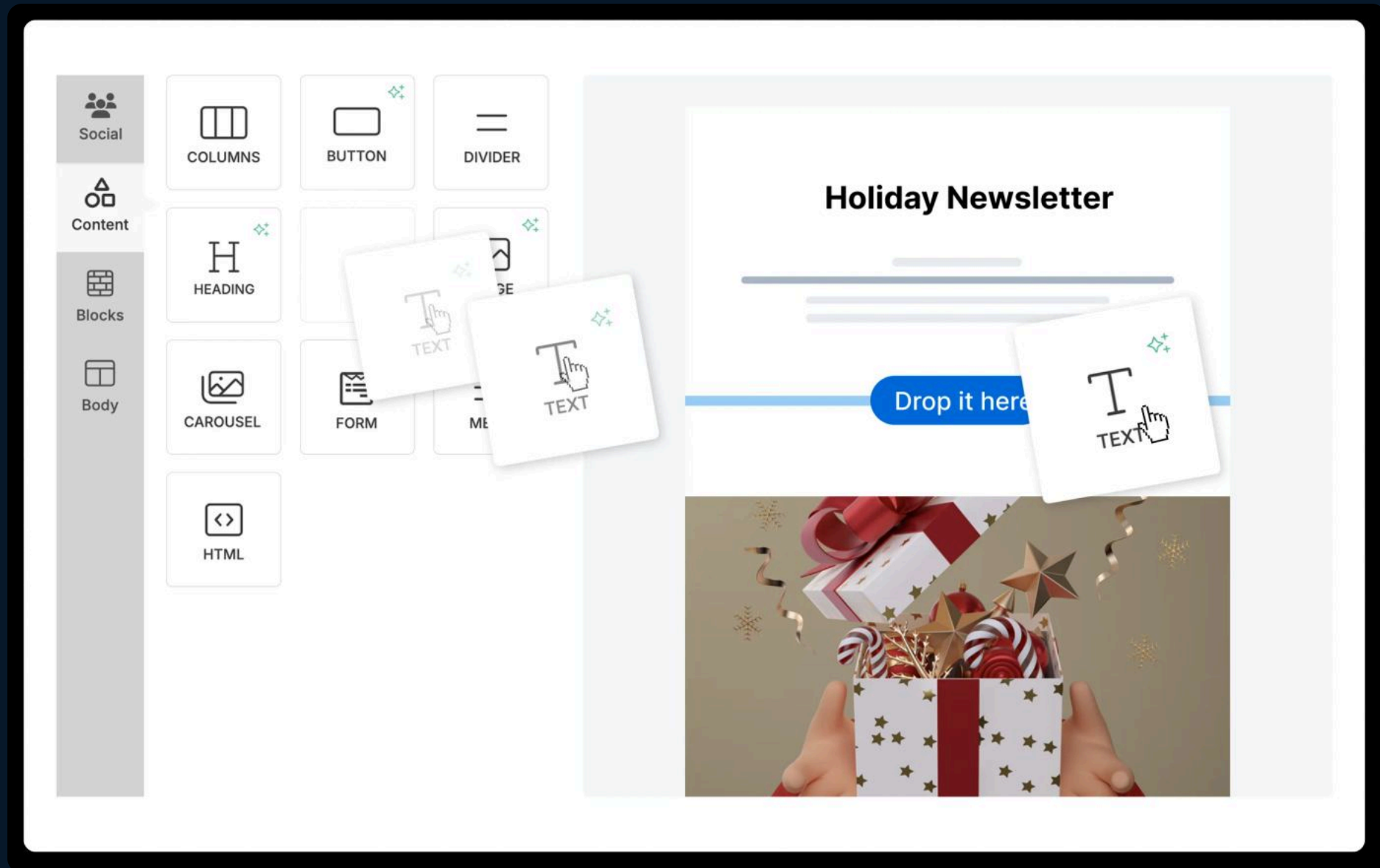
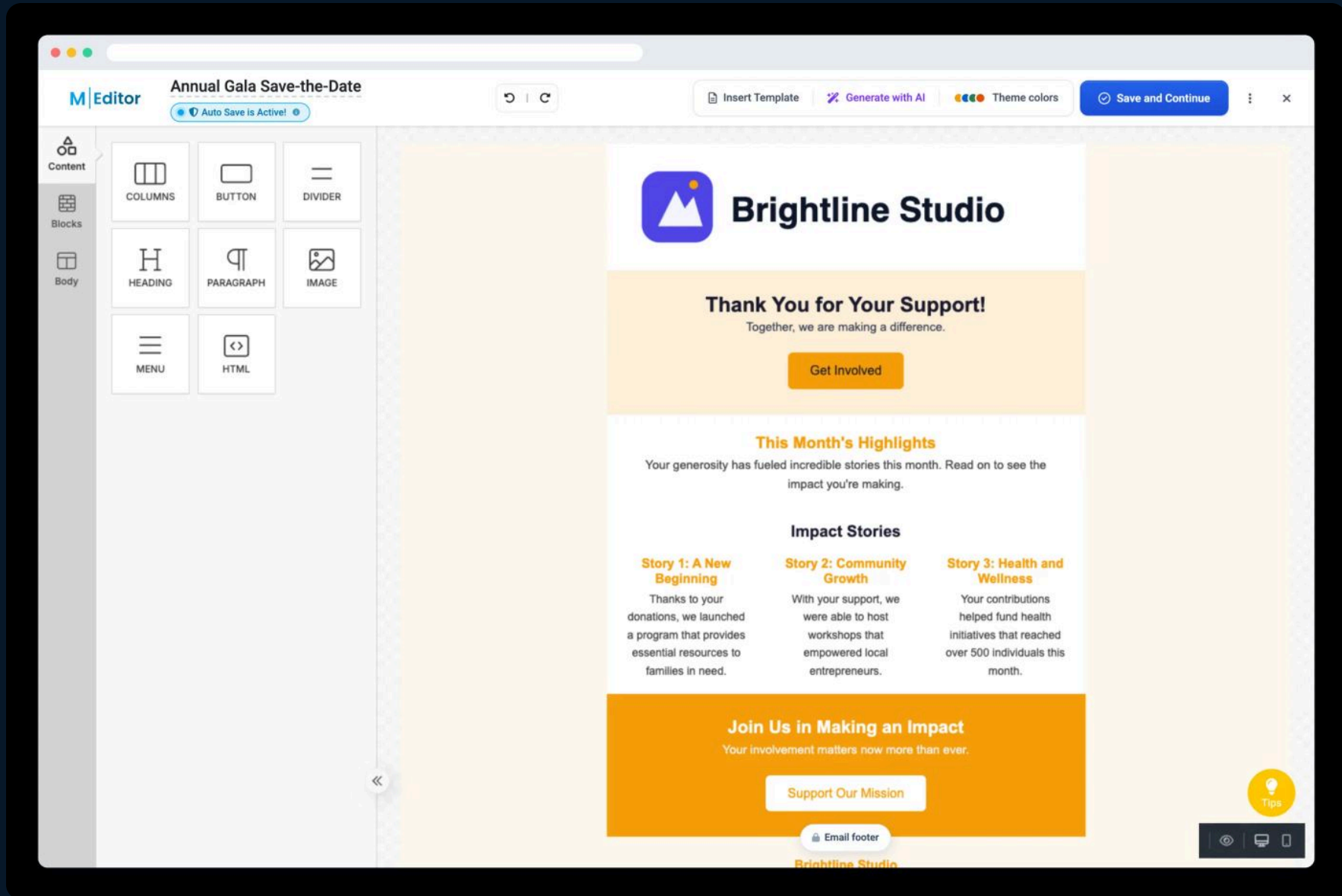
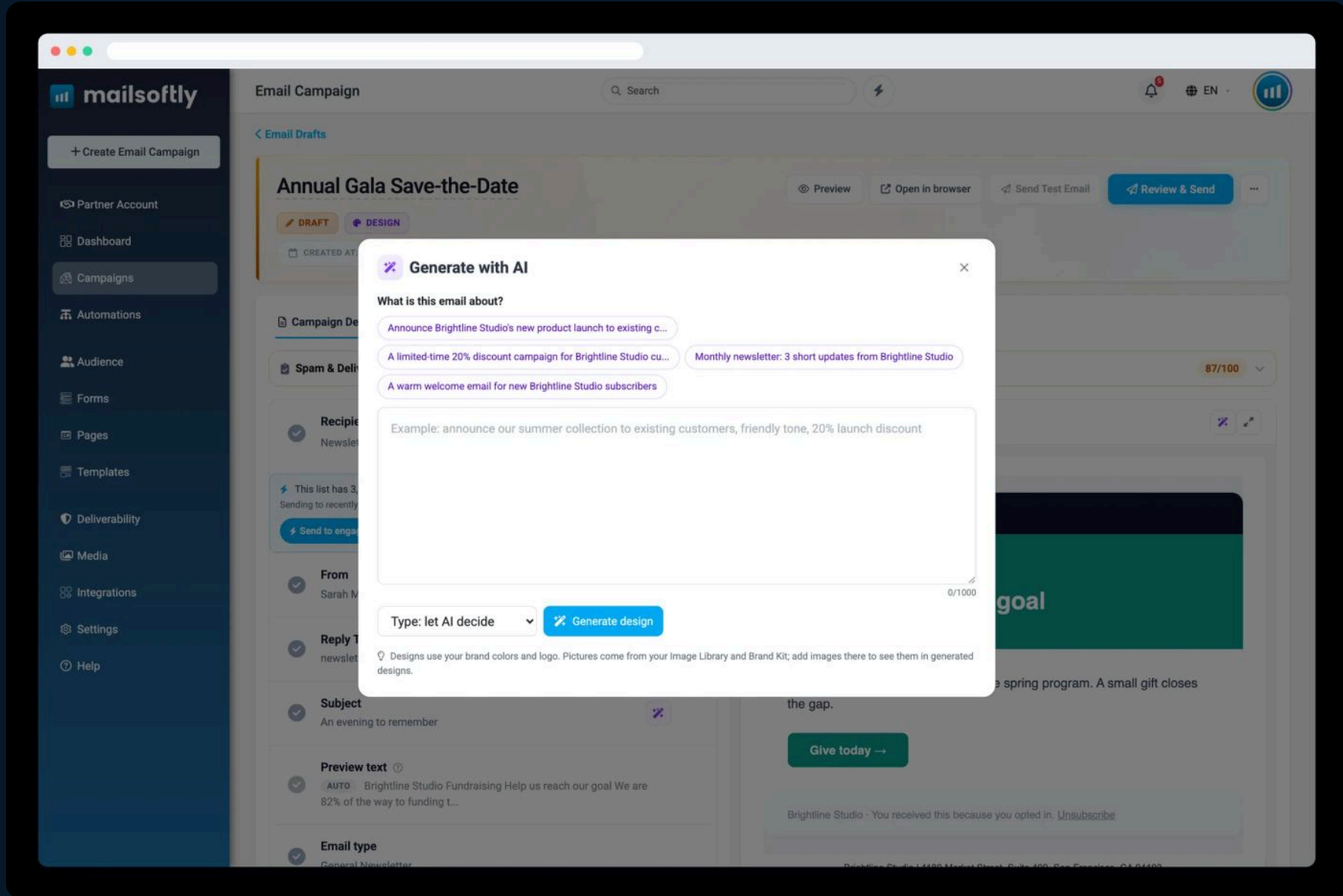
