

BlueSail AI Outreach Engine

How a fully automated B2B outreach pipeline runs itself.



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Audience: Prospective BlueSail AI clients evaluating B2B outreach

Summary

BlueSail AI builds and operates a fully automated B2B outreach engine. You define who you want to reach. The system sources those prospects, verifies their contact information, sends personalized emails on a schedule from your own Gmail or Outlook mailbox, follows up over the following two weeks, handles every type of response, and gives you a real-time dashboard of your entire pipeline. The only thing you do manually is reply to the warm leads.

This document walks through how the system works end-to-end, what each stage guarantees, and what you actually have to do once it is live.

What You're Getting

A complete pipeline that runs itself. The sections below describe each piece of the system and the guarantees that come with it.

- **Bring your own list, or we build one.** The importer parses standard CSVs, derives the right sending domain, and automatically removes role-based addresses (info@, sales@, noreply@) and personal free-mail accounts that hurt deliverability. If you'd rather have a list built from scratch, we source it through Apollo (230M+ verified business contacts) using filters you approve.
- **Precise targeting.** Apollo lets us filter across 65+ data points including industry, company size, geography, job title, seniority, technologies in use, buying intent, and verified-email status. The tighter the ICP, the better the results.
- **Transparent prospect discovery.** Before you spend a single credit, you see a free live preview of how many matches the search would return and a sample of who is in it. Your current Apollo credit balance is visible in the UI, so there are no surprises.
- **Enrichment and email verification.** Every contact is enriched and verified before entering the send queue. Email deliverability is confirmed, personal names are validated as real names (never

"sarah@acme.com" or "N/A"), and bad records are filtered out. Duplicates are detected and skipped automatically.

- **Four-email personalized sequence.** Each prospect receives up to four personalized emails over roughly ten business days. Timing, subject lines, body copy, attachments, and your signature are all configurable per mailbox.
- **Fail-closed personalization.** Every variable in a template is checked at send time. If any one of them is missing or invalid for a specific contact, that one email is held back rather than sent with a blank or broken placeholder. You will never ship a "Hi ," or a "Hi {{first_name}}," to a prospect.
- **Business-hours enforcement.** Emails send Monday through Friday, 9am to 5pm, in the sending mailbox's local timezone. This is enforced inside the database layer, not just the workflow, so no out-of-hours send is possible even if a job queues overnight.
- **One contact per account.** Only one contact per company is active at a time. A second contact at the same company stays queued and starts only when the first one finishes or replies, so two colleagues never receive outreach from you on the same day.
- **Follow-ups prioritized over new sends.** If you import a large new list on top of an existing pipeline, in-flight prospects still get their next step on schedule. New contacts fill in behind them. Nobody gets stranded.
- **RFC 8058 compliance.** Every outbound email includes a one-click unsubscribe header (RFC 8058) and a signed unsubscribe link in the footer. One click immediately stops every future email in every active sequence to that address. This is the mechanism Gmail and Yahoo now require from bulk senders, and it is on by default for every mailbox.
- **Automated reply handling.** The system polls your inbox every few hours and classifies every incoming message. Positive replies pause the sequence and flag a warm lead. Out-of-offices delay the next send seven days. Bounces remove the contact permanently. Autoresponders are ignored.
- **Live pipeline dashboard.** A real-time dashboard shows daily send counts per mailbox, a "next sends" preview of exactly who the system plans to email and when, every prospect's current step, all replies with warm leads surfaced first, bounce rate, and monthly breakdowns by sender.
- **Scales across multiple mailboxes.** A single campaign can send from several mailboxes at once, each with its own daily cap and timezone. Reply detection, suppression, and the dashboard are unified across all of them.
- **No double-send, ever.** Every send is reserved in the database before the email is handed to the provider. If anything interrupts the send mid-flight, the system continues from where it left off rather than resending. No prospect ever receives the same step twice.

The Four-Email Sequence

Every prospect receives up to four personalized emails over roughly ten business days. The arc moves from a short introduction, to a value-focused follow-up with supporting material, to a brief check-in, to a no-pressure close-out that leaves the door open. Each email is addressed to the contact by first name and references their company, so it reads like a note from a real person rather than a marketing blast. Timing, subject lines, body copy, attachments, and signatures are all configurable per mailbox, per campaign.

