

EMAIL DELIVERABILITY & INFRASTRUCTURE EXPERTS

# Postbox Consultancy Services

Your complete partner for inbox placement, cold email infrastructure, and email program management

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CAPABILITY OVERVIEW

## What We'll Cover

<b>01 — Who We Are</b> A dedicated email deliverability & infrastructure consultancy.	<b>02 — The Deliverability Problem</b> Why authentication alone rarely solves it.	<b>03 — Our Services</b> Six ways we keep your emails in the inbox.
<b>04 — How We Work</b> A clear, consultative process, every time.	<b>05 — Why Postbox</b> Track record, values, and what sets us apart.	<b>06 — Case Studies</b> Real problems we've diagnosed and fixed.

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WHO WE ARE

## A Dedicated Email Deliverability & Infrastructure Consultancy

Postbox Consultancy Services helps B2B companies across the US, Europe, and Asia get their emails into the inbox - and keep them there. We work hands-on with founders, marketing teams, and sales teams who depend on email for revenue, not just engagement.

- Led by Sandeep Saxena, founder & lead deliverability consultant
- Serving clients across North America, Europe, and Asia
- Hands-on consulting, not just a tool or dashboard

<b>10+</b> Years of Deliverability & Email Infra Experience	<b>500+</b> Clients Served Worldwide	<b>5.0</b> Top-Rated Consultant on Upwork
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THE PROBLEM

# If Your Emails Aren't in the Inbox, Nothing Else in Your Funnel Matters

<p><b>Authentication isn't enough</b></p> <p>SPF, DKIM, and DMARC can all be configured correctly - and your emails can still land in spam.</p>	<p><b>One metric hides the real problem</b></p> <p>A 98% delivery rate means nothing if half of those emails are sitting in spam, not the inbox.</p>	<p><b>Most issues are compounding</b></p> <p>Reputation, content, infrastructure, and list quality usually combine to create deliverability problems - rarely just one.</p>
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OUR SERVICES

# Everything You Need for a Healthy Email Program, In One Place

<p><b>Email Deliverability Audit</b></p> <p>Full diagnostic of authentication, reputation, content, and list health.</p>	<p><b>Cold Email Infrastructure</b></p> <p>Domains, mailboxes, and authentication built for safe, scalable outbound.</p>	<p><b>Email Authentication</b></p> <p>SPF, DKIM, DMARC, and BIMI setup, alignment, and monitoring.</p>
<p><b>Mailbox Warmup &amp; List Cleaning</b></p> <p>Gradual warmup schedules and list hygiene to protect your reputation.</p>	<p><b>Email Team as a Service</b></p> <p>Outsourced campaign management - strategy, sending, and reporting.</p>	<p><b>Custom Email Platform Builds</b></p> <p>In-house sending infrastructure built to your exact requirements.</p>

SERVICE 01

## Email Deliverability Audit

A full diagnostic of your email program - not just SPF and DKIM. We review every layer that affects whether your emails reach the inbox, and deliver findings as a clear PDF report with a prioritized action plan.

- Inbox placement review with seed list testing
- IP and domain/sub-domain reputation review
- Email authentication (SPF, DKIM, DMARC) review
- Content, template, and link review
- Data management review - unsubscribe, bounces, feedback loops
- Detailed PDF report plus live walkthrough call

### Deliverable

A complete audit report covering every factor impacting your deliverability, plus a 1-on-1 call walking through every finding.

Typical turnaround: 5-7 business days

SERVICE 02

## Cold Email Infrastructure Setup

Built for outbound teams who need to send at volume without burning domains. We set up the domains, mailboxes, and authentication that let you scale cold outreach safely.

<b>Domain &amp; Mailbox Strategy</b> Multiple sending domains and mailboxes structured to protect your primary domain's reputation.	<b>Authentication Built In</b> SPF, DKIM, and DMARC configured correctly from day one across every sending domain.	<b>Warmup-Ready Setup</b> Infrastructure handed off ready for a proper warmup schedule before any campaign goes live.
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SERVICE 03

## Email Authentication

Proving to mailbox providers that you're a legitimate sender - correctly, and kept that way.

<b>SPF</b> Authorizes which mail servers can send on behalf of your domain.	<b>DKIM</b> Adds a cryptographic signature that verifies message integrity.
<b>DMARC</b> Defines how unauthenticated mail is handled - none, quarantine, or reject.	<b>BIMI</b> Displays your brand logo in supporting inboxes, boosting trust and opens.

SERVICE 04

## Mailbox Warmup & List Cleaning

Two sides of the same goal: protecting your sender reputation before you scale.

<b>Mailbox &amp; IP Warmup</b> Gradual sending-volume ramp-up with a custom schedule and monitoring throughout to catch reputation issues early.	<b>List Cleaning &amp; Hygiene</b> Removal of invalid, bouncing, and risky addresses, plus spam trap identification before any major send.
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SERVICE 05

## Email Team as a Service (ETaaS)

Your outsourced email marketing team. We plan, send, and optimize your campaigns end-to-end, so you get the output of an in-house team without the hiring overhead.

- List development, nurture, and segmentation
- Campaign scheduling, monitoring, and analysis
- A/B testing and drip campaign management
- Detailed analytics with daily/weekly reporting

SERVICE 06

## Custom Email Platform Builds

For teams who've outgrown third-party platforms, or simply need full control over cost, speed, and deliverability.

<b>Employee Mailboxes</b> Host hundreds or thousands of employee mailboxes on infrastructure you control.	<b>Transactional Sending</b> Reliable, fast infrastructure purpose-built for order confirmations, receipts, and alerts.	<b>High-Volume Marketing</b> Platforms built to send millions of promotional emails daily without third-party limits.
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### HOW WE WORK

## A Clear, Consultative Process - Every Time

<b>1. Discovery Call</b> We learn about your platform, goals, and the issues you're facing.	<b>2. Assessment</b> We review your authentication, reputation, infrastructure, and lists.
<b>3. Report &amp; Roadmap</b> Findings are compiled into a clear report with prioritized next steps.	<b>4. Implementation</b> We execute the fixes directly, or guide your team through them.

**WHY POSTBOX**

## Why Clients Stay With Us

- 10+ years of hands-on deliverability and email infrastructure experience
- 5.0 rating on Upwork across 500+ clients worldwide
- Direct experience across US, European, and Asian B2B markets
- Consultative approach - we explain the why, not just the fix

<b>Truthfulness</b> Honest findings, even when the news isn't great.	<b>Compassion</b> We work with your team's reality, not against it.	<b>Tolerance</b> Open, respectful collaboration across every engagement.
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CASE STUDIES

## Real Problems, Real Fixes

### AI Sales Platform

Diagnosed and resolved a sender reputation issue that was silently suppressing inbox placement for a fast-scaling AI sales platform.

[postboxservices.com/ai-sales-platform-deliverability](https://postboxservices.com/ai-sales-platform-deliverability)

### Food Media Publisher

Uncovered why strong-looking open rates were masking a deeper inbox placement problem for a high-volume food media publisher.

[postboxservices.com/food-media-publisher-email-deliverability-case-study](https://postboxservices.com/food-media-publisher-email-deliverability-case-study)

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LET'S TALK

## Ready to Fix Your Email Deliverability?

Tell us what you're seeing, and we'll tell you exactly what's happening - and how to fix it.

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