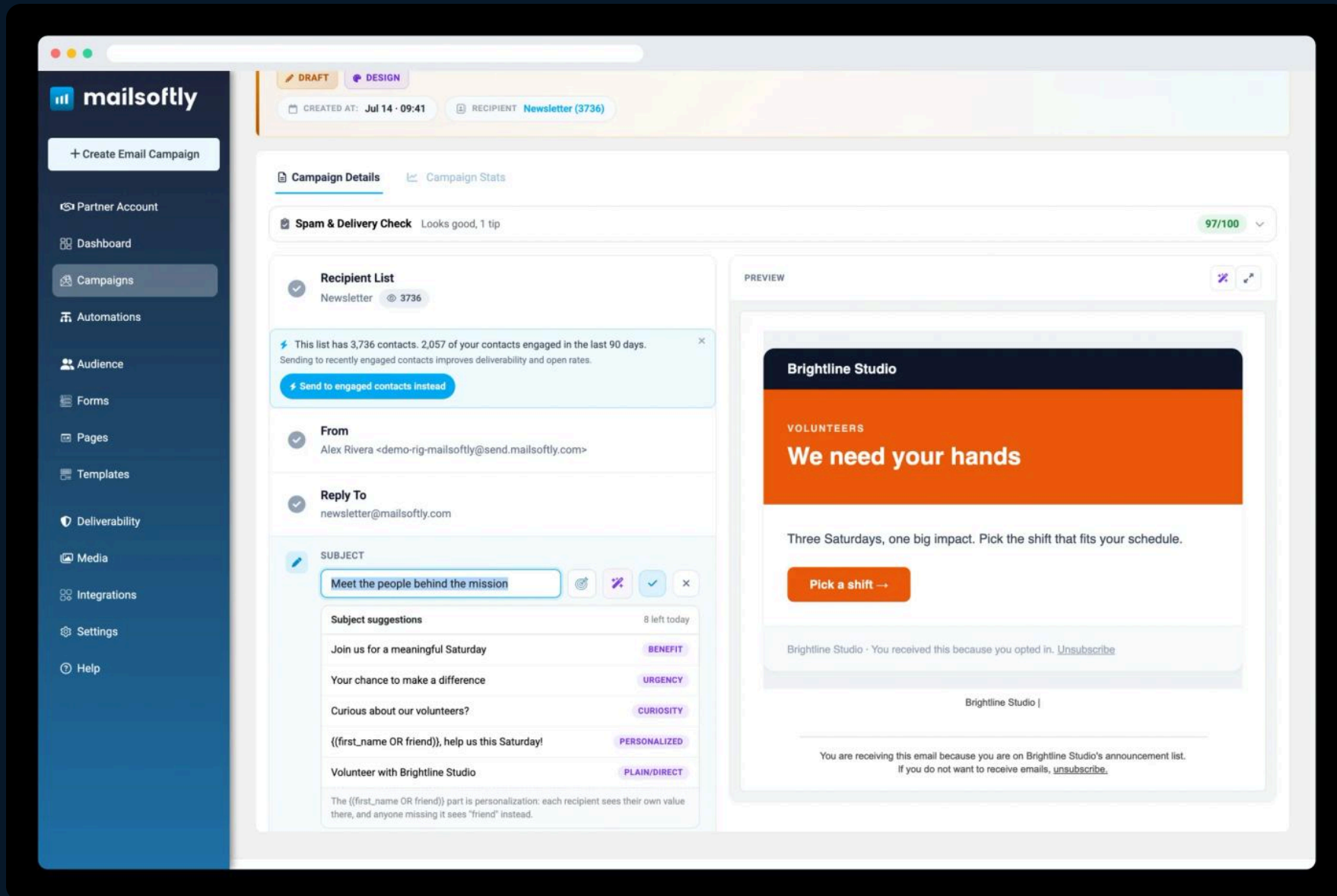
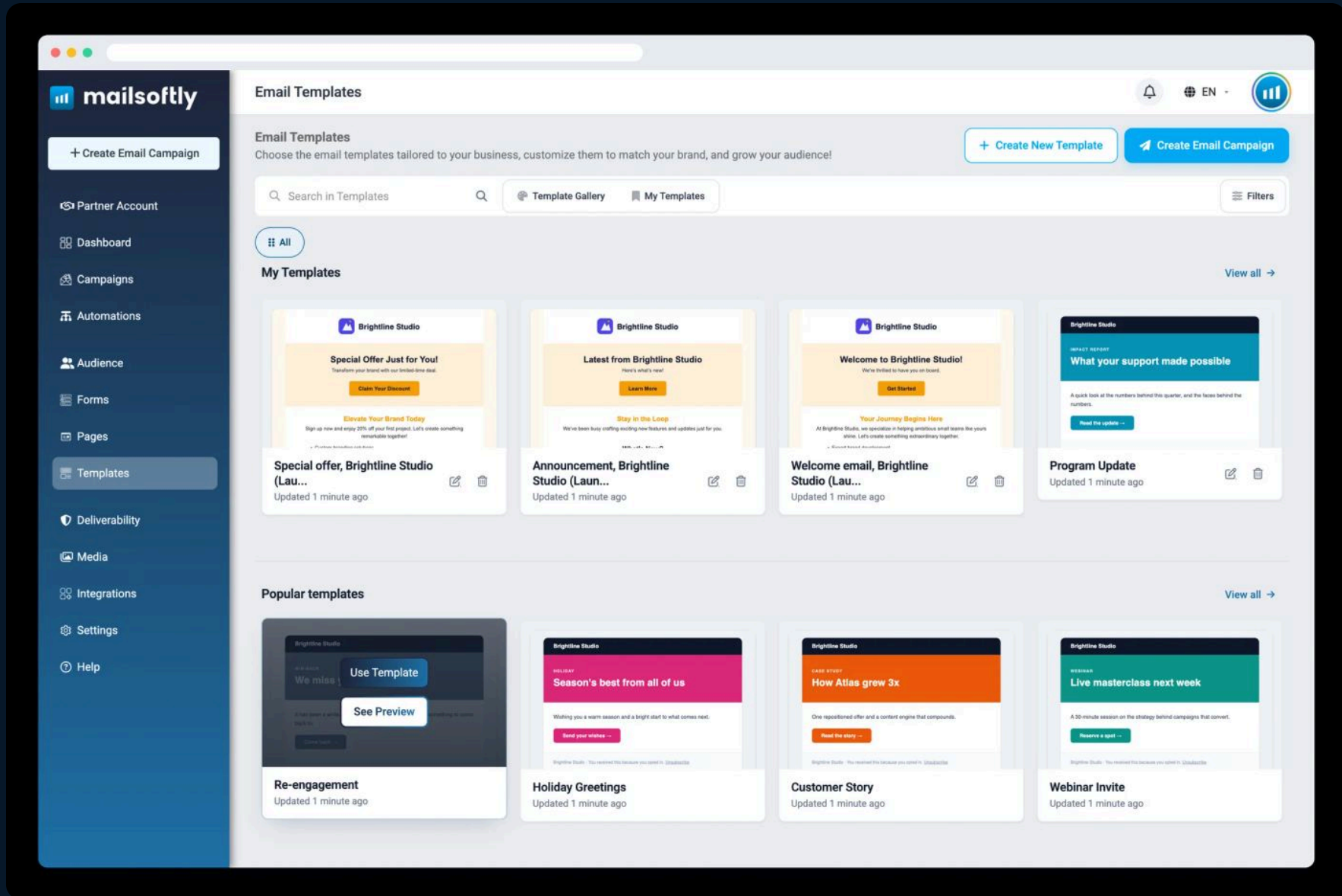


