

WEBINAR

The Best Cold Email Setup for 2026

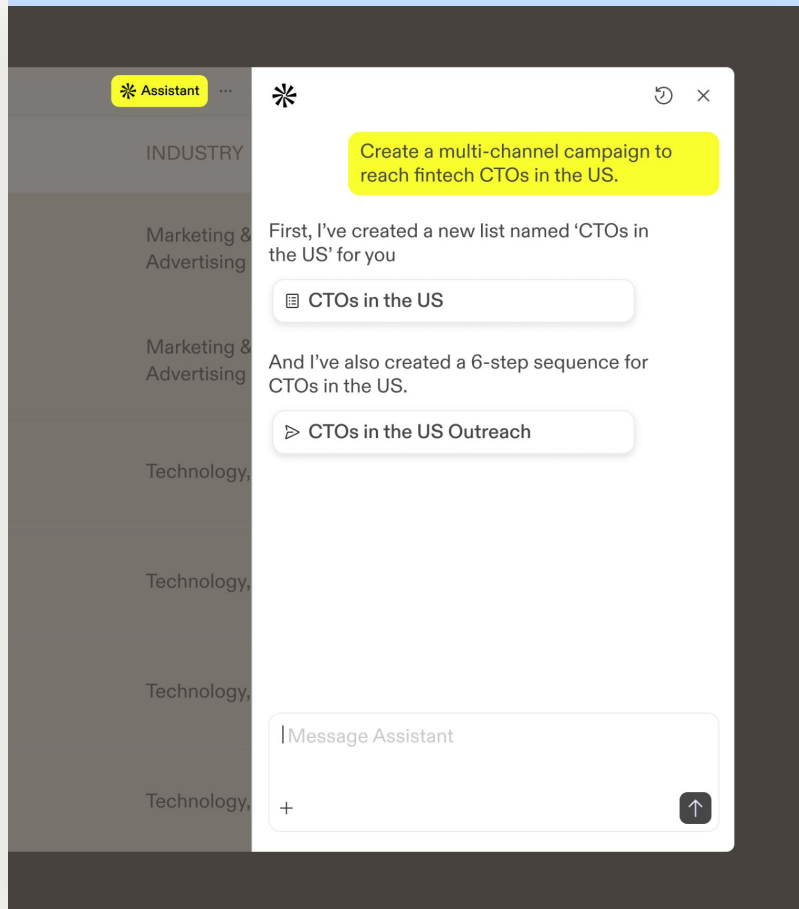
A Guide to the New Enforcement Era



The End-to-End AI Sales Platform

Trusted by 3M users across 500,000 companies

 AUTODESK **stripe** DocuSign  RIPPLING





Join the Apollo Community in Slack

SCAN OR GO TO:
apollo.io/community



Today's agenda

Housekeeping

Meet the speakers

Chapter 1: The new deliverability rulebook

Chapter 2: Targeting and copywriting strategies

Chapter 3: Safe sending demo in Apollo

Live Q&A



**James
O'Sullivan**

Apollo Academy Instructor



**Benny
Rubin**

Founder & CEO, Senders.co



**Jay
Feldman**

Founder, LeadGenJay



Chapter 1:

The new deliverability rulebook





Cold Email Deliverability Assessment

Designed for cold email teams & Apollo users

SCAN (or look in Docs →)



Deliverability structure

Choose the answer that best matches your current setup.

1

Cold vs other email separation

Are cold outreach emails clearly isolated from transactional and newsletter email (domains + tools)?

- ☐ 0 – No real separation
- ☐ 5 – Some separation
- ☐ 10 – Fully isolated cold infrastructure

Deliverability structure

Choose the answer that best matches your current setup.

2

DNS & authentication

How complete and correctly aligned are SPF, DKIM and DMARC on your cold domains?

- ☐ 0 – Misconfigured or missing records
- ☐ 5 – Basics in place, not fully aligned
- ☐ 10 – Clean, aligned SPF/DKIM/DMARC for cold

Deliverability structure

Choose the answer that best matches your current setup.

3

Warmup, volume & Gmail monitoring

How disciplined are you with warmup, volume ramps and Gmail/Postmaster monitoring?

