Guide 1 of 13 · Start here · Zapmail, Instantly, Google Sheets

How Bold's cold email works

Updated Sep 30, 2026

Bold sends short, plain emails to contractors and suppliers who have never heard of it. Three tools do the work: Zapmail holds the sending addresses, Instantly sends the emails and collects the replies, and two Google Sheets hold the lists and the results. This guide shows each one and explains the words the other guides use.

7 steps · 3 min · 1 watch-out

Watch it first: how Bold's cold email works in one short video

The narrated video of this guide is in the library: https://campus.boldestimations.com/video/start-how-bold-cold-email-works.mp4

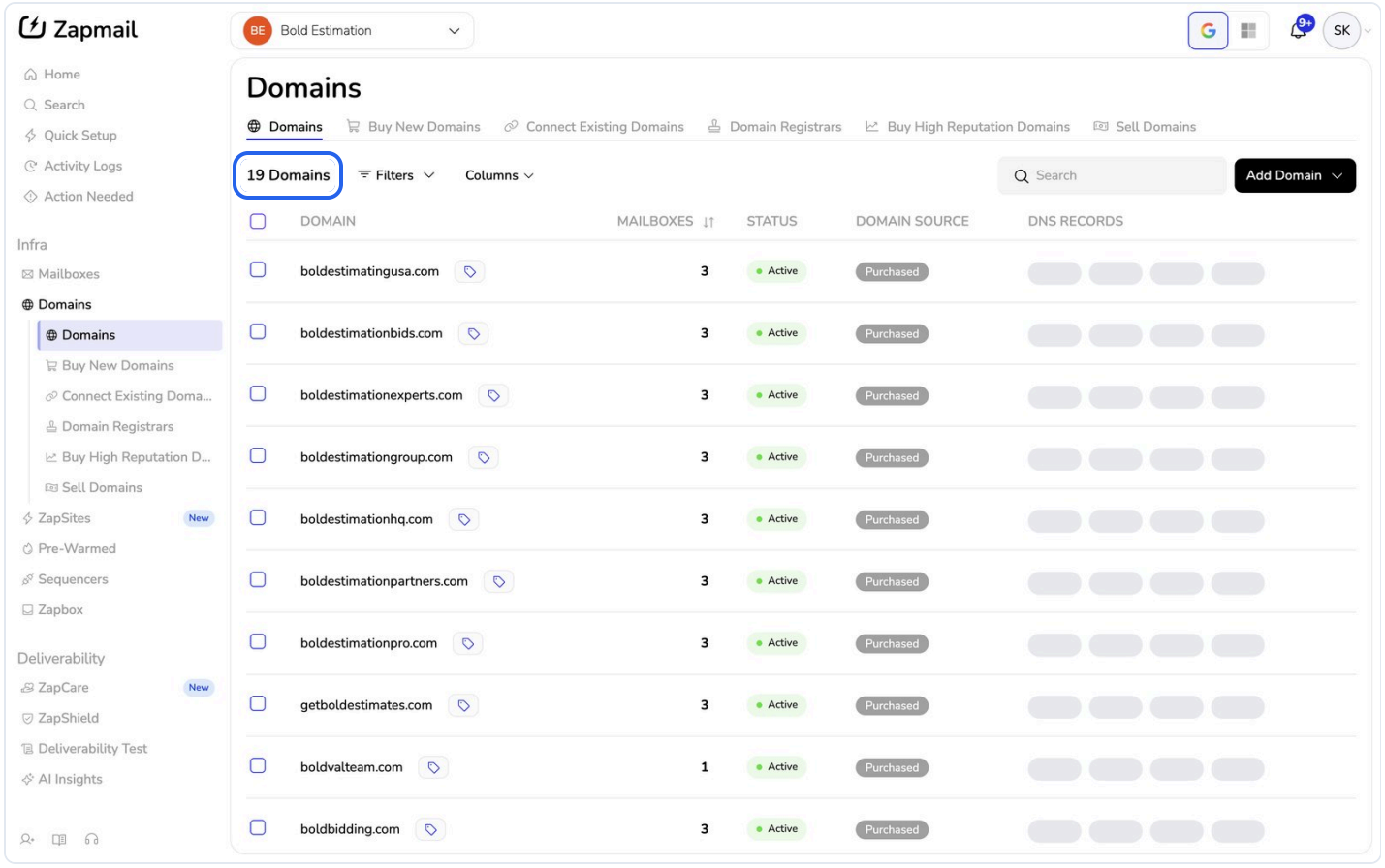
7 steps, each with the screen you will see