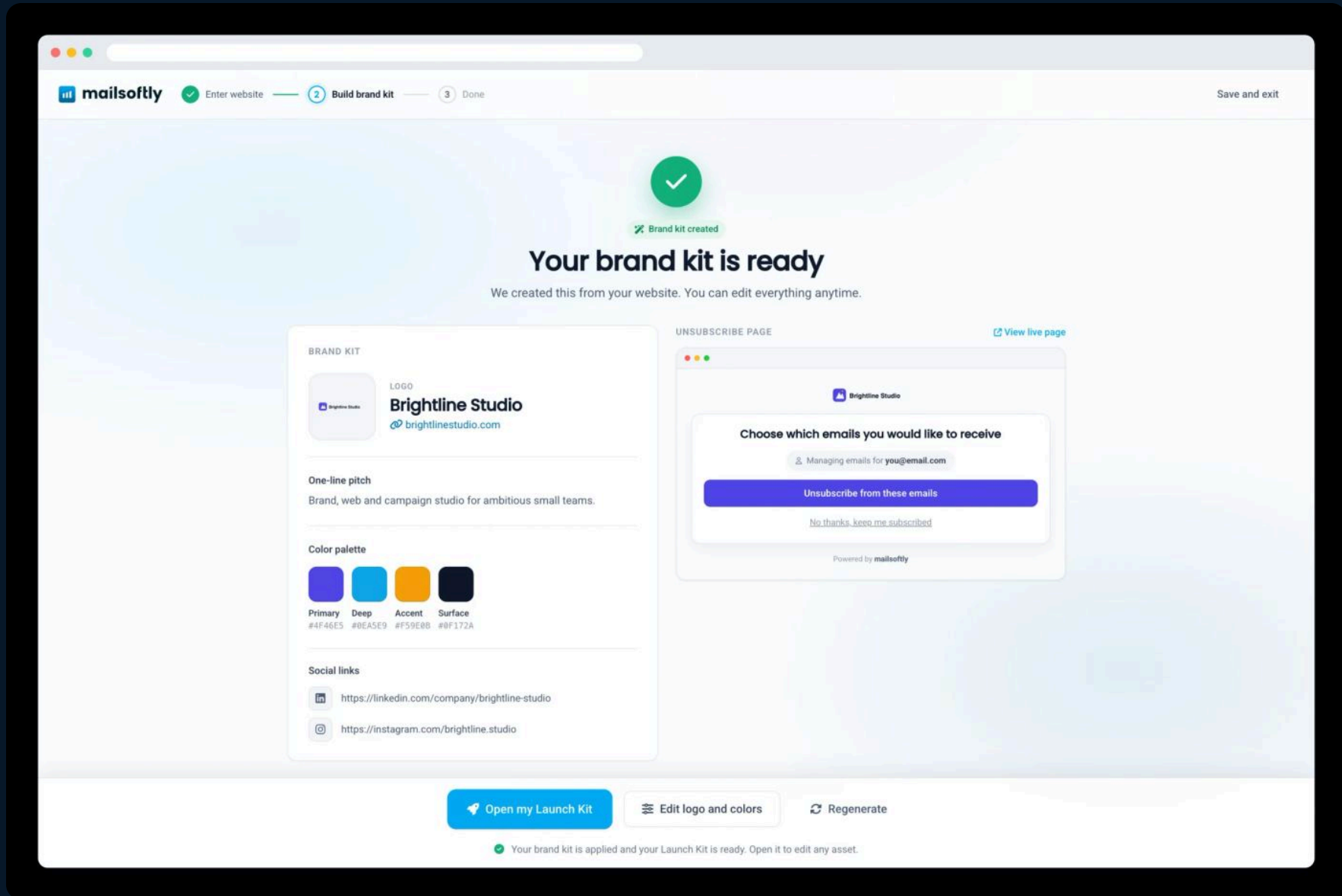














Enter website

2 Build brand kit

3 Done

Back to result

Editing

Edit your brand kit

Everything we found is editable. Change anything, and your edits are kept the next time we fetch from your site.

Source website

We pull the logo and colors from this site. Anything you edited by hand is kept.

Fetch from this site

Logo



Upload your own

Or paste a URL

Brand colors

Drag to reorder. The first color is your primary.