- ☐ 0 – No structured warmup or monitoring
- ☐ 5 – Some warmup / ad-hoc checks
- ☐ 10 – Clear warmup plans, capped volumes, active monitoring

Deliverability structure

Example

Postmaster Tools

Compliance status

Spam

Feedback Loop

Authentication

Encryption

Delivery Error

Visit old Postmaster Tools

Compliance status

This dashboard shows [email sender requirements](#) compliance for your domain and subdomains. [Learn how to use the Compliance Status dashboard](#). Last updated Sat, Nov 29, at 1:00 AM.

Requirement	Status
SPF and DKIM authentication	<div>Needs work</div> — Set up both SPF and DKIM authentication SPF prevents spammers from sending unauthorized messages that appear to be from your domain. Receiving servers use DKIM to verify that the domain owner actually sent the message.
From: header alignment	<div>Needs work</div> — Ensure the From: header aligns with either SPF or DKIM For direct mail, the domain in the sender's From: header must be aligned with either the SPF domain or the DKIM domain. This is required to pass DMARC alignment.
DMARC authentication	<div>Needs work</div> — Set up DMARC authentication with a minimum policy of none (p=none) DMARC lets you tell receiving servers what to do with messages from your domain that don't pass SPF or DKIM: do nothing, quarantine, or reject
Encryption	<div>Needs work</div> — Set up TLS encryption TLS encrypts messages for privacy and prevents unauthorized access of your messages when they're in transit
User-reported spam rate	<div>Needs work</div> — Keep user-reported spam rate below 0.3% A spam rate of 0.3% or higher will severely impact your deliverability - your messages might be rejected or sent to spam
DNS records	<div>Needs work</div> — Set up forward and reverse DNS records for domain Your sending IP address must have a PTR record. The hostname specified in the PTR record must have a forward DNS that refers to the sending IP address.
One-click unsubscribe	<div>Compliant</div>
Honor unsubscribe	<div>Compliant</div>

2025 Google | [Terms of Service](#) | [Privacy Policy](#)

Deliverability structure

Example

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Compliance status

This dashboard shows [email sender requirements](#) compliance for your domain and subdomains. [Learn how to use the Compliance Status dashboard](#). Last updated Fri, Dec 12, at 1:00 AM.

Requirement	Status
SPF and DKIM authentication	✓ Compliant
From: header alignment	✓ Compliant
DMARC authentication	✓ Compliant
Encryption	✓ Compliant
User-reported spam rate	! Needs work — Keep user-reported spam rate below 0.3% A spam rate of 0.3% or higher will severely impact your deliverability - your messages might be rejected or sent to spam
DNS records	✓ Compliant
One-click unsubscribe	✓ Compliant
Honor unsubscribe	✓ Compliant

Deliverability structure

Choose the answer that best matches your current setup.

4

Compliance & targeting discipline

How tightly do you manage audience fit, data sources and regional compliance (e.g. GDPR, CAN-SPAM, local rules)?

- ☐ 0 – Little attention to compliance / fit
- ☐ 5 – Some checks, but not systematic
- ☐ 10 – Defined rules per region + regular audits

Deliverability structure

Choose the answer that best matches your current setup.

5

Inbox management & negative signals

How consistently do you process unsubs, complaints, hard bounces and “stop” replies from your cold inboxes?

- ☐ 0 – Rarely process them; many bad contacts stay in sequences
- ☐ 5 – We sometimes remove obvious bad contacts, but it’s manual and inconsistent
- ☐ 10 – We systematically track and sync unsubs/complaints/bounces/negative replies back to lists and tools

What is your Deliverability score really telling you?

5 questions → add the points → ×2 → score out of 100

Low score: 0–50 → Structural Risk

Fix foundations before scaling. Scaling now may hurt reputation

Mid-score 60 → Latent Risk

You can send, but there are a few structural issues to fix before heavy scaling.

High Score 80–100 → High Control

Ready to scale with strong fundamentals. You're structurally ready to scale, as long as lists and messaging stay tight.

Want to chat with Senders?

SCAN
(or look in Docs →)





How do you currently manage deliverability for outbound?



