This is a plan of action to reactivate a dormant list of ~185,000 former Polymail users while protecting deliverability and domain reputation. The goal is to identify the highest-converting message, validate it at scale, then deploy it in controlled waves.

The plan is designed to surface intel quickly, minimize risk, and make go/no-go decisions based on activation and deliverability metrics rather than opens. It is a working hypothesis and can be adjusted based on real-time performance or operator judgment.

---

1. SET UP LANDING PAGE

- 📄 Winback Landing Page Copy (WIP)
    - Can re-engage Simon (did vertical pages) or another A+ web developer
    - For reference - from the consultant: https://ply.to/BeUrkSC5
- URL should be either: polymail.com/welcome-back OR polymail.com/reactivate
- Add tracking
- Add exit-intent overlay

---

2. GENERATE POLYMAIL SENDER IDENTITIES & WARM INBOXES

Recommended Domain Strategy

Primary Domain (highest trust, lowest volume)

Use **polymail.com** sparingly and intentionally. This domain is a long-term asset and should carry only trust-critical traffic.

Use for:

- Phase 1 testing (9,000 users)
- Founder / CEO emails
- Final "last-call" email
- Any sensitive or reputation-critical sends

Operational notes:

- Lower hourly caps
- Conservative throttling
- Cleanest sender reputation

Secondary Domain (primary sending workhorse)
Use **email.polymail.com** for scaled campaign traffic. This subdomain is neutral, credible, and appropriate for volume without risking the root domain.

Use for:

- Phase 2 (25,000 users)
- Phase 3 waves (150,000 users)

Optional Tertiary Domain (only if required by deliverability)

Use **contact.polymail.com** *only if additional throughput or separation is needed*.

Sender Identity Count

Target **10–14 total sender identities** across all domains. This provides sufficient throughput and rotation without unnecessary complexity.

Concrete Sender Identity Recommendations

(All senders must use a consistent From Name: **Pulin Thakkar** or **Pulin Thakkar, Polymail**.)

Primary Domain — polymail.com (4–5 addresses max)

Use for Phase 1, founder narrative, and last-call emails only.

- pulin@polymail.com
- pulin.thakkar@polymail.com
- pthakkar@polymail.com
- pulin.ceo@polymail.com
- pulin.team@polymail.com *(optional)*

These addresses should remain low-volume and reputation-protected.

Secondary Domain — email.polymail.com (5–7 addresses)

Use for Phase 2 and all Phase 3 volume sends.

- pulin@email.polymail.com
- pulin.thakkar@email.polymail.com
- pthakkar@email.polymail.com

- pulin.ceo@email.polymail.com
- pulin.updates@email.polymail.com
- pulin.notes@email.polymail.com
- pulin.polymail@email.polymail.com *(optional)*

All addresses should appear human, consistent, and non-marketing.

Optional Tertiary Domain — contact.polymail.com (2–3 addresses, if needed)

- pulin@contact.polymail.com
- pulin.thakkar@contact.polymail.com
- pthakkar@contact.polymail.com

Activate only if throughput or reputation isolation is required.

Warming Guidance (Non-Negotiable)

- Warm **each domain independently**
- Initial volume:
    - 20–50 emails per address per day
    - Prefer real internal emails and replies during warmup
- Ramp gradually over **7–14 days**
- Do not introduce campaign traffic until warmup is complete
- Ensure for **each domain**:
    - SPF and DKIM passing
    - DMARC enabled (minimum p=none with reporting)
    - Dedicated tracking domain aligned to sending domain

3. SEGMENT THE LIST

Tier A — High-confidence emails (Primary revenue drivers)

Definition: Addresses most likely to deliver cleanly and convert.

Criteria:

- Valid MX records
- Not role-based
- Common consumer providers (Gmail, Outlook, iCloud, Yahoo)
- Clean domain history
- Prior engagement history (even if 6–10 years old)
- No prior complaints or bounces

Usage rules:

- First to receive traffic
- Used for testing, scaling, and benchmarking
- Full cadence allowed

Tier B — Medium-confidence emails (Expansion layer)

Definition: Deliverable but less predictable.