1. Zapmail holds the domains
2. Each domain has mailboxes
3. Instantly sends the emails
4. Campaigns hold the people
5. Replies land in the Unibox
6. The list drop sheet
7. The outreach core sheet

Screens recorded Sep 30, 2026 in Bold Estimation's Zapmail, Instantly and Google accounts. Names, email addresses and phone numbers of real people are replaced with placeholders or blurred, and typed examples are made up. If a screen looks a little different, the tool has updated: find the same label nearby.

1 Zapmail holds the domains

Bold's cold email runs on three tools. The first is Zapmail. It holds the domains, the extra web addresses Bold sends cold email from.

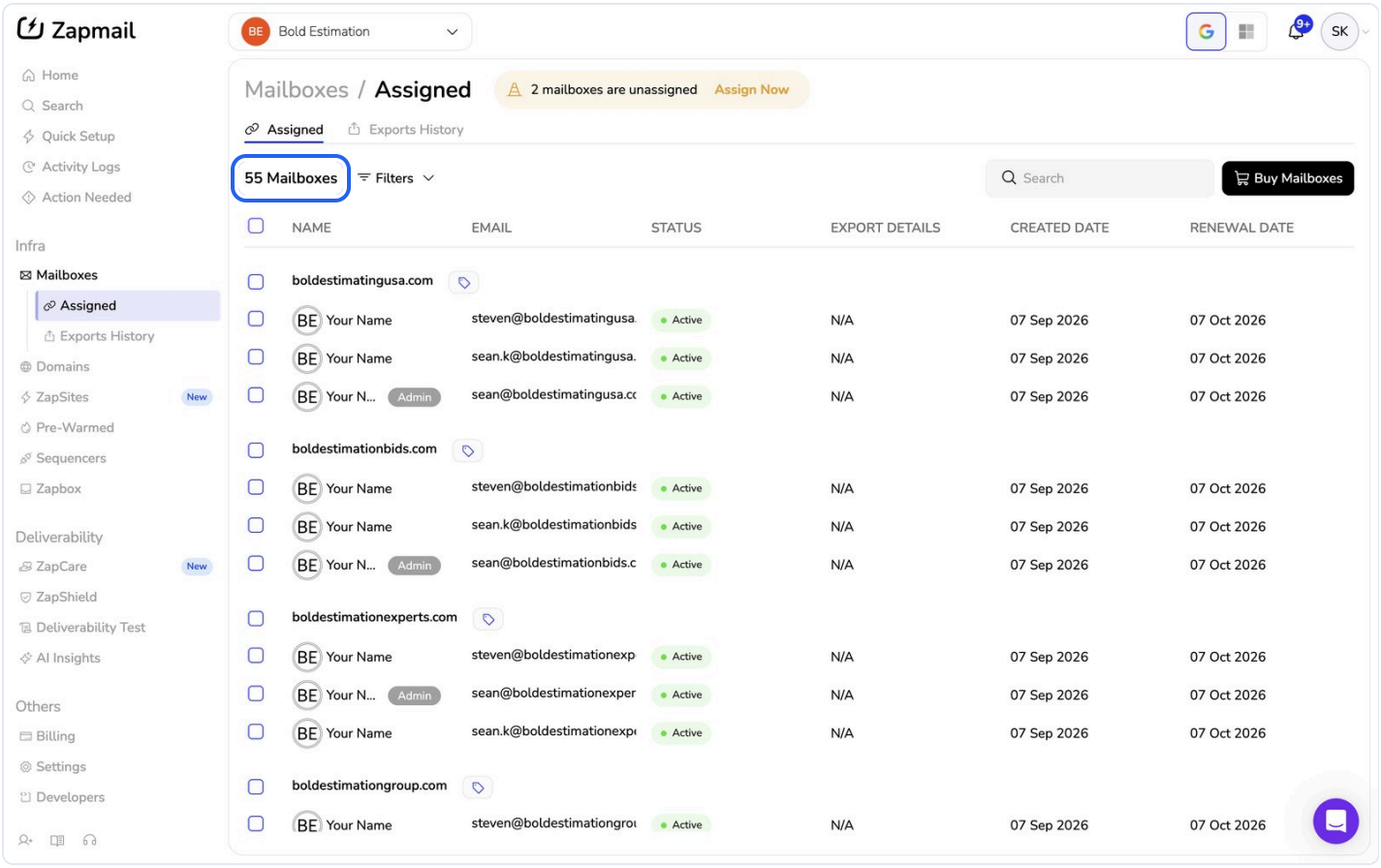


> ⚠ **Watch out.** Cold email never goes out from Bold's main company address. If one of these extra domains gets marked as spam, the main address and everyday email stay safe. Keep it that way: send campaigns only from Zapmail mailboxes.

2 Each domain has mailboxes

Next, Mailboxes.

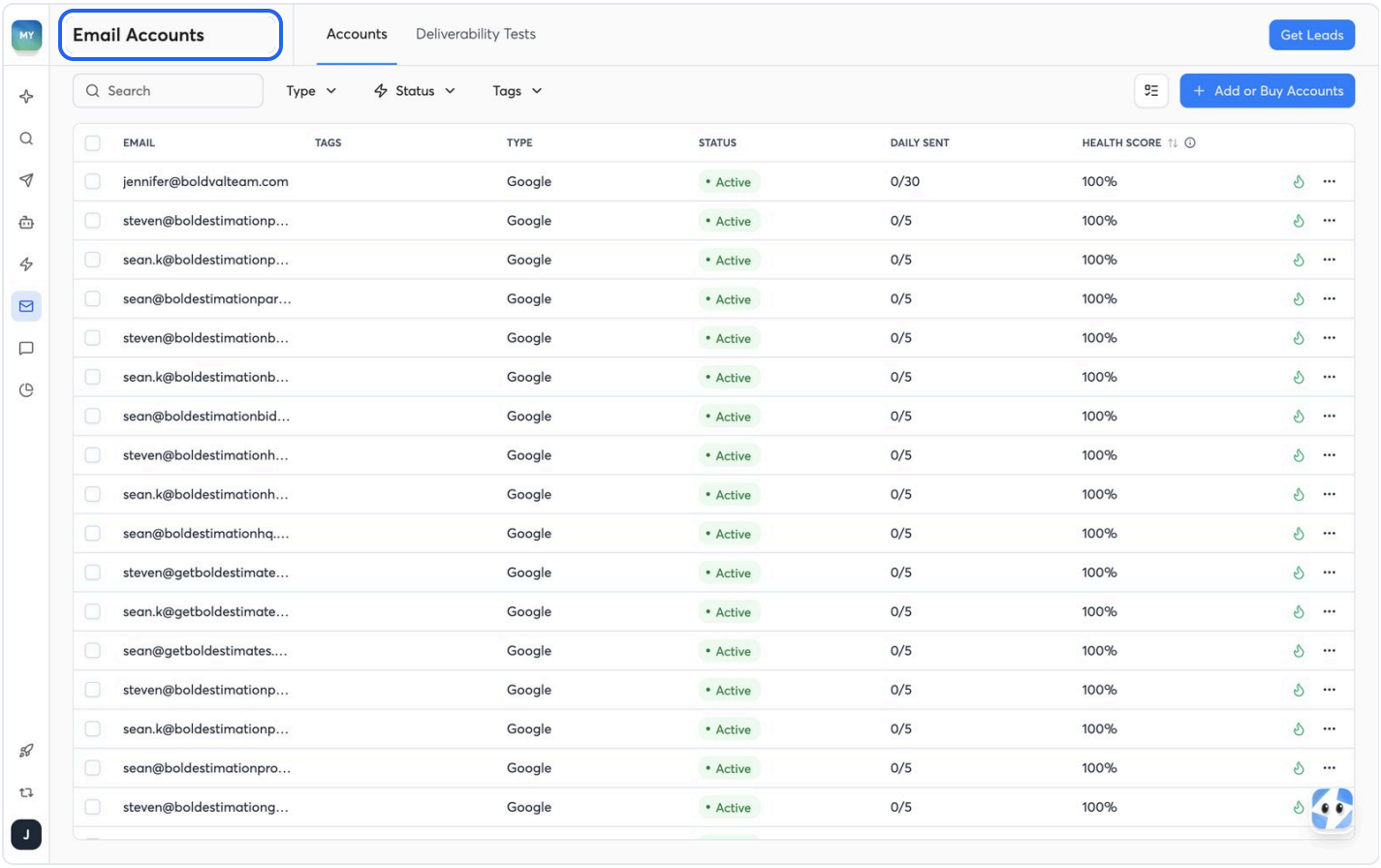
Each domain holds three mailboxes. A mailbox is one sending address, and this page lists every one.