#4F46E5

#0EA5E9

#F59E0B

#0F172A

#E2E8F0

+ Add color

Brand name

Save changes

Discard

LIVE PREVIEW

Edit page

Brightline Studio

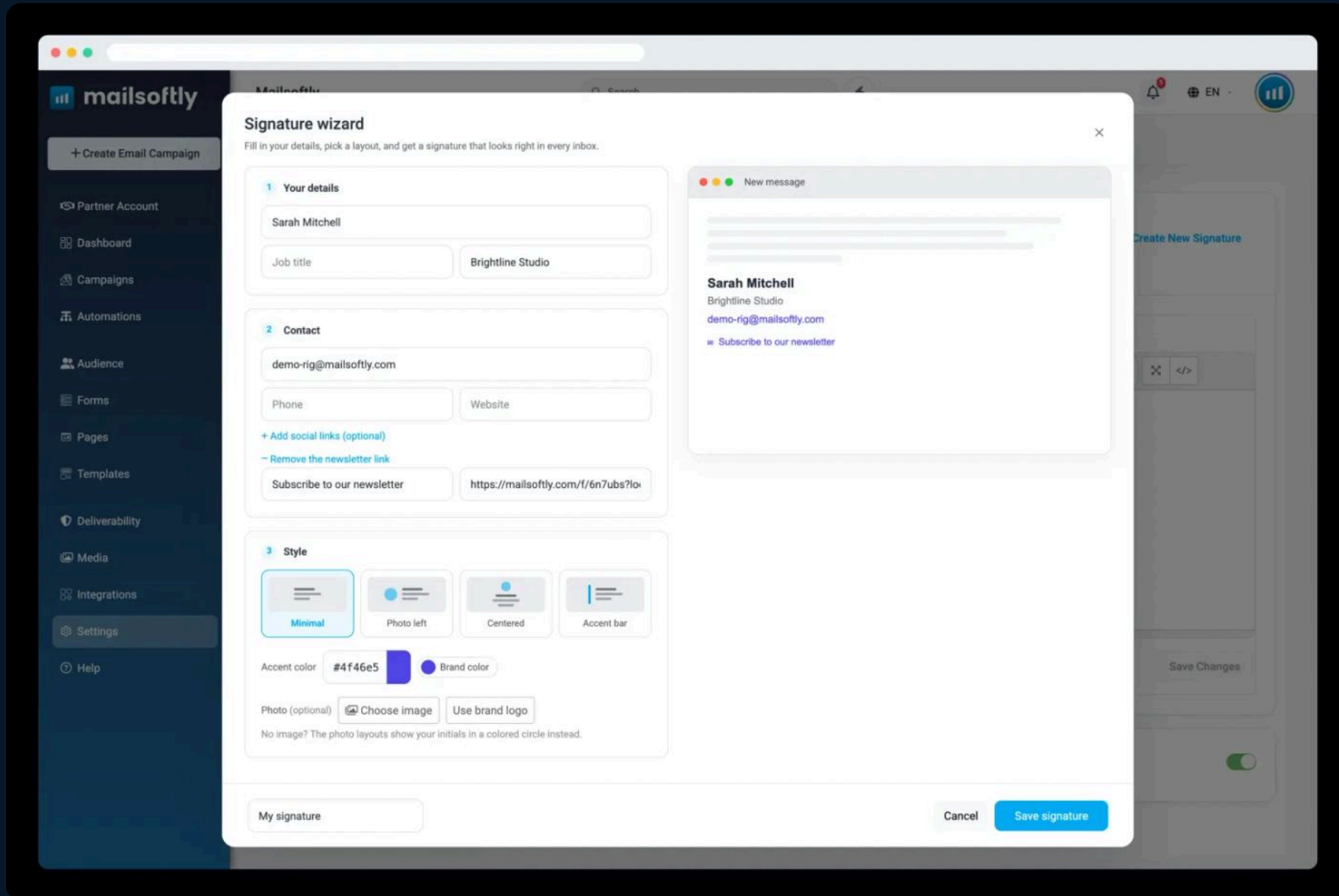
Manage your email preferences

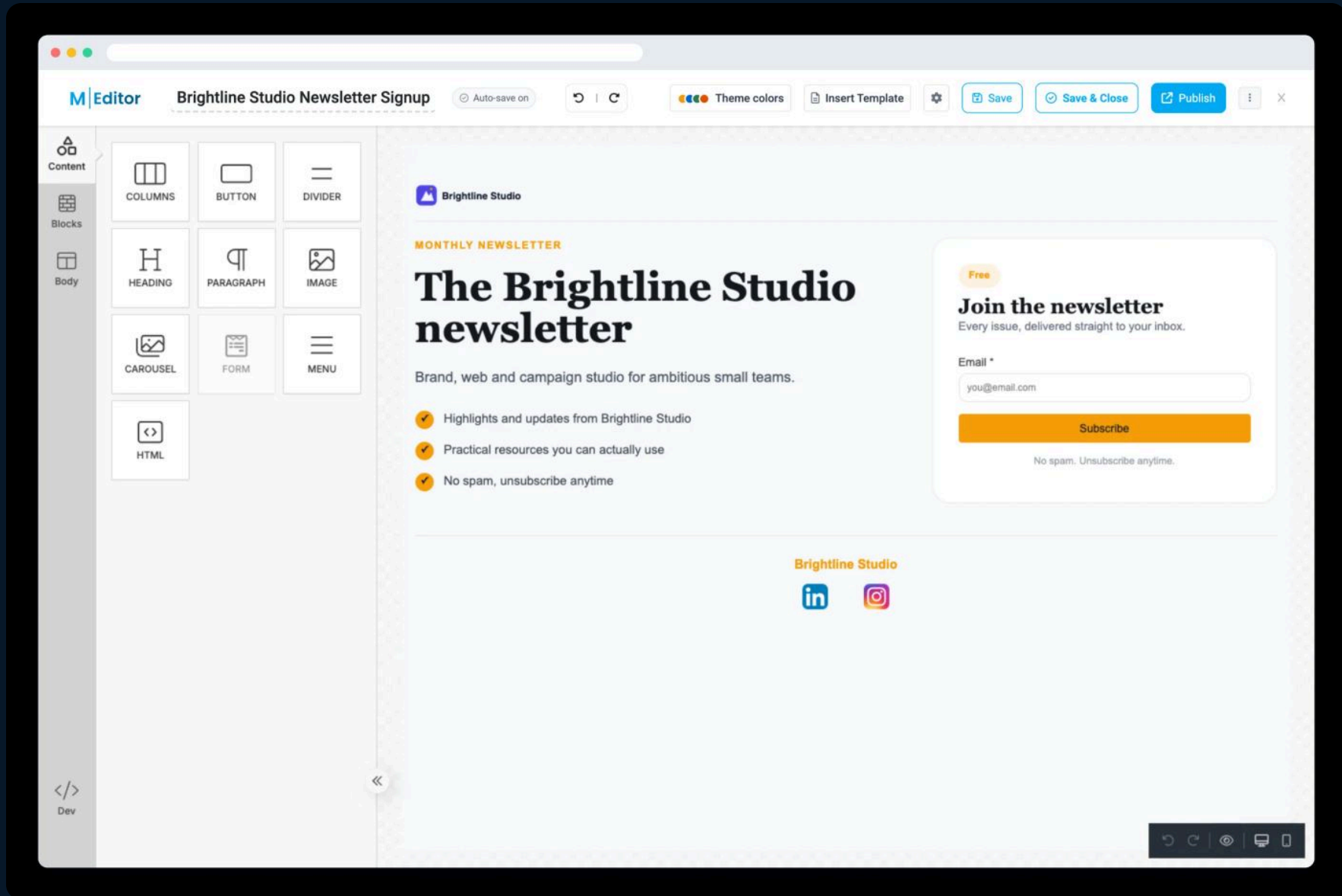
Managing emails for you@email.com

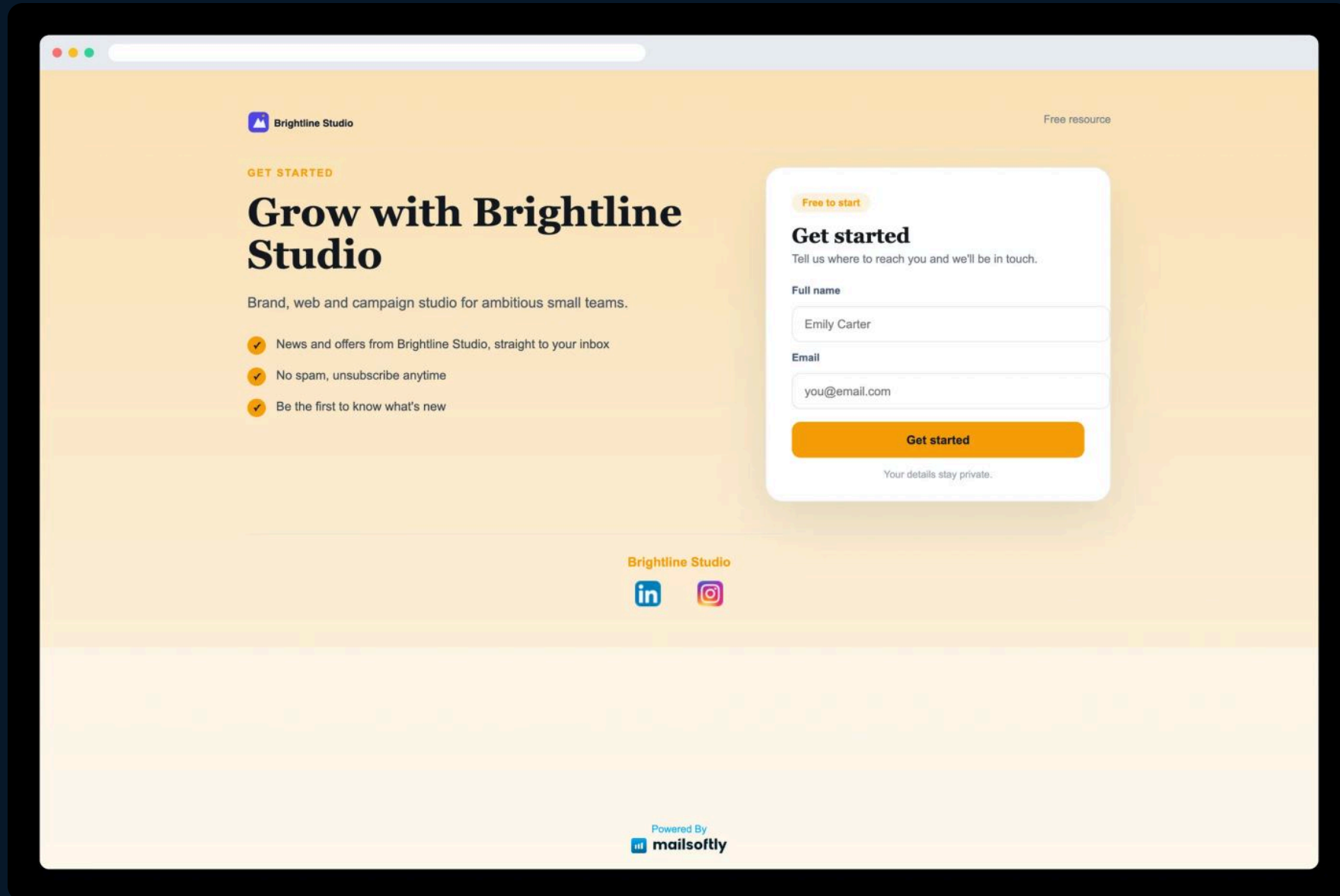
Unsubscribe from these emails

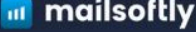
No thanks, keep me subscribed

Powered by mailsoftly









+ Create Email Campaign

Partner Account

Dashboard

Campaigns

Automations

Audience

Forms

Pages

Templates

Deliverability

Media

Integrations

Settings

Help

Landing Pages

Landing Pages 4

Templates 0

Search by Name

Sort: Most recent

Brightline Studio Lead Capture

localhost:3000/brightline-studio-get-started-51fc2a

Lead form

Last edited Jul 14

DRAFT

Brightline Studio Newsletter Signup

localhost:3000/brightline-studio-subscribe-7c27c2

Lead form

Last edited Jul 14

DRAFT

Brightline Studio Lead Capture

localhost:3000/brightline-studio-get-started

Lead form

Last edited Jul 14

PUBLISHED

Brightline Studio Newsletter Signup

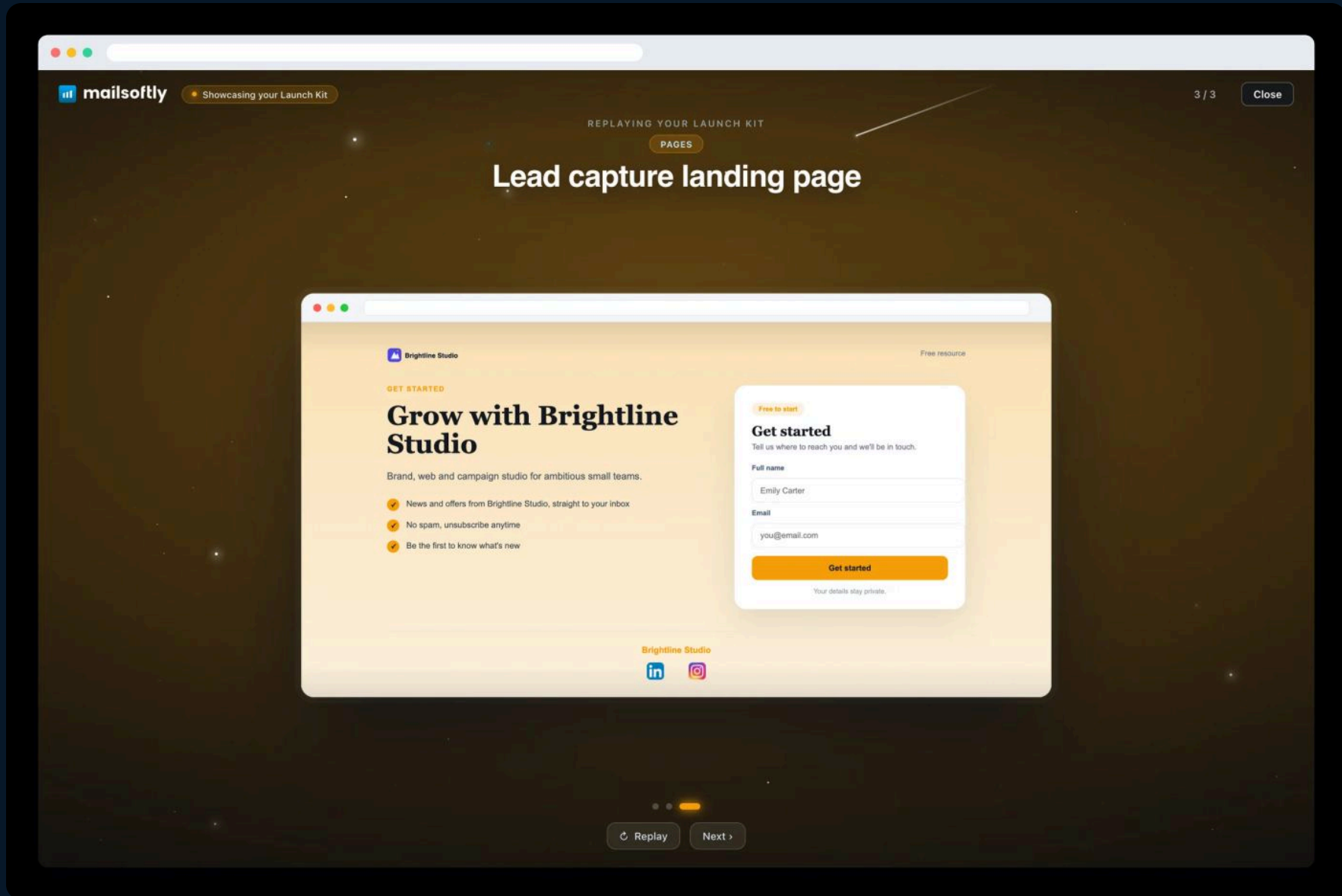
localhost:3000/brightline-studio-subscribe