Criteria:

- Verified but old or cold
- Non-standard free-provider strings
- Mixed or incomplete metadata
- "Unknown" classification but not flagged as risky
- Some corporate domains that still resolve cleanly

Usage rules:

- Only mailed after Tier A proves stable
- Throttled more conservatively
- Same cadence, but monitored more tightly

Tier C — Low-confidence emails (Reputation risk)

Definition: Addresses most likely to cause deliverability damage.

Criteria:

- Role accounts (info@, support@, admin@, sales@)
- Suspicious or auto-generated patterns
- "Risk / Unknown-high-risk" flags
- Likely-dead corporate domains
- Domains with poor historical reputation

Usage rules:

- Never used for testing
- Sent last, in small waves
- Heaviest throttling
- Founder-led messaging preferred
- Cadence may be shortened or partially dropped if metrics degrade

4. PLAN OF ATTACK

We'll start by sending one email to 9,000 people to decide which message works. We take 9,000 high-confidence addresses and split them into three groups of 3,000. Each group receives a different version of the first email on the same day. We do not send follow-ups yet. Over the next 48–72 hours, we measure which version produces the most real reactivations while keeping deliverability clean. That winning version is locked.

We'll then validate the winner on 25,000 people before going fully wide. We send the winning first email and full follow-up sequence to a mixed group of 25,000 high- and medium-confidence addresses over 10 days. This confirms the message holds up at higher volume and that inbox placement remains stable. If metrics stay healthy, we proceed to full rollout in three waves of 50,000 each, starting with the cleanest addresses and ending with the riskiest, pausing or slowing at any sign of deliverability issues.

Phase 0 (Preflight, required before any send)

1. Confirm ESP + sending method (platform + dedicated IP/shared IP status).
2. Confirm tracking domains + link domains are set up and aligned with SPF/DKIM/DMARC.
3. Confirm each sender identity has:
   - SPF + DKIM passing
   - DMARC policy set (at least p=none) and reporting enabled
   - Unique From name + address format standardized
4. Confirm suppression lists are loaded:
   - prior unsubscribes
   - prior hard bounces
   - complaint addresses
5. Create Tier A/B/C segments in the ESP and export counts per tier.
6. Create "Winback Jan" tags/fields for attribution:
   - cohort_id
   - phase_id
   - variant_id (E1-V1 / E1-V2 / E1-V3 etc.)
7. Build the landing page + reactivation flow.
8. Confirm conversion tracking:
   - click tracking
   - activation event firing
   - UTM scheme standardized per phase/variant
9. Create monitoring dashboard (daily pull):
   - delivered %
   - hard bounce %
   - soft bounce %
   - spam complaint %
   - unsub %
   - open %
   - click %

- ○ click-to-activation %
- ○ activation %

Phase 1 — Discovery (9,000 users, Tier A only)

Goal: choose the winning Email 1 variant based on click-to-activation rate while validating stable inbox placement.

1. Randomly sample 9,000 addresses from Tier A.
2. Split sample into 3 equal cohorts (3,000 each):
   - ○ Cohort A = E1 Variant 1
   - ○ Cohort B = E1 Variant 2
   - ○ Cohort C = E1 Variant 3
3. Assign cohorts across sender identities evenly (avoid single-sender concentration).
4. Set throttle for the phase (example defaults):
   - ○ ramp to target volume over 4–8 hours
   - ○ cap per sender per hour to avoid spikes
5. Send Email 1 to all three cohorts on the same day/time window.
6. Monitor for 24 hours:
   - ○ deliverability %
   - ○ bounces
   - ○ spam complaints
   - ○ inbox placement (seed tests if available)
7. If any threshold is breached, pause immediately:
   - ○ deliverability < 90%
   - ○ spam complaints ≥ 0.1%
   - ○ hard bounce ≥ 2%
8. After 24–48 hours, compute performance for each cohort:
   - ○ click-to-activation rate (primary)
   - ○ activation rate (secondary)
   - ○ complaint rate (guardrail)
9. Select winning Email 1 variant:
   - ○ winner = highest click-to-activation
   - ○ exclude any cohort with elevated complaint/bounce issues
10. Archive losing variants and lock Email 1 winner for Phase 2.