3 Instantly sends the emails

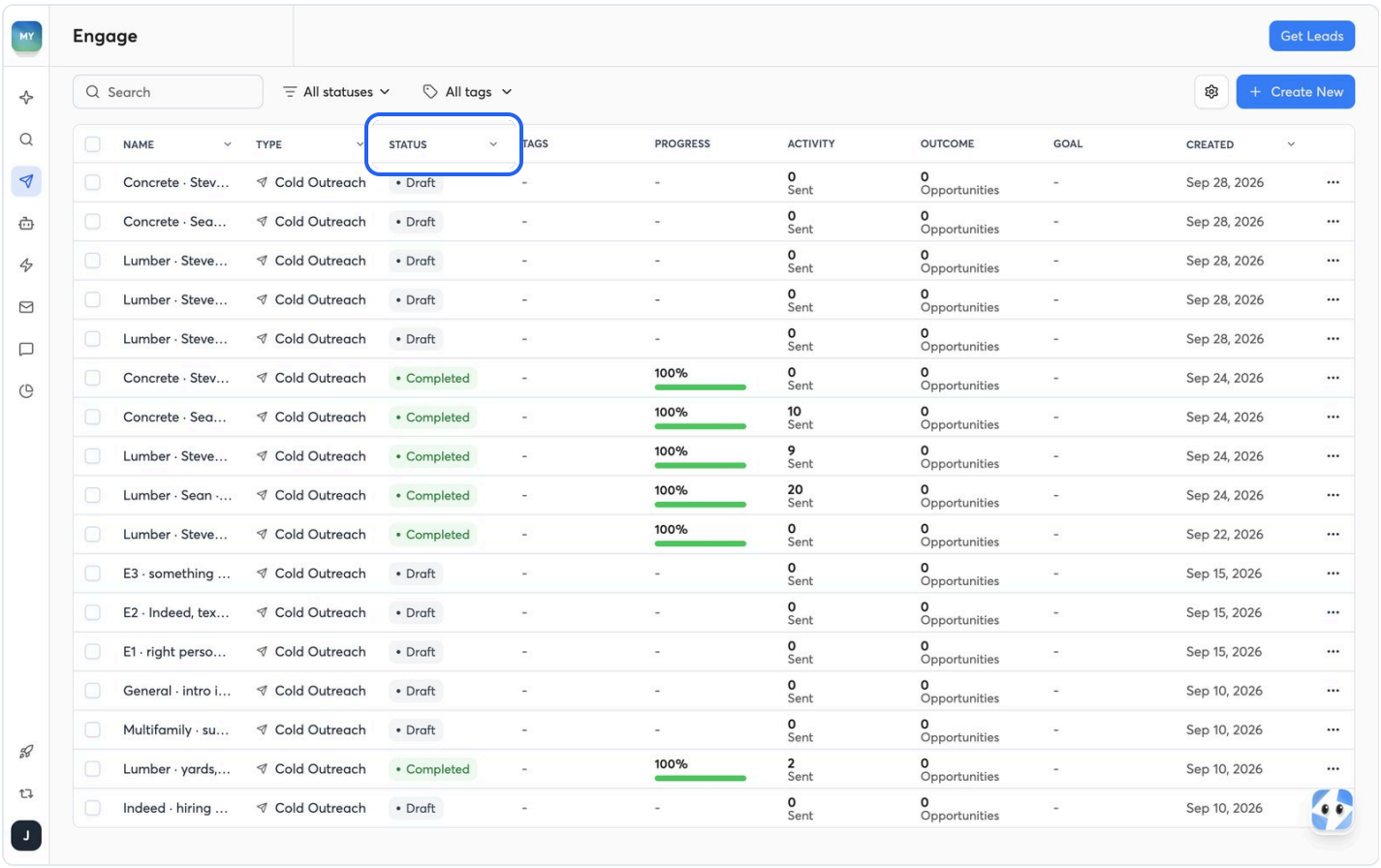
The second tool is Instantly.

