

PAY-PER-QUALIFIED-CALL ENGINE · WEEK 1 OF LIVE OUTREACH

Outreach progress and the plan for this week

A straight read on what is live, what has come back from the conversations we started, and exactly how we get the email channel launched. Honest on the parts that are slow, clear on where the real signal already is.

Prepared for **Adrian & Jonny**

Monday, 29 June 2026

LinkedIn **live** · Email **launching this week****~325**

brokers live in the LinkedIn sequence

2,404

leads researched and organized in the database

1

prospect interested and opened their report

8 Jul

fresh email inboxes go live

01

What is running right now

LinkedIn is live and producing conversations. Email is the channel we are rebuilding this week after a deliverability hit, covered in full in section 02.

LIVE

LinkedIn outreach (Adrian + Jonny)

Both of your LinkedIn accounts have been running the AI HTS exposure-scan sequence since **23 June**. Every message is signed as you, never as an agency, and leads with the specific customs-classification angle rather than a generic AI pitch.

162importers & brokers on
Adrian's account**163**

on Jonny's account

90 daysconnect, scan hook, bump,
free-scan close

This is the channel carrying the load while email is rebuilt. The replies in section 03 all come from here.

THE LEAD DATABASE

Every lead, researched and organized

The send-ready importers, exporters and customs brokers we have built for you, all 2,404 of them, each scored for fit and tagged with the buying signal we found. This is the engine that feeds both channels.

 [Open the lead database](#)

02 Email: the honest status and the plan

Over the weekend of 22 June, Google blacklisted a large share of the sending domains we had built for your campaign. We tested every inbox for placement. Here is exactly where it stands and what we do about it this week.

REBUILDING

Inbox health after the blacklist

We ran a placement test across **93 inboxes on 50 domains**, sending into both Gmail and Outlook to see where each one lands.

WHERE THE 93 INBOXES LAND TODAY



 **32 still reach the Gmail inbox** (34%)  **58 land in spam everywhere** (62%, effectively burned)

 **3 need a credential fix**

Important caveat: of the 32 survivors, **none currently reach the Outlook inbox**, only Gmail. So even the working inboxes are limited to roughly a third of the market.

 [Open the full inbox placement report](#)

The two-track plan for this week

We are not going to waste inboxes you have already paid for, and we are not going to launch the real campaign on damaged infrastructure. So we run both tracks in parallel.

● Track A - This week

Run a small, controlled live send off the 32 inboxes that still reach Gmail, to Gmail-based prospects only. We have paid for these, so we extract whatever we can from them. **Set expectations honestly: this will likely produce close to no results.**

The inboxes are damaged, capped to a low daily volume, and blind to all Outlook recipients. Treat anything it returns as a bonus, not the plan.

LIVE THIS WEEK · LOW EXPECTATIONS

● Track B - The real launch

A fresh batch of inboxes on clean domains has already been bought and loaded, and is warming now. Warm-up cannot be rushed without burning them the same way, so they need roughly **9 more days** before they are safe to send at volume. This is the infrastructure the real email campaign launches on, alongside LinkedIn.

SEND-READY ~8 JULY

864 importers are already scraped, cleaned and queued behind Track B, sitting in the database above, ready to load the moment the fresh inboxes finish warming.

03 What has come back so far

Two replies in week one from the conversations we started on LinkedIn, plus a report a prospect opened more than once. Small and early by design, this is the ramp, but the shape is exactly right: a warm yes and a warm referral.

Boris Zimmermann · Caribtrans Logistics



Said yes to the exposure scan, then opened his report several times. The live report modelled a duty and admin leak of roughly \$3.8k to \$6.5k a month. Next step is a fit-check call.

INTERESTED

Bob Connor · ex-Mallory Alexander Logistics

Replied that he has moved on from the company and pointed us to the right person to speak to instead. A warm internal referral we now re-target.



SUGGESTED NEXT STEP · ADRIAN TO CONNECT WITH THE REFERRAL

Carmen Gerace · President & COO, Mallory Alexander International Logistics

REFERRAL

"Hey Carmen, Bob told me to reach out to you regarding Mallory. Just wanted to connect."

 [View Carmen on LinkedIn](#)

PROOF THE MECHANISM WORKS

Caribtrans Logistics

Boris Zimmermann, Managing Director

This is the pattern we are scaling toward. A cold LinkedIn message, a yes to the free HTS exposure scan, a personalised report built on his real customs profile, and a prospect who came back and opened it more than once. That is a buyer warming himself up before the call ever happens.

Modelled exposure **\$3.8k to \$6.5k / month**

 [View the report we sent Caribtrans](#)

04 How a reply becomes a qualified call

So you can see exactly what we are filtering for. A reply is only the start. The deliverable you pay on is a qualified call, and the bar for that is fixed.

1

Scan hook

Cold message offers a free AI HTS and tariff exposure scan on their business.

2

Free report

They reply, we build and send a personalised report on their real customs exposure.

3

Fit-check call

Warm prospects book a 15-minute fit-check call on your Calendly.

4

Qualified

Only calls that clear all five criteria below count toward your bill.

The qualified-call bar - all five must be true

- ✓ Importer, exporter, broker or logistics operator, 201+ staff
- ✓ Real US import or export volume, visible classification spend
- ✓ Shows up and stays on camera 15 minutes or more
- ✓ Decision-maker on the call (ops, supply chain, trade, customs)
- ✓ Genuine relevance to the HTS classification problem

05 The next 7 to 14 days

Keep LinkedIn ramping

Continue both accounts, work the open conversations toward booked fit-check calls, and get Caribtrans on the calendar.

Run the Track A salvage test

Small live send off the surviving Gmail inboxes. Low expectations, zero extra cost, pure upside if anything lands.

Finish warming the fresh inboxes

Roughly 9 more days to send-ready, around 8 July, then the real email campaign launches into the 864 queued importers.

One thing from your side

The do-not-contact list from Jonny is the last gate to running email at full volume safely. Getting that over unlocks the scale step.