Phase 2 — Message Integrity Test (25,000 users, Tier A + Tier B)

Goal: validate the winner holds at higher volume and that deliverability remains stable.

1. Build Phase 2 audience:
   - ○ 25,000 total pulled from Tier A + Tier B (mixed)

2. Assign sender identities evenly across the 25,000.
3. Send sequence using ONLY:
    ○ Day 1: Email 1 = winning variant from Phase 1
4. Wait 48–72 hours and review:
    ○ deliverability %
    ○ spam complaint %
    ○ bounce %
    ○ click-to-activation %
5. If metrics are within thresholds, proceed with the rest of the cadence for Phase 2:
    ○ Day 3: Email 2 = choose ONE variant aligned to the Email 1 winner (deliverability person can pick, but must be consistent)
    ○ Day 5: Email 3 = choose ONE variant aligned to the Email 1 winner (consistent)
    ○ Day 7: resend Email 2 to non-openers with a new subject line only
    ○ Day 10: Email 4 = choose ONE variant (consistent)
6. Apply resend logic:
    ○ resend only to "delivered + not opened"
    ○ exclude clickers and activators from resend
7. Monitor daily. Pause if any threshold is breached:
    ○ deliverability < 90%
    ○ spam complaints ≥ 0.1%
    ○ hard bounce ≥ 2%
8. End of Phase 2 evaluation (after Day 10 completes):
    ○ activation rate
    ○ click-to-activation
    ○ complaint/bounce trends by tier and by sender
9. Decision:
    ○ If stable: proceed to Phase 3
    ○ If unstable: reduce throttle, increase per-wave spacing, or drop the most aggressive email (usually Email 4 variant) and retest 10,000 before scaling.

Phase 3 — Controlled Detonation (150,000 users total, 3 waves)

Goal: monetize while protecting sender/domain reputation.

Wave A — 50,000 (Tier A)

1. Build 50,000 audience from Tier A.
2. Distribute evenly across sender identities.
3. Run the full cadence:
    ○ Day 1: Email 1 (winner)
    ○ Day 3: Email 2 (locked Phase 2 variant)
    ○ Day 5: Email 3 (locked Phase 2 variant)

- ○ Day 7: resend Email 2 to non-openers (new subject only)
- ○ Day 10: Email 4 (locked Phase 2 variant)
4. Daily monitoring + immediate pause rules (same thresholds).
5. Wave A "go/no-go" gate before Wave B:
   - ○ deliverability ≥ 90%
   - ○ spam complaints < 0.1%
   - ○ hard bounce < 2%
   - ○ click-to-activation not materially down vs Phase 2 (define tolerance, e.g. no more than 20% drop)

Wave B — 50,000 (Tier B)

1. Build 50,000 audience from Tier B.
2. Reduce send aggressiveness:
   - ○ lower hourly caps
   - ○ slower ramp
3. Run the same cadence as Wave A.
4. Gate before Wave C:
   - ○ deliverability ≥ 89%
   - ○ spam complaints < 0.1%
   - ○ no negative reputation alerts or major inbox placement deterioration

Wave C — 50,000 (Tier C)

1. Build 50,000 audience from Tier C.
2. Throttle hardest:
   - ○ smallest hourly caps
   - ○ longest ramp time
3. Run the cadence, with deliverability-first adjustments allowed:
   - ○ deliverability person may shorten or remove the resend if needed
4. Stop immediately if complaints spike.

