

One aged domain. 75 inboxes. 2.2K emails a day.

One aged domain replaces about 50 lookalike domains. And when a subdomain burns, it never touches the rest. This is exactly how we run it at Mission Inbox.

1	75	2.2K	Built
aged domain (10+ years old)	inboxes (25 subdomains × 3)	emails a day (about 30 per inbox)	not to burn

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Tony Baltodano
CEO, Mission Inbox

THE MATH 01 / 11

Most teams send 5K a day from 56 domains. You need 3.

Here's the math nobody shows you, and why one aged domain with subdomains replaces a pile of lookalike domains.

The usual way

3 inboxes per domain

about 30 emails per inbox a day

= 90 a day per domain

$5,000 \div 90 =$

56

domains to send 5K a day.

One aged domain

up to 25 subdomains

3 inboxes each = 75 inboxes

= about 2.2K a day.

About 48K a month.

3

of them cover 5K a day.

What 56 domains actually cost you

56

domains to buy

56

renewals every year

56

warm-ups before
you send

56

weird endings your
prospect sees

And every one that burns is a campaign that stopped landing: replies you never got.

Every inbox still sends a normal ~30 a day. We're not pushing anything harder. The volume comes from more inboxes under one name that inbox providers already trust.

THE BASICS 02 / 11

A subdomain is anything **in front of your domain.**

try.acme.com

subdomain

your aged root

Cost

\$0

it's a DNS record, not a purchase

Renewals

None

it lives as long as the root does

Reputation

Inherited

it starts with the root's history

This is not a hack

You already get these every day:

orders.acmeshop.com
(your receipt)

news.acmebank.com
(monthly update)

security.acmecloud.com
(reset your password)

meet.google.com

mail.google.com

calendar.google.com

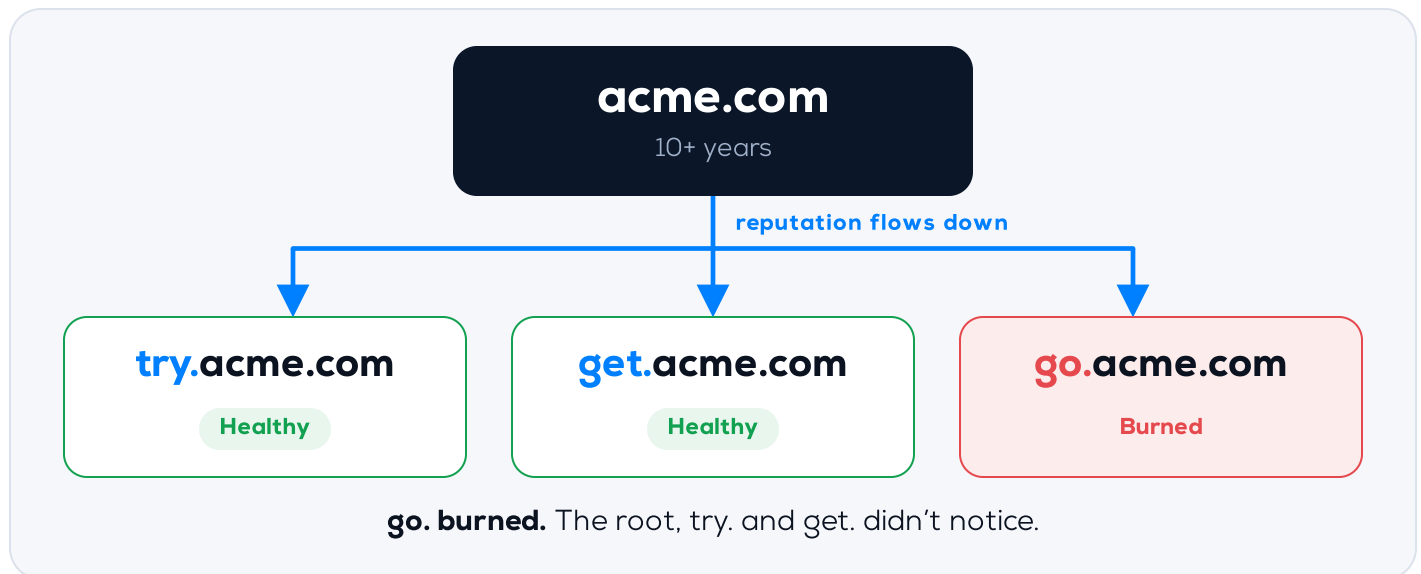
Big companies have split email by subdomain since the early 2000s.

Cold email is just one more stream

Receipts, newsletters and password resets each get their own subdomain so one stream can't hurt another. Give cold outbound its own subdomains too, on a root that has years of history behind it.