Every Zapmail mailbox shows up here, under Email Accounts. Instantly warms each one up and sends the emails from it.



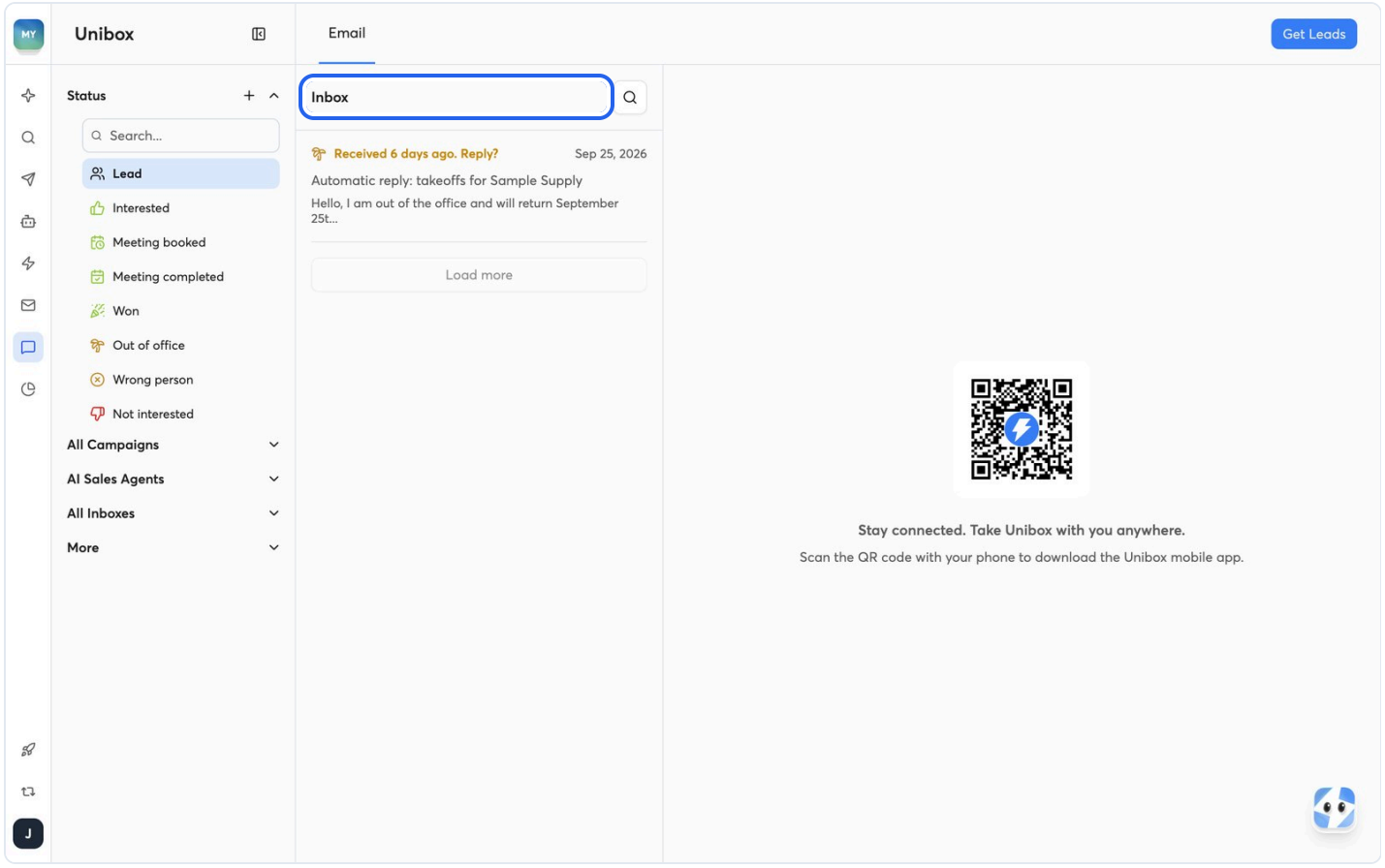
4 Campaigns hold the people

A campaign is one group of people and the emails they get. Engage lists every campaign, and Status shows whether each one is a draft, sending, on hold or finished.