Ongoing rules (apply across all phases)

1. Exclude activators from all future sends once they convert.
2. Exclude unsubscribes immediately.
3. Maintain sender balance (no sender should carry disproportionate volume).
4. Keep copy constant within a phase once locked; only subjects can vary on resends.
5. Maintain a daily log:
   - ○ phase/wave
   - ○ volume sent
   - ○ metrics
   - ○ any changes made (throttle, pauses, sender rotations)
6. After completion, export full performance dataset for postmortem:

- ○ by tier
  - ○ by sender identity
  - ○ by domain (gmail/outlook/etc.)
  - ○ by variant

5. RETARGETING (Optional)

Upload all non-activated contacts into:

- Facebook
- Instagram
- LinkedIn
- Twitter

Run micro-retargeting for 7–10 days. This reinforces the narrative everywhere.

HIRE EXPERT FOR EXECUTION

For an opportunity of this magnitude, we need to hire a deliverability/lifecycle execution expert who I will work with to ensure we do this right. Likely $2K–$5K+ investment for the right person.

Job Description:

- *"Senior Email Deliverability & Lifecycle Operator"*
- *"Email Deliverability & Bulk Sending Specialist (SaaS Winback)"*
- *"Email Deliverability & Lifecycle Automation Specialist (SaaS Winback Campaign)"*

Job Description:
We are running a large-scale SaaS winback campaign to 185K historical users and need an experienced deliverability + automation expert to execute the entire technical workflow using Polymail itself, if possible. You will implement a multi-phase rollout, set up segmented sending, manage sender reputation, and run a structured 10-day reactivation cadence using provided email copy.

You will handle:

- Email list cleaning, validation, and categorization into deliverability tiers
- Setting up 8–12 sender identities and warming them
- Ensuring inbox placement across Gmail, Outlook, Yahoo, iCloud

- Implementing multi-variant testing for subject lines + angles
- Uploading and sequencing all emails into our ESP
- Managing throttling, pacing, and batch sends
- Monitoring bounce rates, spam complaints, and domain reputation
- Maintaining deliverability above 90% throughout
- Pulling daily analytics (opens, clicks, conversions, unsubs)
- Running resend campaigns to non-openers
- Uploading non-converters to retargeting audiences (FB/IG/LinkedIn/Twitter)

You will not handle copywriting. All email copy is written or will be iterated in-house in tandem with your feedback. You are executing the piping + plumbing. As noted, we'd like to use Polymail itself for execution.

Skills required:

- Deep experience with email deliverability
- Experience running 50K–500K cold-list sends
- Familiarity with ESP throttling, warm-up strategies, and IP reputation
- Knowledge of MX validation, spam triggers, SPF/DKIM/DMARC
- Strong experience with SaaS lifecycle campaigns
- Ability to build automation sequences and multivariate tests
- Experience pulling campaign analytics and making recommendations

Deliverables:

- Fully executed multi-phase winback rollout
- Clean segmentation and validated lists
- Inbox placement monitoring
- End-of-campaign performance report
- Recommendations for future optimization

THE EMAILS (COPY & VARIANTS)

Email 1, Day 1

Variation 1 – "Polymail is Back"	Variation 2 – "Short & Straightforward"	Variation 3 – "Past to present"
Subject variations:		

- Urgent from Polymail: New CEO, rebuilt architecture, + 75% Off
- [Invitation] Reactivate Your Polymail Subscription (75% OFF 🎁)
- Invitation: Try the New Polymail (75% Off Your First Month)
- [VIP Invitation] Re-activate Polymail for 75% Off
- Meet the New Polymail: Reactivate Now 💎VIP Offer 💎
- Welcome Back from Polymail [75% OFF 🎁]
- Urgent: Try the new Polymail by 1/15 (gift inside)
- Here's 75% Off to Try Polymail Again by 1/15
- Polymail is back [75% OFF 🎁]

Subject:	Subject:	

Column 1

{{FirstName}},

I know you used Polymail years ago. Since then, we've **rebuilt**, got **new leadership**, and **upgraded the product**. It's finally the version people always wanted:

- New, hyper intuitive UI
- Smart search (using NLP)
- Rebuilt editor for cleaner writing
- Faster inbox load + stable sync
- Better reminders / follow-ups / sequences
- More reliable send-later + tracking
- Improved iOS performance
- AI on the way (triage, follow-ups, drafts, summaries, clean up, action extraction)

As a returning user, we're offering **75% off your first month back** if you reactivate before **1/15**.