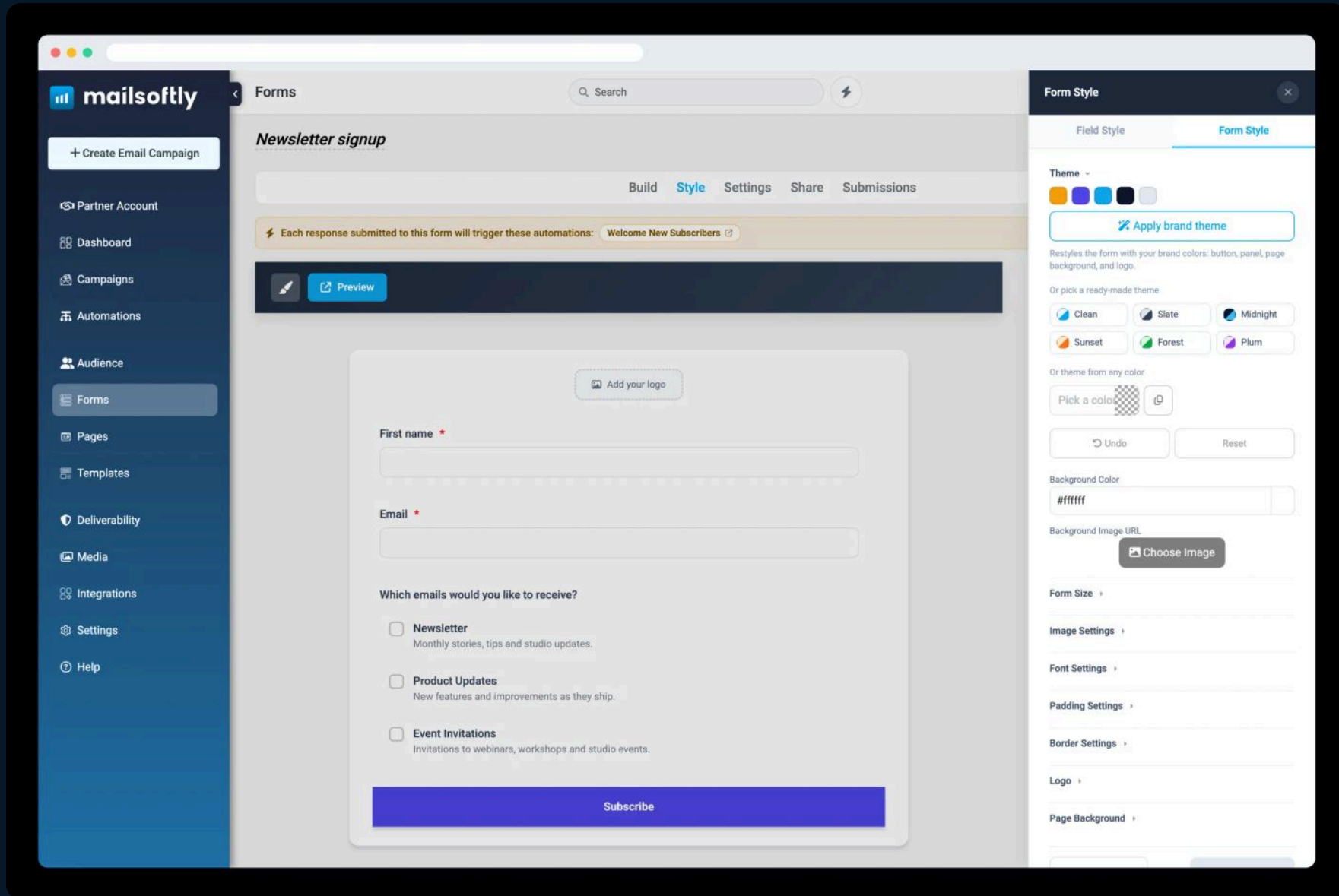
Lead form

Last edited Jul 14

PUBLISHED

Mailsoftly © Terms And Conditions





mailsoftly Forms

Search

Newsletter signup

Build Style Settings Share Submissions

Each response submitted to this form will trigger these automations: Welcome New Subscribers

Preview

Add your logo

First name *

Email *

Which emails would you like to receive?

- ☐ **Newsletter**
Monthly stories, tips and studio updates.
- ☐ **Product Updates**
New features and improvements as they ship.
- ☐ **Event Invitations**
Invitations to webinars, workshops and studio events.

Subscribe

Form Style

Field Style Form Style

Theme

Apply brand theme

Restyles the form with your brand colors: button, panel, page background, and logo.