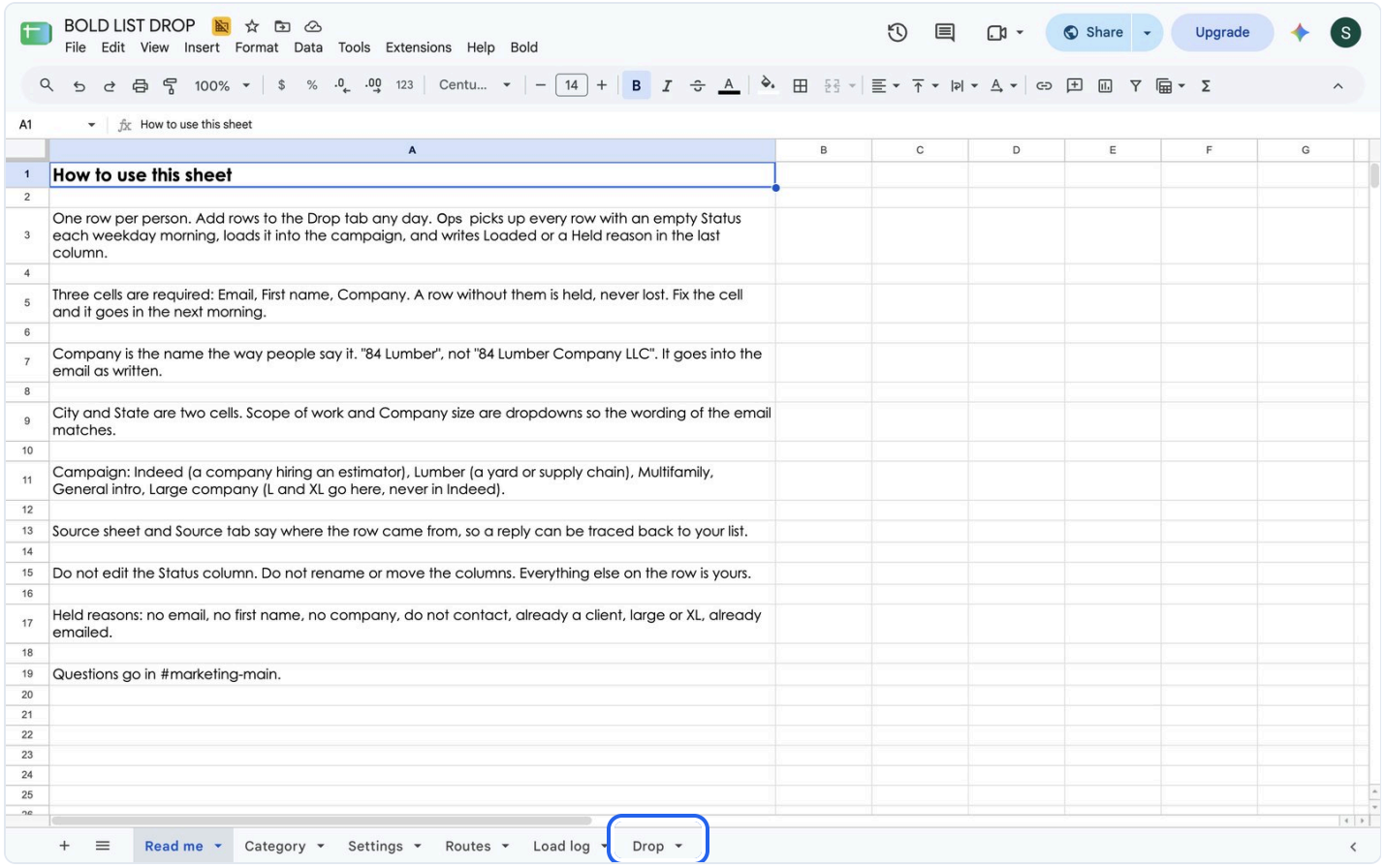
5 Replies land in the Unibox

When someone answers, the reply lands in the Unibox, one inbox for every mailbox.



6 The list drop sheet