You helped shape what Polymail was. We want to invite you to see how far it's come. This isn't the old inbox you might remember.

[**Reactivate Now for 75% Off »**]

Pricing is being reviewed in Q1, so this locks in the pre-update rate if you reactivate before 1/15.

Column 2

{{FirstName}},

Your Polymail account qualifies for a one-time 75% return offer if you reactivate before Jan 15.

Inside the new Polymail:

- redesigned UI
- faster performance
- cleaner writing
- stronger sync
- improved reminders and tracking
- early-stage Polymail AI

If you want to lock in the lowest rate we've ever offered - and try the best version of Polymail - in ten years, your link is here:

Reactivate Polymail for 75% off »

Column 3

{{FirstName}},

You used Polymail years ago, which tells me one thing: you care about your inbox.

Well, a lot has changed since then… including Polymail.

Over the last year, the tool has been rebuilt quietly with a single goal: to make email feel fast, calm, and dependable again..

What's different now:

- a modern, cleaner interface that stays out of your way
- dramatically faster sync and inbox performance
- better follow-ups, reminders, search, and tracking
- a rebuilt foundation so AI actually *helps* instead of interrupting
- New CEO (myself) who used the tool prior

This is the version Polymail should have become years ago.

Because you were an early user, we're offering **75% off your first month back** if you reactivate before **1/15**.

Genuinely want to get you back inside. I think you'll like what you see. ~ Pulin Thakkar, CEO @ Polymail	~ Pulin Thakkar, CEO @ Polymail	[Reactivate Polymail for 75% off »](#) If email is where your most important work happens, this is worth another look. — Pulin Thakkar CEO, Polymail

Email 2, Day 3

Variation 1 – "Finally, the right Polymail"	Variation 2 – "AI coming soon"	Variation 3 – "Quick hitter"
Subject variations: ● Important notice regarding your Polymail account ● [Reminder] Your Polymail access update 🔄 ● Your 75% offer is still active 🎁 ● [Action Required] Your Polymail magic link expires in 1 week ⚡ ● [Second Notice] Reactivate your Polymail account 🔔 ● The new Polymail is waiting… 💎 ● Restore Polymail at your old rate 🔒 ● AI is coming to Polymail (the right way) ● Your inbox + AI (this is the upgrade you've been waiting for) ● [New] AI is coming to Polymail — here's why it's different		
Subject:	**Subject:**	
Quick note, {{FirstName}}. We've been rebuilding Polymail quietly for a while. We're offering **75% off** if you want to re-activate by **1/15**. Basically, it's becoming the version we all wanted Polymail to be. More on what's changed 👇 ● I've acquired the company to lead an intentional, quiet rebuild	Quick note, {{FirstName}}. We're updating Polymail with a very simple belief: **AI should reduce thinking, not add more of it.** Most "AI inboxes" today feel bolted on. They summarize what you already know, suggest replies you wouldn't send, or interrupt your flow at the wrong time. That is not the direction we're taking.	Hey, it's Pulin. You used Polymail before because it was different. For a while, it stayed quiet. We rebuilt it so the original promise finally delivers. [Try it out again »](#)

- A fresh roadmap shaped by customer input
- Pricing is being revised in Q1 (this locks in your current rate)
- Faster release cycles + tighter quality control
- A shift toward stability + simplicity (rather than feature sprawl)

… And a lot more product upgrades:

1. cleaner reply flow w/ faster shortcuts
2. customizable accent colors
3. stronger account security + human verification
4. better formatting controls + keyboard commands
5. smoother sync + faster load times across web + desktop

Tap here to get **75% off any annual plan**. If it's not for you, we'll refund it, no questions asked.

