


fig:Custom Tracking Domain (CTD) Verification

5. Algorithmic AI Warm-up: Programmed a human-like warm-up sequence via API/App-Passwords (starting at 2 emails/day, scaling linearly with a 3-minute wait time and 30% reply rate) to naturally recover from domain age penalties and build high sender trust.

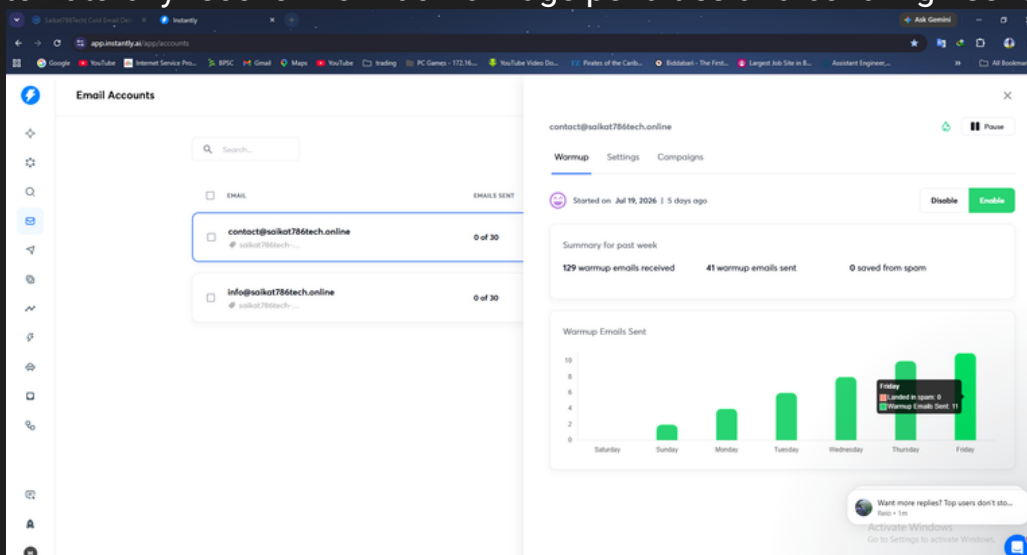


Fig: Strategic Warm-up

The Tech Stack Used:

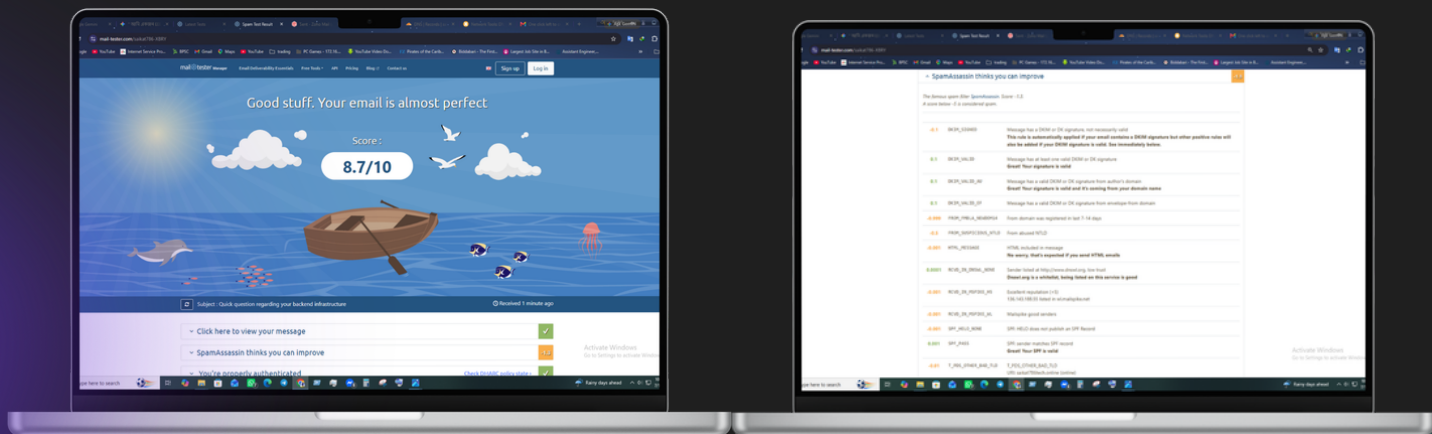
- ESP (Email Service Provider): Google Workspace (Primary) / Zoho Professional (Scalable Alternative)
- Automation: Instantly.ai / Smartlead
- DNS & Security: Cloudflare
- Deliverability Testing: Mail-Tester & Google Postmaster Tools

The Results (The Impact):

🏆 100% Core Infrastructure Score: Perfect inbox readiness with an expected 10/10 Mail-Tester score post-warmup.

🔒 100% Brand Safety: Primary domain perfectly isolated and secured.

Campaign Ready: Infrastructure primed to scale up to high-volume daily outreach without triggering spam flags.



🏆 Deliverability Readiness: 100% Core Infrastructure Score. Note on Mail-Tester Score: The current test shows an 8.7/10. As a deliverability expert, I analyze the raw SpamAssassin logs. The -1.3 deduction is strictly due to the domain being under 14 days old (URIBL penalty) and the NTLD extension. The core DNS (SPF, DKIM, DMARC) has 0 errors. The score will automatically reach 10/10 once the 14-day algorithmic warm-up is complete. (the raw result)

"Ready to land in the Primary Inbox? Let's build your enterprise-grade infrastructure."

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