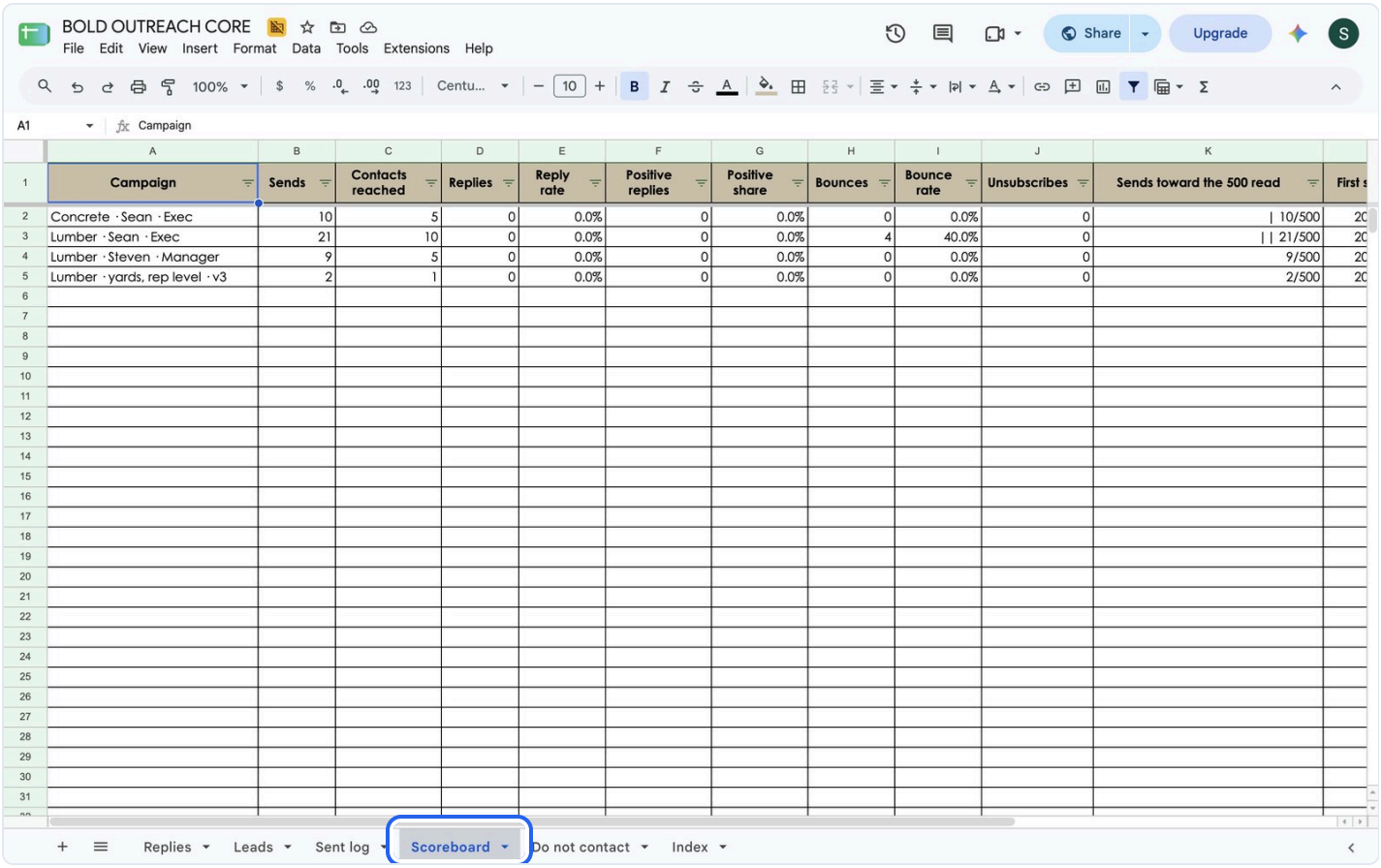
The third tool is Google Sheets. The list drop sheet is where the team adds the people Bold should email, one line per person, in the Drop tab.