If you ever liked Polymail before, this is the moment where it finally feels right again.

~ Pulin

Here's how Polymail's AI is being designed — quietly, deliberately, and with day-to-day needs in mind:

- **AI Triage** — surfaces what actually needs action, not just what's unread
- **AI Follow-ups** — suggests when to follow up based on context, not timers
- **AI Action Extraction** — turns threads into clear next steps automatically
- **AI Drafting** — helps you write faster without sounding robotic
- **AI Summaries** — only when useful, never in the way

The goal = an inbox that feels lighter but more capable as your workload scales.

All of this is being layered on top of what we've already rebuilt.

If you want to future-proof your inbox without dealing with gimmicky AI, your 75% return offer is still active until **Jan 15**.

Reactivate Polymail for 75% off »

More coming soon.

~ Pulin

Email 3, Day 5

Variation 1 – "The Polymail story"	Variation 2 – "My story"	Variation 3 – "Quick hitter"
Subject variations: ● [From the Desk of the CEO] What Polymail means to me ● The truth about Polymail [Final Email] ● [From the CEO] Before your offer expires ● [Personal Note] Why I brought Polymail back ● A candid note before your Polymail offer expires ● Why I decided to bring Polymail back		

● The real reason I acquired Polymail		
Subject:	**Subject:**	
In 2015, three founders built something new in the inbox world. Polymail gave people a clean interface, read receipts, follow-ups, and a workflow that helped founders, operators, and teams move faster. It quickly earned real adoption - Uber, Coinbase, Reddit, AngelList, and thousands of others used it daily. I was one of those users. Before acquiring Polymail, I spent years inside complex workflows (engineering at Microsoft, building my own company, Marketly, running anti-piracy operations adopted by teams at Disney/ Warner Bros/ Netflix). In those environments, a "power inbox" is not really optional. It is the operating system for deals, decisions, and execution. During the sale of my last company, I stress-tested every email client I could find. I treated it like part of the deal process itself. Meetings, negotiations, investor threads, late-night document reviews - Polymail was the tool that never slipped. It became the inbox I relied on every single day across a multi-year transaction. That experience shaped my conviction about what modern email should feel like. In 2025, after completing that exit, I acquired Polymail to carry it into its next chapter - quietly,	{{FirstName}}, I want to be direct with you. I didn't acquire Polymail to "relaunch" it, chase trends, or slap AI on the homepage. I brought it back because I was still using it years later and I couldn't find anything better. During the sale of my last company, my inbox *was* the work. Negotiations - investor threads - documents at midnight - high-stakes follow-ups - etc. Most email tools felt bloated, fragile, or clever in the wrong ways. Polymail didn't. It stayed out of my way and let me execute. That's when it became obvious: this product deserved focus, restraint, and long-term thinking. So I acquired Polymail and rebuilt it quietly… not to add more features, but to make it: ● stable under pressure ● fast when it counts ● clean when writing matters ● opinionated about workflow ● ready for AI that actually helps instead of distracts If you decide to come back, you'll recognize it immediately. It still feels like the Polymail you liked - just tighter, calmer, and stronger. Your 75% return offer is available until Jan 15.	It's Pulin, CEO @ Polymail. I used Polymail to manage deals when nothing else held up. That's why I acquired it in 2024… carefully and deliberately. Since then, we've polished the edges and rebuilt the core. It's more powerful than the version you might remember. When you try it, you'll feel the difference right away. Try Polymail again »

intentionally, and with respect for what made it special in the first place.

My focus has been simple:

-Stability
-Speed
-Modern UI
-Better workflows
-A foundation for AI
-An inbox you can rely on

If you want to see where Polymail has arrived - the polished, modern version built on that original spirit - your offer is available until Jan. 15.

[**Reactivate Polymail + Save 75% »**]

Thank you for being part of the early chapter. This next one was built with that same heart. Just more focus.

Pulin
CEO, Polymail

[**Reactivate Polymail + Save 75% »**]

And if now isn't the right time, that's okay.