Chapter 2:

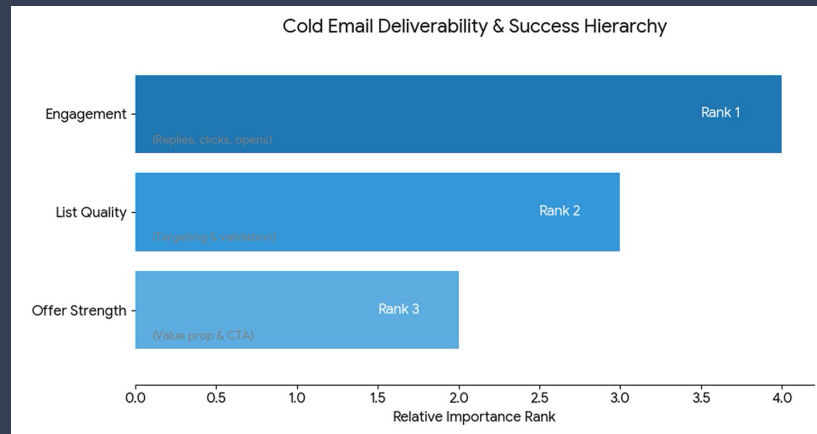
Top Cold Email Targeting and Copywriting Strategies



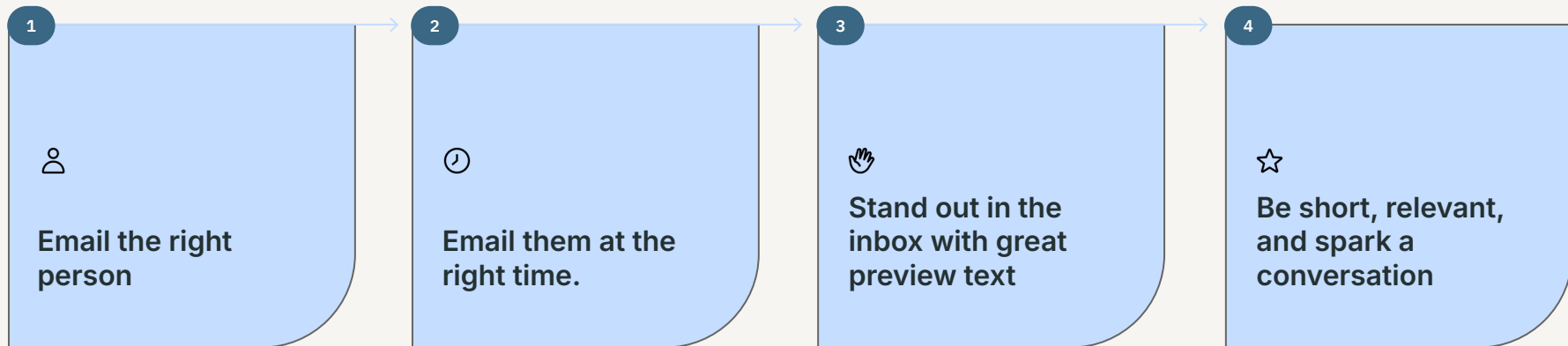


The one truth

Engagement is key for the inbox



How to think about email engagement



Emailing the right person

Job Titles X 1

Include titles: owner X

People Lookalikes

Company

Company Lookalikes

Education Beta

Location X 1

Company Locations: united states X

Employees X 1

1-10 X

Industry & Keywords X 7

Company Keywords Contain ANY Of:

website freelancer X web designer X

web design X website design X

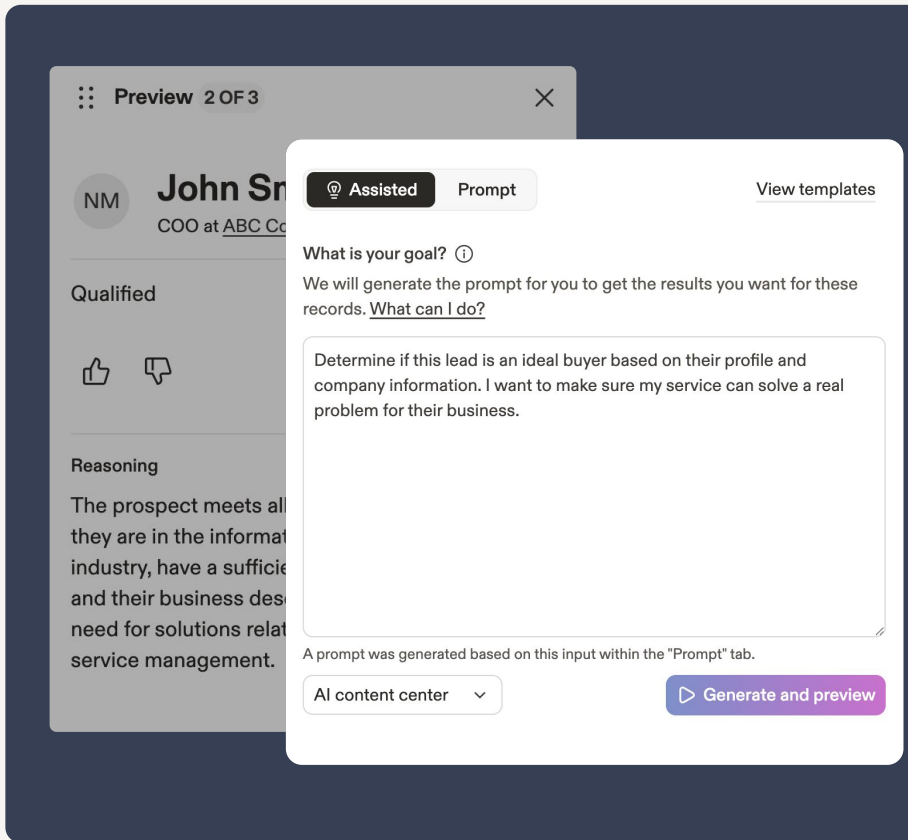
web development X

website development X web studio X

<input type="checkbox"/>	<u>Brandon Borders</u>	Owner	▶ Click to run
2 enrichable fields			
<input type="checkbox"/>	<u>Damyan Jackson</u>	Business Owner	▶ Click to run
<input type="checkbox"/>	<u>Arthur Rattray</u>	Owner/Lead Developer	▶ Click to run
<input type="checkbox"/>	<u>Natalie Hansen</u>	Owner/CEO	▶ Click to run
<input type="checkbox"/>	<u>Shayne Terry</u>	Owner	▶ Click to run
2 enrichable fields ✓ X			
<input type="checkbox"/>	<u>Brent Brown</u>	Co-Owner	▶ Click to run
<input type="checkbox"/>	<u>Gary Block</u>	Owner	▶ Click to run
1 enrichable field			
<input type="checkbox"/>	<u>Ethan Fuller</u>	Owner	▶ Click to run
3 enrichable fields ✓ X Accounting & Clie...			
<input type="checkbox"/>	<u>Joshua Hernandez</u>	Owner Operator	▶ Click to run
<input type="checkbox"/>	<u>Crystal Lewis</u>	Owner and Founder	▶ Click to run

Ninja Targeting

Use AI qualification to analyze the lead and company to confirm they are a good fit for your offer before reaching out.



Emailing at the right time

→ Job Postings

→ News

→ Fundraising

→ Custom Data Signals (AI)