7 The outreach core sheet

The outreach core sheet fills itself in. It logs every email sent and every reply.

Its Scoreboard tab adds up how each campaign is doing.



Campaign	Sends	Contacts reached	Replies	Reply rate	Positive replies	Positive share	Bounces	Bounce rate	Unsubscribes	Sends toward the 500 read
Concrete · Sean · Exec	10	5	0	0.0%	0	0.0%	0	0.0%	0	| 10/500
Lumber · Sean · Exec	21	10	0	0.0%	0	0.0%	4	40.0%	0	| | 21/500
Lumber · Steven · Manager	9	5	0	0.0%	0	0.0%	0	0.0%	0	9/500
Lumber · yards, rep level · v3	2	1	0	0.0%	0	0.0%	0	0.0%	0	2/500

12 words you will see, in plain English

Word	Meaning
Domain	A web address, like boldestimationhq.com. Bold owns extra domains only for cold email, so the main company address is never at risk.
Mailbox	One email address on a domain, like sean@boldestimationhq.com. Each domain has three.
DNS records	Settings on a domain that prove it is allowed to send email. The four that matter are SPF, DKIM, DMARC and MX.

Word	Meaning
Warmup	Friendly background emails that Instantly trades between mailboxes, so inboxes learn to trust a new mailbox. A new mailbox warms up 19 days before it sends a campaign.
Health score	Instantly's measure of how well a mailbox's emails land. 95 percent or higher is healthy.
Bounce	An email that could not be delivered, usually because the address does not exist. Keep bounces under 2 percent of emails sent.
Daily limit	The most campaign emails one mailbox sends in a day. It starts at 5 and grows by 3 a week, up to 20.
Campaign	One group of people and the emails they get, sent from a chosen set of mailboxes.
Sequence	The emails inside a campaign, in order. Bold uses two: a first email, then a short follow up three days later.
Lead	One person in a campaign, with an email address, first name and company.
Unibox	Instantly's single inbox. Every reply to every mailbox lands there.
Blocklist	Addresses and domains Instantly will never email again, for example a company that said no.

1 watch-out to keep in mind Before you click

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