Reputation flows down. **Never back up.**

Every subdomain starts with its root's reputation, and nothing it does can travel back up. That's the whole trick.



The genetics analogy

"It's almost like if I was Zeus and I had a subdomain as a baby, let's say it's Hercules. It's still a baby and I have to nurture it, but it has my great reputation."

Tony

Born with the root's history. Still needs 3 weeks of warm-up before it goes to battle.

The water pipe

"Reputation flows downwards. It cannot flow upwards all of a sudden. Subdomains do not go against the laws of physics."

Tony

A burned subdomain can't push its damage up to the root or across to its siblings.

An honest note

The one risk runs downhill. If the root itself gets blacklisted, every subdomain goes with it. That's why the root has to be aged, clean and protected, and why we're strict about which roots we build on.

Why it has to be an aged domain.

Subdomains only multiply what the root already has. On a new domain, that's nothing.

"Would you trust an email from a domain registered two weeks ago, or one that's been renewed every year for over a decade?"

Inbox providers ask the exact same question. And no spammer waits ten years to send their first cold email.

	New domain	Aged domain (10+ years)
History to pass down	None	10+ years
Microsoft and security gateways	Guilty until proven otherwise	Treated as an established sender
Day-one sending	No, weeks of warm-up first	Yes, root inboxes come pre-warmed
What 25 subdomains inherit	$0 \times 25 = 0$	Years of reputation, each

What we mean by aged

Registered 10+ years ago, renewed every year since, with a clean reputation.

Our rule

We don't recommend subdomains on new domains. Zero history times 25 subdomains is still zero.

PICK YOUR PATH 05 / 11

Your own domain, or a leased one.

Subdomains need an aged, healthy root. You either already own one, or you lease one from us.

Path A

Your own primary domain (or your client's)

Only if it clears both bars:

- 1 Years of outbound history:** the domain has been sending outbound for multiple years, not just existing.
- 2 A strong reputation score:** check it free at

spamhaus.org/domain-reputation/?domain=yourdomain.com

and look for a score above +3.

Agencies: sending to enterprise recipients for a client? Ask the client if they're open to subdomains on their domain. If they're not, go Path B.

Path B

Lease an aged domain in Mission Inbox

Zero risk to your brand domain:

- ✓ 10+ years old, clean, renewed every year
- ✓ 5 pre-warmed root inboxes, about 150 emails a day from day one
- ✓ up to 25 subdomains × 3 inboxes = 75 inboxes, about 2.2K a day
- ✓ only you can use it for as long as you lease it
- ✓ set up inside Mission Inbox, ready for your sequencer

Decide in 10 seconds

Score above +3, years of sending and the owner says yes



Path A

Anything else, or not sure



Path B

How we run it, number by number.

The exact setup behind “one aged domain, 75 inboxes, 2.2K a day.”

Aged root	10+ years, Spamhaus score above +3
Root inboxes	5 pre-warmed, about 150 a day from day one
Subdomains	up to 25 (20 to 25 is the sweet spot)
Inboxes per subdomain	3
Emails per inbox	up to about 30 a day
DNS on every subdomain	SPF, DKIM and DMARC aligned
Total from subdomains	75 inboxes, about 2.2K a day (about 48K a month)

Warm-up for new subdomain inboxes

Warm up 3 weeks (21 days) before the first cold email; longer is better.

Then start at 5 a day per inbox and add 5 a day until you reach 30.

Keep warm-up running 1:1 with outbound, forever.

One campaign or client per subdomain: a bad list burns only its own.

How it starts at Mission Inbox

- 1 Pick an aged domain in the marketplace and check its Spamhaus score.
- 2 Same day: subdomains, inboxes and DNS records are created for you, then pushed to your sequencer.
- 3 Send about 150 a day from the root inboxes on day one as your proof of concept.
- 4 The subdomains warm for 3 weeks, then you ramp up.

NAMING 07 / 11

Name them like a real team would.

The subdomain is the first thing your prospect sees in the From line. Make it look like a real team.

get.acme.com	try.acme.com	join.acme.com	meet.acme.com	book.acme.com
start.acme.com	talk.acme.com	reach.acme.com	connect.acme.com	grow.acme.com
team.acme.com	hq.acme.com	sales.acme.com	growth.acme.com	partners.acme.com
people.acme.com	success.acme.com	crew.acme.com	hub.acme.com	home.acme.com
base.acme.com	central.acme.com	spot.acme.com	here.acme.com	our.acme.com

Names we use (pick yours, then test them).