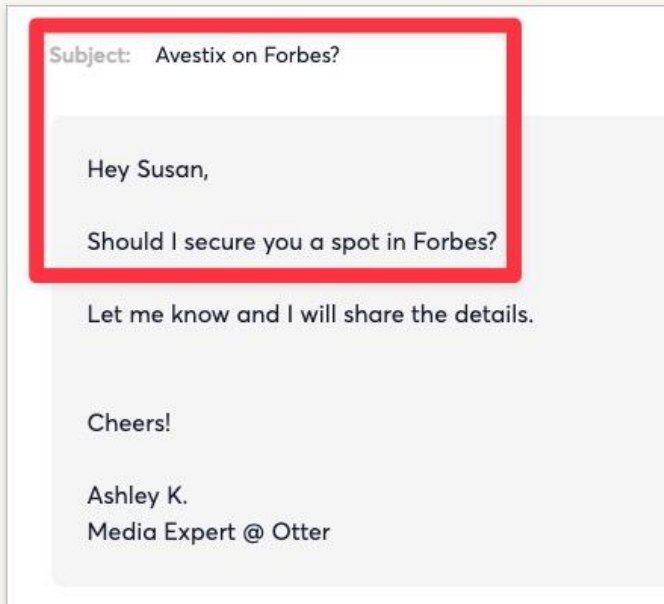
→ Social Signals

The screenshot shows a workflow management interface. At the top, it says 'Workflows > People using advertising platforms'. Below this, the title 'People using advertising platforms' is followed by a 'Paused' status indicator. A navigation bar includes 'Overview' (selected), 'Workflow', 'Settings', 'Enrollment', 'Email Metrics', 'New' (highlighted in green), 'Tasks', and 'Activity'.

The main content area is divided into several sections:

- Target People:** A summary row showing 'Completed 1555' and 'In progress 0'.
- Associated resources:** A section with a toggle switch set to 'Active'. It contains a list of resources: 'Lead gen - Technology Based (Play)' and 'Lead gen - Technology...'. Below this, there are two rows: 'LIST' with a toggle switch, and 'Lead Gen - Using Lead S...'. At the bottom, there are two rows: 'LAST RUN' with the date 'Jun 14, 2023 8:01 AM' and 'NEXT RUN' with the date 'Jun 15, 2023 8:00 AM'.
- Enrollment:** A section with a toggle switch set to '1.6K'. It contains a search bar with the text 'Search people'. Below this, there is a table with columns 'NAME', 'CONTACT', and 'STATUS'. The table has two rows: 'Trevor Andrews' with a 'Completed' status, and 'Jim Birmingham' with a 'Completed' status.

Get the open



Engaging preview text (subject line + 1st sentence)

Sound like a human being

Keep it short. Ask a question. Get creative.

Bait but don't trick!

Don't telegraph the sale.

Get the reply

Subject: Avestix on Forbes?

Hey Susan,

Should I secure you a spot in Forbes?

Let me know and I will share the details.

Cheers!

Ashley K.
Media Expert @ Otter

Keep the copy short.

Use a conversational CTA.

Make your offer compelling. Unique Offers or positioning will always win over AI fluff.

AI Personalization

- **High potential — start slow to get it right!**
(Try starting with templates!)
- **Try these personalization angles**
Competitors, client, job openings, social posts
- **Great responses require great prompts.**

Subject: ProTech IT Solutions on Tech Times?

Hi Sal,

Reserved a spot to feature a story about ProTech IT Solutions on Tech Times.

Would it be okay if I send over the details?

Cheers!

Ashley K.
Media Expert @ Otter

The CTA

- Your prospect should be able to reply with one hand
- They should not need to think about what to reply
- Try to get them to say "yes or no".

Subject: ProTech IT Solutions on Tech Times?

Hi Sal,

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Cheers!

Ashley K.
Media Expert @ Otter

Free
course!



September 2025

MON 1 Nov	TUE 2	THU 4	FRI 5
SEO consultation - Jenna ✓ Prepare for interview ms	✓ Finish the PPT ● 8am John and zylker	Delegates meeting Zylker managers meeting	Elza - Social Media Consult Zylker marketing meeting
8 Organizers meet for event Project meeting with digital	9 Consultation with Zylker co John - Social Media Cons	11 ✓ Create a PPT for new pr ● 12:30pm Board members	12 Interview for Sales manage Zylker sales check
19 Nate - Social Media consult Service meeting for Zylker			19 New work - Zylker Miami Project meeting with Zylker

