

Mailbox onboarding

Six settings decide whether your warming looks like a real person to Google, Microsoft and everyone else. Each one takes a minute. This guide shows the screen, says what to pick, and explains why.

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SIX SETTINGS, THEN A CHECKLIST

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02	Persona type	The behavior each mailbox keeps.
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05	Warming pool	Business tenants, consumer inboxes, or both.
06	Timezone	The hours your mailbox sends in.
+	Inbox visibility and the checklist	Keep warming out of your inbox, then start.

01 COMPANY PROFILE

Tell MailStrike what your company does.

Your mailboxes hold conversations with other mailboxes in the MailStrike network. This profile is what makes those conversations sound like they come from your business rather than from a bot.

COMPANY
The warming engine uses this profile to make every warming email sound like your business.

COMPANY NAME
MailStrike

INDUSTRY
SaaS & Software

DESCRIPTION
MailStrike is a SaaS Email-Warming and Seed-List provider helping marketers and sales people increase email conversion

A vague description produces vague mail.

Save company

Settings, then Company. Name, industry and a short description are all your AI persona needs.

What to fill in

Company name, your industry from the dropdown, and one or two sentences on what you do and who you sell to.

What you can skip

A full pitch, pricing, product docs. Extra detail does not make warming more effective. Relevance does.

WHY IT MATTERS

Mailbox providers score reply threads on how natural they look. A conversation about email deliverability between two SaaS people reads as real. A generic hello does not.

02 PERSONA TYPE

Spread your mailboxes across personas.

Each persona is a behavioral archetype with its own writing style, dwell time and active hours. Providers notice when every account on a domain behaves identically, so a mix is what makes a domain look like a team.

PERSONA TYPE
The behavioural archetype this mailbox keeps, the way a real person's habits are consistent.

**Fast Scanner**
1–2 sentences, weekday hours

**Avg Reader**
3–5 sentences, weekday hours

**Thorough Reader**
Full paragraphs, careful replies

**Mobile-First**
Variable hours, brief & informal

A per-mailbox setting. Pick one for each mailbox you connect.

PERSONA	WRITES	BEHAVES
Fast Scanner	1 to 2 sentences	Weekday hours, short dwell, quick replies
Avg Reader	3 to 5 sentences	Weekday hours, moderate dwell
Thorough Reader	Full paragraphs	Careful replies, longer time on each email
Mobile-First	Brief and informal	Variable hours, opens spread across the day

THE RULE

Do not put every mailbox on one persona. Several mailboxes on the same persona is fine, because every behavior inside a persona is a range, so two Avg Readers still will not look like clones. For ten mailboxes: 3 Fast Scanner, 3 Avg Reader, 2 Thorough Reader, 2 Mobile-First. Any similar spread works.

03 RAMP-UP WARNING

Match the ramp-up to your domain age.

Ramp-up scales daily volume gradually instead of sending the full amount from day one. A brand-new domain that suddenly sends 50 emails a day is the most common way to land in spam before you have started. Leave the toggle on.

RAMP-UP WARNING

Gradually scale daily volume up to your plan cap instead of sending a fixed amount from day one. Recommended for new mailboxes.

How quickly we scale daily volume up to the cap (50 / day).

Conservative
3 → 50 over 4 weeks

Standard
5 → 50 over 3 weeks

Aggressive
8 → 50 over 2 weeks

Custom
Set your own start, target & duration

The toggle and the three presets. Custom lets you set your own start, target and duration.

Under 30 days: Conservative

3 to 50 over 4 weeks. A new domain has no reputation at all, so build it slowly.

Under 3 months: Standard

5 to 50 over 3 weeks. Some history exists, but not enough to trust yet.

Older: Aggressive

8 to 50 over 2 weeks. An established reputation can carry a faster climb.