Or pick a ready-made theme

Clean Slate Midnight Sunset Forest Plum

Or theme from any color

Pick a color

Undo Reset

Background Color

#ffffff

Background Image URL

Choose Image

Form Size

Image Settings

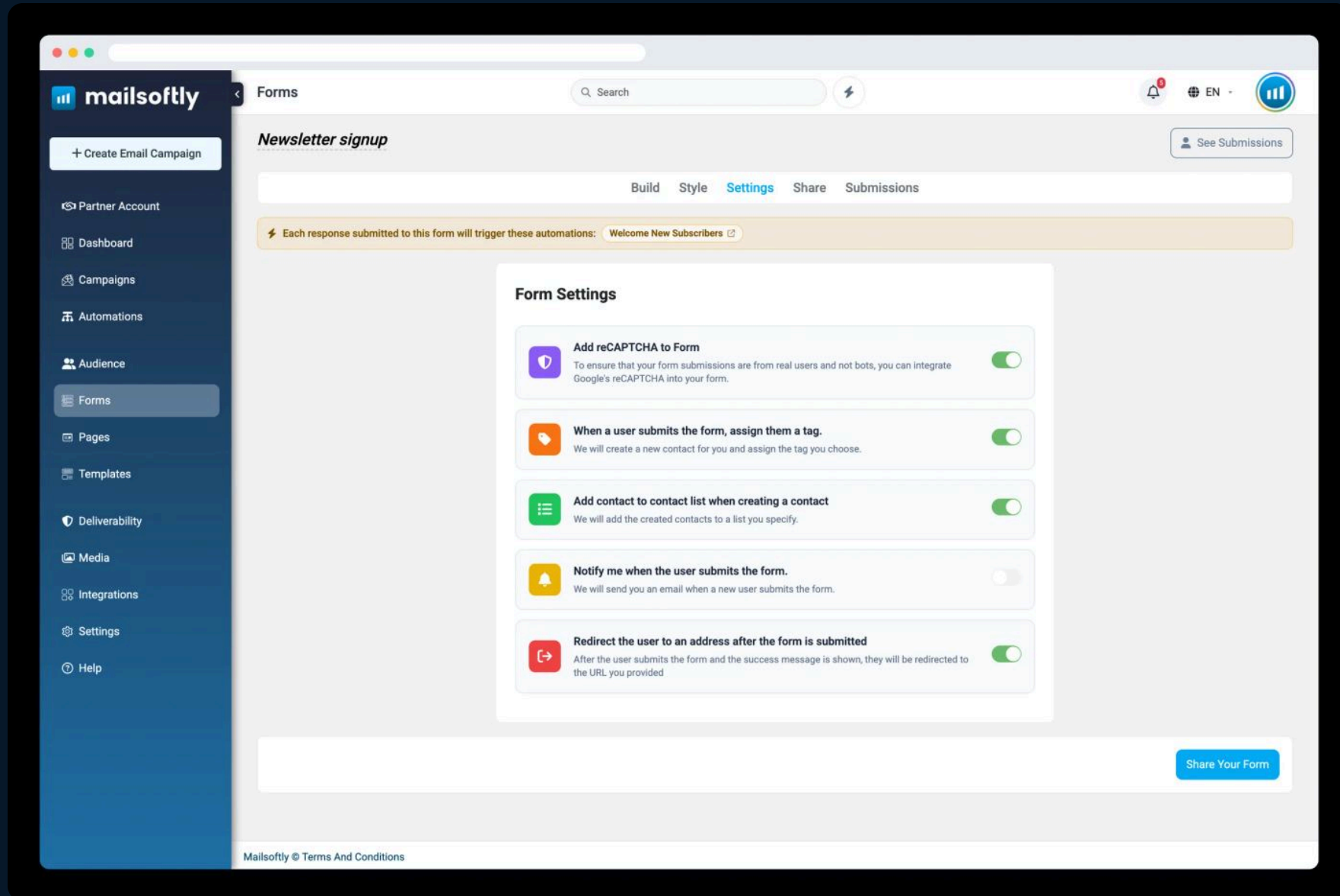
Font Settings

Padding Settings

Border Settings

Logo

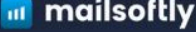
Page Background



The screenshot displays the Mailsoftly interface for configuring a form. On the left is a dark blue sidebar with the Mailsoftly logo and a menu including: '+ Create Email Campaign', 'Partner Account', 'Dashboard', 'Campaigns', 'Automations', 'Audience', 'Forms' (highlighted), 'Pages', 'Templates', 'Deliverability', 'Media', 'Integrations', 'Settings', and 'Help'. The main content area is titled 'Forms' and shows the 'Newsletter signup' form. At the top right of the main area are a search bar, a lightning bolt icon, a notification bell with a red '3', a language selector set to 'EN', and a user profile icon. Below the form title is a 'See Submissions' button. A navigation bar contains 'Build', 'Style', 'Settings' (active), 'Share', and 'Submissions'. An orange banner states: 'Each response submitted to this form will trigger these automations: Welcome New Subscribers'. The 'Form Settings' panel includes five options, each with an icon, a title, a description, and a toggle switch:

- Add reCAPTCHA to Form** (purple shield icon): To ensure that your form submissions are from real users and not bots, you can integrate Google's reCAPTCHA into your form. ☒
- When a user submits the form, assign them a tag.** (orange speech bubble icon): We will create a new contact for you and assign the tag you choose. ☒
- Add contact to contact list when creating a contact** (green list icon): We will add the created contacts to a list you specify. ☒
- Notify me when the user submits the form.** (yellow bell icon): We will send you an email when a new user submits the form. ☐
- Redirect the user to an address after the form is submitted** (red arrow icon): After the user submits the form and the success message is shown, they will be redirected to the URL you provided. ☒

A 'Share Your Form' button is located at the bottom right of the settings panel. The footer contains the text 'Mailsoftly © Terms And Conditions'.



+ Create Email Campaign

Partner Account

Dashboard

Campaigns

Automations

Audience

Forms

Pages

Templates

Deliverability

Media

Integrations

Settings

Help

Forms

Total 3

Forms 3

Form Templates 0

Search by Name

Sort: Latest response

Lead Capture, Brightline Studio (Launch Kit, Jul 14)

4 fields 0 submissions

Created Jul 14

NO RESPONSES YET

New Project Inquiry

3 fields 0 submissions

Created Apr 24

NO RESPONSES YET

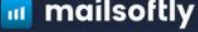
Newsletter Signup

3 fields 46 submissions Last response Jul 23

Created Jan 24

COLLECTING

Mailsoftly © Terms And Conditions



+ Create Email Campaign

Partner Account

Dashboard

Campaigns

Automations

Audience

Forms

Pages

Templates

Deliverability

Media

Integrations

Settings

Help

Add your logo

Logo - shown above your form

First name *

Email *

Which emails would you like to receive?

Options

These are your email subscriptions. Remove the ones this form should not offer, or reword the labels. Subscribers see each description under its checkbox. [Manage email subscriptions](#)

Checking a box also adds the subscriber to its linked contact list:

Newsletter → Newsletter

Event Invitations → Event Attendees

Board Briefing → Board

Other types only record the preference. [Manage list links on the Preference page](#)

Newsletter

Monthly stories, tips and studio updates.

Product Updates

New features and improvements as they ship.

Event Invitations

Invitations to webinars, workshops and studio events.

Add back:

+ General Newsletter

+ Board Briefing

Multiple Choice

Date Picker

Heading

Number Input

Text Block

Single Choice

Dropdown

Short Text

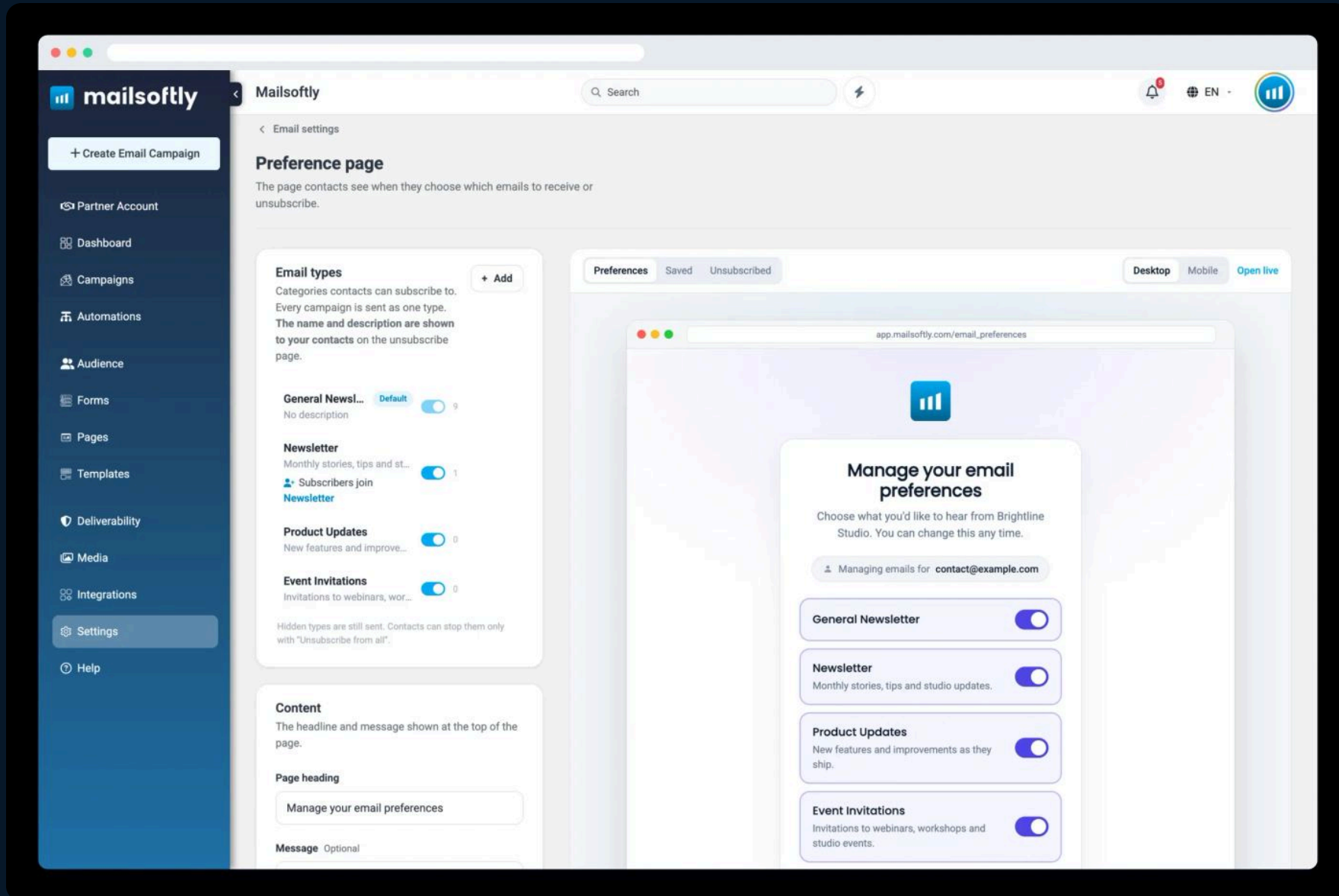
Text Area

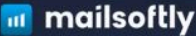
Terms Confirmation Box

Email Subscriptions

Clear

Save Form





+ Create Email Campaign

Partner Account
Dashboard
Campaigns
Automations
Audience
Forms
Pages
Templates
Deliverability
Media
Integrations
Settings
Help

Email Campaigns

Search

EN

Campaigns

Total 16

All Campaigns 16

Sending 2

Sent 7

Draft 3

Scheduled 4

Search Name, Subject or Body

All Time

Contact list: All

Sort: Most recent



Summer Impact Report

The impact your summer support made

Engaged Audience Demo
800 recipients
newsletter@mailsoftly.com
Gradual sending from Aug 08

GRADUAL SENDING

GRADUAL

Sending: 380 of 800 emails out



Spring Community Update

What is new this spring at Brightline Studio

Engaged Audience Demo
800 recipients
newsletter@mailsoftly.com
Created at: August 10 20:22

DRAFT

Last edited about 3 hours ago



Welcome Series | Subject Test

Welcome aboard: your first steps

Newsletter
4,089 recipients
newsletter@mailsoftly.com
Created at: August 10 20:22

AB TESTING

Created about 3 hours ago



Subject Line Test | Spring Promo

Spring promo is here: save 20% this week

Newsletter
480 recipients
newsletter@mailsoftly.com
Sent at: August 07 20:22

SENT

480

RECIPIENTS

46.46%

OPENS

No links

CLICKS

0.0%

BOUNCES

0.0%

UNSUBSCRIBE

LIVE



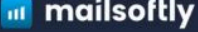
Annual Gala Save-the-Date

An evening to remember

Newsletter
4,089 recipients
newsletter@mailsoftly.com
Created at: August 10 20:22