If you're willing, just reply and tell me why. I read every response.

Pulin, CEO, Polymail

Email 4, Day 10

Variation 1 – "Closing soon" nudge	Variation 2 – "Social proof"	Variation 3 – "Quick hitter"
Subject variations: ● Last call before your Polymail offer closes ● Your Polymail access closes tonight ● Before this closes: what returning users are seeing inside Polymail ● Final hours: why people are switching back to Polymail ● Last call — this is why others are reactivating		
Subject:	**Subject:**	**Subject:**

{{FirstName}},

I wanted to send a quick note before your offer expires tonight.

You were part of the early Polymail community. That always meant something to me, long before I ever stepped into this role.

Over the last year I have been rebuilding Polymail quietly and carefully. Stability. Speed. A cleaner writing experience. A more focused UI. A real foundation for AI. All the things I always wanted as a heavy operator inside the inbox.

If you want to see the version of Polymail we have been shaping, your 75% offer is still open until the end of the day.

Reactivate Polymail »

If you return, I believe you will recognize the simplicity you liked before, with more strength behind it.

If you do not, I understand. But would you mind hitting 'reply' and let me know: **What's holding you back? Are you inbox-zero elsewhere? Is it timing? Something else?**

Thanks for reading this

Pulin

{{FirstName}},

I wanted to send one last note before your 75% return offer expires tonight.

Over the past few weeks, something interesting has been happening.

Former Polymail users have been coming back inside because the inbox finally feels right again.

A few things they've told me directly:

- "I'm moving through email **5–10x faster** than before."
- "It feels like the inbox is finally working with me, not against me."
- "This is the first email client that actually respects how operators work."

One user put it bluntly: "Polymail feels like what email should've become years ago."

That's exactly what I set out to rebuild.

Over the last year, I've focused on:

- making the inbox faster and calmer
- removing friction from writing and follow-ups
- rebuilding the core so AI can *actually help*, not get in the way

Your **75% return offer closes tonight**. After today, this rate won't be available again.

Reactivate Polymail »

If you've already found an inbox that truly works for you, I respect that.

But if email still feels heavier than it should, this is the moment to take another look.

It's Pulin.

People are closing deals 5–10x faster after coming back to Polymail.

Your 75% re-activation offer closes tonight.

Jump back in.

-PT

Thanks for being part of the early Polymail chapter. This version was built with that same spirit — just sharper.

Pulin

WHAT SUCCESS LOOKS LIKE

Conservative Case (1.5%)
 Reactivations: ~2,775
 MRR: ~$55K–$60K
 ARR: ~$660K–$720K
Outcome: Safely doubles the business.

Probable Case (3–4%)
 Reactivations: ~5,550–7,400
 MRR: ~$120K–$155K
 ARR: ~$1.45M–$1.85M
Outcome: This is the most likely band if execution + deliverability are tight. Clears $2M ARR with ongoing net-new.

Moonshot Case (7–10%)
 Reactivations: ~12,950–18,500
 MRR: ~$275K–$385K
 ARR: ~$3.3M–$4.6M
Outcome: Polymail is back. Category re-entry. Valuation step-change.

Hyper Moonshot / Edge Case (15–20%)
 Reactivations: ~27,750–37,000
 MRR: ~$585K–$780K
 ARR: ~$7.0M–$9.4M
 Outcome: Requires perfect storm conditions: pristine deliverability, exceptional product experience, strong nostalgia pull, and word-of-mouth inside teams. Rare, but *not impossible* for a beloved legacy product.

Next steps after success:

1. Optimize for retention: update training/help materials, run quarterly customer enablement webinars, hire part-time AM for proactive check-ins

2. Apply transferable learnings to our purchased cold list of 11.4K: https://docs.google.com/spreadsheets/d/1nrhAXiZLVUdq3eBo8PQID4Mk2BVYxRG41bn-pKMLgMk/edit?usp=sharing. Replicate process.

3. Audit new cohort for upsell/enterprise opportunities? Run referral campaign to these new users?