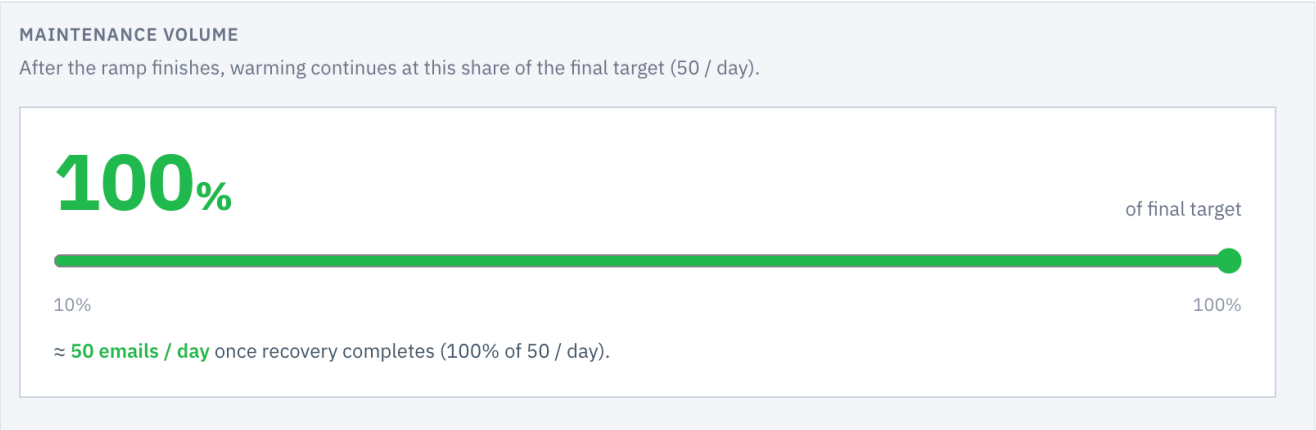
CHECK THE DOMAIN, NOT THE MAILBOX

Age means when the domain was registered and started sending, not when you created this inbox. A WHOIS lookup shows the registration date. When in doubt, go one step more conservative.

04 MAINTENANCE VOLUME

Set maintenance volume against your outbound plan.

Once the ramp finishes, warming continues at a share of the final target. This is where warming and your real outreach meet, so set it with your daily sending goals in mind.



The slider runs from 10% to 100% of the final target. The line underneath shows the resulting emails per day.

OUR RECOMMENDATION

Send at most **65 emails per day per mailbox** across warming and outbound combined.
Work backwards from your outbound goal: maintenance percentage equals 65 minus your planned outbound per day, divided by the 50 a day target.

OUTBOUND PER MAILBOX PER DAY	WARMING ROOM	SLIDER SETTING
0, still warming	50	100%
15	50	100%
30	35	70%
40	25	50%
50	15	30%

Leave it at 100% until you start sending campaigns, then lower it as outbound grows.
Never drop warming to zero. The maintenance floor is what holds your reputation steady between campaigns.

05 WARMING POOL

Decide how much consumer-inbox warming you want.

By default warming runs against business tenants on Google Workspace and Microsoft 365. You can also include consumer inboxes on gmail.com, outlook.com and hotmail.com. They filter differently, so warming against both widens your coverage.

WARMING POOL
Which kinds of inbox this mailbox warms against.

Warmup with gmail.com, outlook.com, and hotmail.com accounts, not just business domains.
☒

Consumer inboxes filter differently than business ones, so warming both gives you wider coverage.

15%
to consumer inboxes

0%
100%

≈ 15% consumer inboxes, 85% business tenants. We aim for this mix; when one side has no mailbox free we use the other rather than skip the send.

Turn consumer warming on, then set the share. Shown at the recommended 15% consumer, 85% business.

Start at 10 to 20%

Enough to build signal with the consumer spam infrastructure without diluting your business-domain warming.

Lower it once stable

When placement is clean, reduce the consumer share and let business-tenant warming take most of the volume.

WHY NOT MORE

Consumer Gmail and Outlook run separate spam filtering from Google Workspace and Microsoft 365. A small share earns coverage there, but most B2B prospects sit on business tenants, so that is where the bulk of your warming belongs.

06 TIMEZONE

Choose the timezone your mailbox lives in.

Warming sends at human hours in the timezone you pick, and every persona schedule is anchored to it. A wrong timezone means a weekday-hours persona sending at 3 a.m. local time.

TIMEZONE
Warming sends at human hours in this timezone.

UTC±00 (London, Accra, Reykjavik) ▾

The dropdown defaults to UTC±00. Change it to where the person behind this mailbox would realistically be.

Pick the sender's timezone

Where the human behind the signature works. If your rep sits in Kraków, choose Warsaw, not UTC±00, even when your prospects are in the US.

Mixed teams

If mailboxes represent people in different regions, set each one individually. That variety is realistic and it helps.

WHY IT MATTERS

Providers look at send-time patterns. Consistent, plausible local hours are a strong human signal. A domain whose mailboxes all fire at identical UTC times looks automated.

+ INBOX VISIBILITY

Keep warming out of your inbox.

Hidden moves warming mail into a label or folder, so your real inbox stays clean. Warming works the same either way. The only difference is whether you see the threads.

INBOX VISIBILITY

Hidden moves warming mail to a label/folder so it doesn't clutter your real inbox.

Hidden Recommended, clean inbox	Visible Show warming mail in your inbox
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Leave this on Hidden. Switch to Visible for a day if you want to read what your persona is writing.

BEFORE YOU START

SEVEN CHECKS

- ☐ **Company profile saved** with name, industry and a one or two sentence description.
- ☐ **Mailboxes spread across personas** rather than all on one type.
- ☐ **Ramp-up on** with the preset matched to domain age.
- ☐ **Maintenance volume set** so warming plus outbound stays at or under 65 a day per mailbox.
- ☐ **Consumer share at 10 to 20%** to start, lowered once placement is clean.
- ☐ **Timezone set** to where the sender actually works, per mailbox.
- ☐ **Visibility left on Hidden.**

That is the whole setup. Questions, or something looks off? Reply to your onboarding email and we will go through the mailbox with you.