DRAFT

Campaign list | 19 / 56



+ Create Email Campaign

Partner Account

Dashboard

Campaigns

Automations

Audience

Forms

Pages

Templates

Deliverability

Media

Integrations

Settings

Help

Mailsoftly

Q Search





Campaign Calendar

Total 17

+ Create New Campaign

August

11 campaigns · 30,703 recipients

<

>

Today

Month

Week

Agenda

Q Search campaigns

All 11

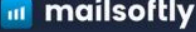
Draft 4

Scheduled 4

Sending 2

Sent 1

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
					Subject Line Tes... 08:22 PM	Summer Impact ... 08:22 PM
9	10	11	12	13	14	15
	Volunteer Spotli... 08:22 PM					Community L... 08:22 PM
	Annual Gala Sav... 08:22 PM					
	Welcome Series ... 08:22 PM					
	+2 more					
16	17	18	19	20	21	22
		Fall Fundrais... 08:22 PM				
23	24	25	26	27	28	29
Donor Thank... 04:22 PM						September P... 08:22 PM
30	31	1	2	3	4	5



+ Create Email Campaign

Partner Account

Dashboard

Campaigns

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Deliverability

Media

Integrations

Settings

Help

Email Campaign

Q Search


 EN



< Campaigns

May Client Newsletter

Preview

Open in browser

Duplicate Campaign

SENT

DESIGN

SENT AT: Jul 08 - 08:03

RECIPIENT Newsletter (4089)

SENT 1

Campaign Details

Campaign Stats

Recipient List

Newsletter Newsletter 4089

From

Reply To

newsletter@mailsoftly.com

Subject

Your May roundup: 5 wins worth stealing

Preview text

AUTO Brightline Studio Monthly Newsletter Your May roundup, in 3 minutes Five client wins, a...

Sending to subscribers of: Newsletter (from your selected list)

Email footer

Company name, address and phone shown in every email

PREVIEW

Brightline Studio

MONTHLY NEWSLETTER

Your May roundup, in 3 minutes

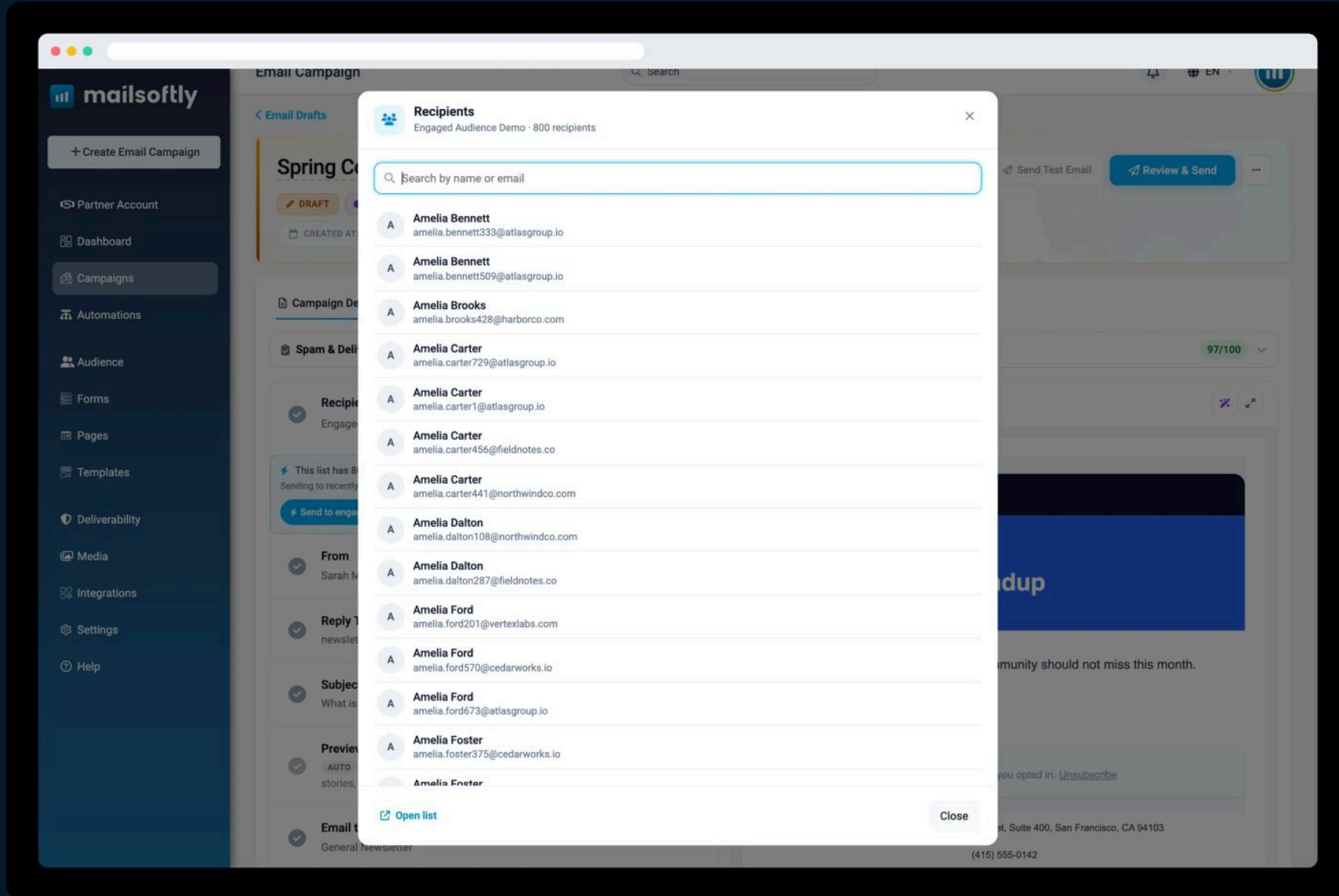
Five client wins, a fresh case study, and the one workflow change that cut our turnaround time in half. Here is everything worth your attention this month.

Read the highlights →

3x pipeline growth

52% avg. open rate

4.9★ client rating



Welcome

From

jane@mailsoftly.com

To

Welcome Customers (12)

Subject

Welcome {{first_name}} !



B

U



Roboto

















 Insert Variable

Hi {{first_name OR "there"}},

 **Make the Campaign Personalized**

You can add variables to your campaign to make it personalized.