✓ Do

short, real words a team would actually use

boring is good, your prospect reads the sender address

run a placement test on every name before you scale it

✗ Don't

random strings like x7k-mail or mail2

spammy words like cold, outreach, promo, offers

assuming a name is fine because it looks fine

From real placement tests

On one client's setup, inboxes on hub, join and meet landed in spam at Outlook while their other subdomains inboxed fine. Same root, same copy. Names matter, so test them.

WHEN ONE BURNS 08 / 11

A subdomain burned. Good. Do this.

Burns happen to every sender. With subdomains, a burn costs you one DNS record instead of a domain.

How you'll spot it

- reply rate drops on one subdomain only, with the same list and copy as the others
- placement tests show that subdomain going to spam
- bounces or blocks start clustering on its inboxes

Why you don't panic

acme.com

Protected

try.acme.com

Healthy

go.acme.com

Burned

Only that one goes down. Everything else keeps sending.

The 4-step playbook

1

Stop sending from it

pull its inboxes from every campaign.

2

Delete its DNS records

the subdomain stops existing.

3

Create a new subdomain

it's born with the root's reputation, for \$0.

4

Warm it up, then send

3 weeks, then ramp from 5 to 30 a day.

That's the point of the setup. Lookalike domains burn and you buy more. Subdomains burn and you replace one DNS record, while the aged root keeps its history.

FROM OUR CALLS 09 / 11

What people ask us on every call.

Pulled from our recorded sales calls, answered the way we answer them live.

01 *"Won't one bad subdomain hurt my main domain?"*

No. Reputation flows down from the root, never back up. If a subdomain burns, only that subdomain goes down. The root and the other subdomains stay clean.

02 *"Is the aged domain pre-warmed? Can I send on day one?"*

The root is. Its 5 pre-warmed inboxes can send about 150 a day from day one. The subdomains are babies: they warm up for 3 weeks before they go to battle.

03 *"I want branded domains. Isn't an unbranded one worse?"*

Do you remember who emailed you yesterday? Most people don't. What gets replies is landing in the inbox, and a domain with years of history lands.

04 *"Is this a hack? Will Google or Microsoft punish it?"*

We're on meet.google.com right now. mail.google, calendar.google. It's been normal practice for over 20 years. We're just adapting it to outbound.

05 *"How much can one aged domain send in a month?"*

About 2.2K a day. Over 22 sending days that's roughly 48K a month. Need more? Add another aged domain instead of overloading one.

06 *"Why not buy aged domains at auction myself?"*

You can. It just takes a long time: you bid, wait days for the transfer, then about a month to set it up and warm it. Ours come ready.

07 *"Why don't other providers offer this?"*

Subdomains are a hassle to build: DNS, authentication, inboxes and warm-up on every single one. And most providers also make money selling you new domains.

WHAT TEAMS ARE DOING 10 / 11

Real teams. Real results.

Named stories are approved by the customer. Anonymous ones come from our calls.

GTMx · cold email agency

A fintech client's replies went from under 0.5% to above 5%.

under
0.5%
reply rate before

above
5%
reply rate after

Kept
the client for months

"Their team recommended setting up subdomains under the client's primary domain and building inboxes on those subdomains. Deliverability recovered almost immediately."

Joshua Solomon, Founder, GTMx

Unit21 · fraud & AML software

Enterprise outbound on subdomains, primary domain untouched.

Nicholas Bennett, GTM Engineer, Unit21

"Mission Inbox opened up a channel we hadn't really had before. It takes a lot of pressure off our reps."

Our clients on aged domains · from our calls

"The best reply rate we've had."

Tony Baltodano, on a sales call, Oct 2026

"Every single client who has tested aged domains basically tells us: this is the infrastructure that has given us the best reply rate. These are the domains I don't have to worry about burning."

START THIS WEEK 11 / 11

The quick-reference **action sheet**.

- 1 Check your root's age: 10+ years, renewed every year.
- 2 Check its score at Spamhaus; you want above +3.
- 3 Pick your path: your own domain, or lease an aged one.
- 4 Agencies: ask the client before touching their domain.
- 5 Send about 150 a day from the 5 root inboxes on day one.
- 6 Create up to 25 subdomains with real-team names.
- 7 Add 3 inboxes per subdomain, DNS aligned on each.
- 8 Warm the subdomains for 3 weeks (21 days).
- 9 Placement-test each subdomain, then ramp from 5 to 30 a day.
- 10 One campaign per subdomain; replace any that burn.

Ready to try it?

Buy your aged domain at Mission Inbox and start sending from its subdomains today.

Don't move everything. Lease one aged domain, run it next to your current setup with the same copy and the same list, and let your reply rate decide.

missioninbox.com



"Hopefully in your inbox,"

Tony Baltodano, CEO, Mission Inbox