COLD EMAIL
FULL COURSE

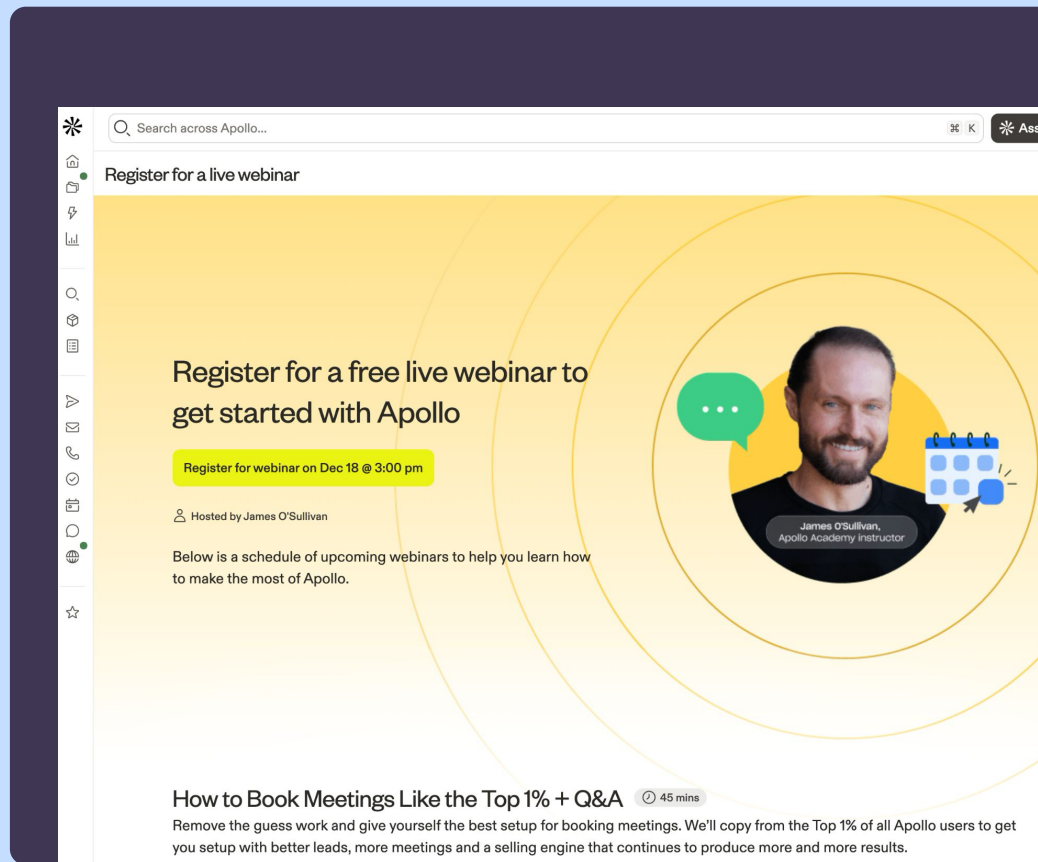


Chapter 3:

Safe sending demo in Apollo



Join an Apollo training



The screenshot shows the Apollo Academy website interface. At the top, there is a search bar with the text "Search across Apollo...". Below the search bar, the page title "Register for a live webinar" is displayed. The main content area features a large yellow background with concentric circles. On the left, the text "Register for a free live webinar to get started with Apollo" is followed by a yellow button that says "Register for webinar on Dec 18 @ 3:00 pm". Below this, it says "Hosted by James O'Sullivan". Further down, a paragraph states: "Below is a schedule of upcoming webinars to help you learn how to make the most of Apollo." On the right side, there is a circular profile picture of James O'Sullivan, an Apollo Academy instructor, with a green speech bubble and a blue calendar icon next to it. At the bottom, there is a section titled "How to Book Meetings Like the Top 1% + Q&A" with a "45 mins" duration indicator. The description below reads: "Remove the guess work and give yourself the best setup for booking meetings. We'll copy from the Top 1% of all Apollo users to get you setup with better leads, more meetings and a selling engine that continues to produce more and more results."

Search across Apollo...

Register for a live webinar

Register for a free live webinar to get started with Apollo

Register for webinar on Dec 18 @ 3:00 pm

Hosted by James O'Sullivan

Below is a schedule of upcoming webinars to help you learn how to make the most of Apollo.

How to Book Meetings Like the Top 1% + Q&A 45 mins

Remove the guess work and give yourself the best setup for booking meetings. We'll copy from the Top 1% of all Apollo users to get you setup with better leads, more meetings and a selling engine that continues to produce more and more results.