Step	What it does
1. Intro · Day 0	Sent the moment the job becomes active. Short and direct, with a single clear reason the prospect might care. No pitch, no attachment, no asks beyond a reply.
2. Follow-Up · Day 2	Adds the value case. This is where supporting material (a one-pager, a brochure, a case study, a sample report) can be attached. The goal is to give the prospect something concrete enough to forward internally.
3. Nudge · Day 5	Short, human check-in. Acknowledges they may be busy, asks a simple yes/no question, and makes replying as low-effort as possible.
4. Close-Out · Day 10	A graceful last touch. Signals that the sequence is ending, leaves the door open for future timing, and often gets replies on its own because the pressure is off. A second attachment can be included here if useful.

Reply Handling

The system polls your inbox every few hours, classifies every incoming message, and takes the right action without a human in the loop. The table below shows what the system does with each category of inbound response and what, if anything, is left for you to handle.

Response Type	What Happens	Action Required
Positive Reply	Outreach stops immediately. Contact flagged as a warm lead in the dashboard.	Reply manually from your normal inbox.
Any Reply	Job stopped. No further automated emails to that person.	None.

Out of Office	Next email delayed seven days. Sequence stays active and resumes automatically.	None.
Bounce	Contact permanently removed from the sendable pool. Job stopped.	None.
Generic Auto-Reply	Ignored. Sequence continues as normal.	None.

Deliverability and Compliance

Deliverability is treated as a first-class concern, not an afterthought. The system is designed to make your sending pattern look exactly like a careful person at a keyboard: verified recipients, business hours, modest volume, clean unsubscribes, and clean bounces.

- **List hygiene.** Verified-email filtering on every list, with role addresses (info@, sales@, noreply@) and personal free-mail accounts stripped before anything is queued.
- **Per-mailbox throttling.** Each mailbox has its own daily cap and a small per-run burst cap, so volume ramps on a warm-up schedule and never bunches at the provider in the same minute.
- **No tracking artefacts.** No open-tracking pixels, no link-rewriting redirects, and no public link-shortener domains. The system sends plain, text-first emails that read and route like a real person wrote them, which is the single biggest factor spam filters weigh.
- **Per-mailbox sender identity.** Each mailbox gets its own From name, reply-to, and signature, so recipients see a real human and a genuine mailbox rather than a generic sender identity shared across campaigns.
- **RFC 8058 one-click unsubscribe.** Cryptographically signed List-Unsubscribe headers that satisfy Gmail and Yahoo bulk-sender requirements, with instant suppression across every active sequence on a single click.
- **Bounces removed permanently.** A hard bounce removes the contact from the sendable pool permanently; the system will not retry a dead address.

Domain Warming

If you are starting with a fresh domain or a mailbox that has not been used for cold outreach before, daily volume is capped low at first (typically 10 to 15 emails per day) and increased gradually over several weeks as your sender reputation builds. The system enforces whatever daily limit is set, per mailbox, automatically. Even if hundreds of contacts are queued, only the configured number will send that day. This protects deliverability from day one.

Pipeline Dashboard

At any point you can see the full state of your outreach pipeline in real time:

- How many emails went out today vs your daily send limit, per mailbox.
- A "next sends" preview of exactly who the system plans to email next and when.
- Every prospect, their current step in the sequence, and their next scheduled send time.
- All replies, including the subject and body, with warm leads surfaced first.
- Bounced contacts and your current bounce rate.
- Monthly breakdown of outreach volume, replies, out-of-offices, and completions by sender.

Warm leads sort to the top automatically so you never miss a response. Replied contacts are flagged and their job is stopped the moment the system detects the reply.

What You Actually Have to Do

Once the system is configured and running, the only manual step is responding to the people who reply positively. The pipeline builds itself, outreach goes out every business day, replies are routed and classified, and your dashboard shows you exactly what is working.

Reply to warm leads from your normal inbox. Everything else is fully automated: list building, enrichment, sending, follow-ups, reply detection, unsubscribes, bounces, and reporting.

To Get Started

Two items are needed to turn the system on for a new client:

- Access to the sending mailbox(es) you want to use, Google Workspace or Microsoft 365.
- An approved Ideal Customer Profile, or an existing contact list to import.

From there, we handle configuration, warm-up, the first live batch, and the handoff. Happy to jump on a call to walk through the system, show the dashboard live, or scope a pilot run.

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