First Name

Last Name

Email

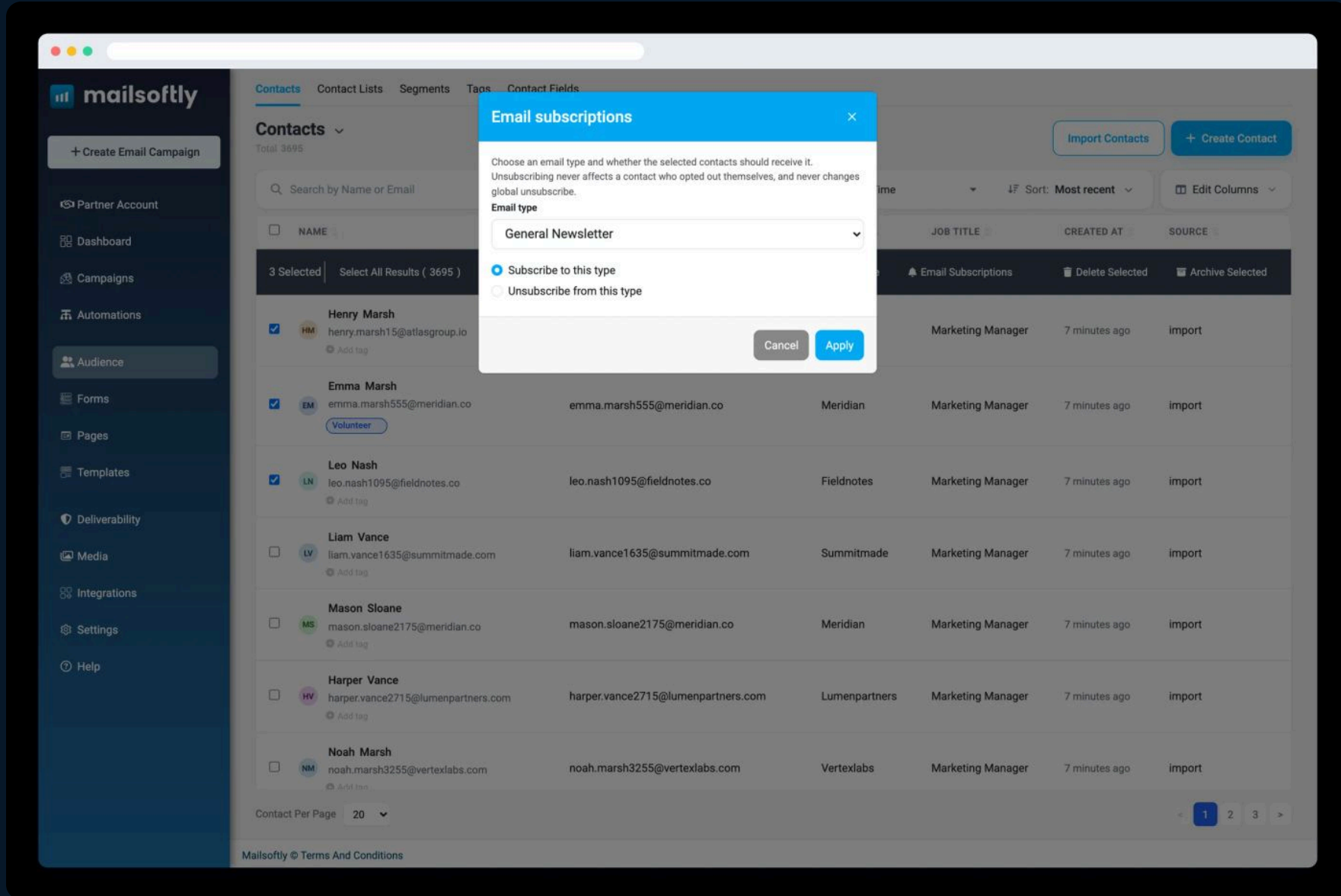
Date of Birth

Phone

Country

Show More ▾

Mail merge | 23 / 56



The screenshot displays the Mailsoftly web application. On the left is a dark sidebar with navigation links: Partner Account, Dashboard, Campaigns, Automations, Audience (highlighted), Forms, Pages, Templates, Deliverability, Media, Integrations, Settings, and Help. The main content area is titled 'Contacts' and shows a list of 3695 contacts. Three contacts are selected: Henry Marsh, Emma Marsh, and Leo Nash. An 'Email subscriptions' modal is open, allowing users to choose an email type (currently 'General Newsletter') and whether to subscribe or unsubscribe. The background shows a table of contacts with columns for Name, Email, Source, Job Title, Created At, and Source. The bottom of the interface includes a 'Contact Per Page' dropdown set to 20 and a pagination bar showing page 1 of 3.

Contacts

Total 3695

Search by Name or Email

3 Selected | Select All Results (3695)

Email subscriptions

Choose an email type and whether the selected contacts should receive it. Unsubscribing never affects a contact who opted out themselves, and never changes global unsubscribe.

Email type

General Newsletter

☒ Subscribe to this type

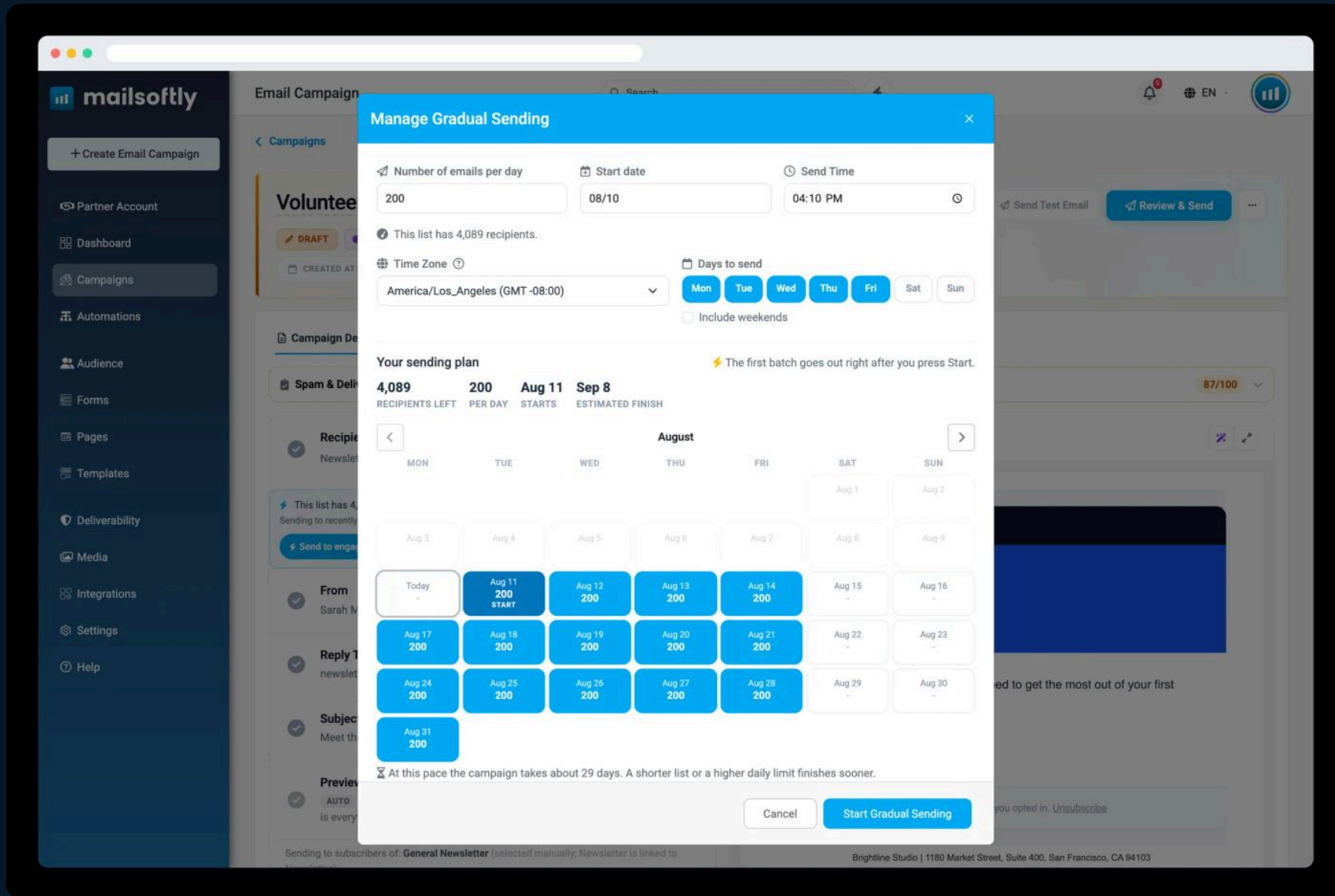
☐ Unsubscribe from this type

Cancel Apply

NAME	EMAIL	SOURCE	JOB TITLE	CREATED AT	SOURCE
Henry Marsh	henry.marsh15@atlasgroup.io		Marketing Manager	7 minutes ago	import
Emma Marsh	emma.marsh555@meridian.co	Meridian	Marketing Manager	7 minutes ago	import
Leo Nash	leo.nash1095@fieldnotes.co	Fieldnotes	Marketing Manager	7 minutes ago	import
Liam Vance	liam.vance1635@summitmade.com	Summitmade	Marketing Manager	7 minutes ago	import
Mason Sloane	mason.sloane2175@meridian.co	Meridian	Marketing Manager	7 minutes ago	import
Harper Vance	harper.vance2715@lumenpartners.com	Lumenpartners	Marketing Manager	7 minutes ago	import
Noah Marsh	noah.marsh3255@vertexlabs.com	Vertexlabs	Marketing Manager	7 minutes ago	import

Contact Per Page 20

Mailsoftly © Terms And Conditions



Manage Gradual Sending

✎ Number of emails per day: 200

📅 Start date: 08/10

🕒 Send Time: 04:10 PM

⚙️ This list has 4,089 recipients.

🌐 Time Zone: America/Los_Angeles (GMT -08:00)

📅 Days to send: Mon Tue Wed Thu Fri Sat Sun

☐ Include weekends

Your sending plan ⚡ The first batch goes out right after you press Start.

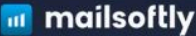
4,089 RECIPIENTS LEFT 200 PER DAY **Aug 11** STARTS **Sep 8** ESTIMATED FINISH

Calendar view for August:

MON	TUE	WED	THU	FRI	SAT	SUN
					Aug 1	Aug 2
Aug 3	Aug 4	Aug 5	Aug 6	Aug 7	Aug 8	Aug 9
Today	Aug 11 200 START	Aug 12 200	Aug 13 200	Aug 14 200	Aug 15	Aug 16
Aug 17 200	Aug 18 200	Aug 19 200	Aug 20 200	Aug 21 200	Aug 22	Aug 23
Aug 24 200	Aug 25 200	Aug 26 200	Aug 27 200	Aug 28 200	Aug 29	Aug 30
Aug 31 200						

⚠️ At this pace the campaign takes about 29 days. A shorter list or a higher daily limit finishes sooner.

Cancel **Start Gradual Sending**



+ Create Email Campaign

Partner Account

Dashboard

Campaigns

Automations

Audience

Forms

Pages

Templates

Deliverability

Media

Integrations

Settings

Help

Email Campaign

Q Search


 EN
 

< Campaigns

Volunteer Spotlight

Preview

Open in browser

Send Test Email

Review & Send

DRAFT

DESIGN

CREATED AT: Aug 10 · 20:22

RECIPIENT Newsletter (4089)

Campaign Details

Campaign Stats

Spam & Delivery Check

2 things to review

87/100

Automatic checks for things that hurt delivery and open rates: spam triggers, Gmail clipping, links, images and sender setup. Informational only; it never blocks sending.

Subject line

Looks good

Preview text

No preview text set

Inboxes will show the start of your email instead: "Brightline Studio Welcome Welcome aboard You are in. Here is everything you n..."

Content

No spam-trigger or placeholder wording found

Email size

1 KB, under Gmail's 102 KB clipping limit

Links

A link or button goes nowhere

A link or button in the email has no address set, so clicking it does nothing. Set a URL or remove it.

Images

All images have alt text

Sender domain

Verified, SPF/DKIM in place

Unsubscribe link

Added automatically when the email is sent

Recipient List

Newsletter

Newsletter

4089

This list has 4,089 contacts. 2,036 of your contacts engaged in the last 90 days.

Sending to recently engaged contacts improves deliverability and open rates.

PREVIEW




Brightline Studio

May Client Newsletter

 Preview

 Open in bro

 SENT

 DESIGN

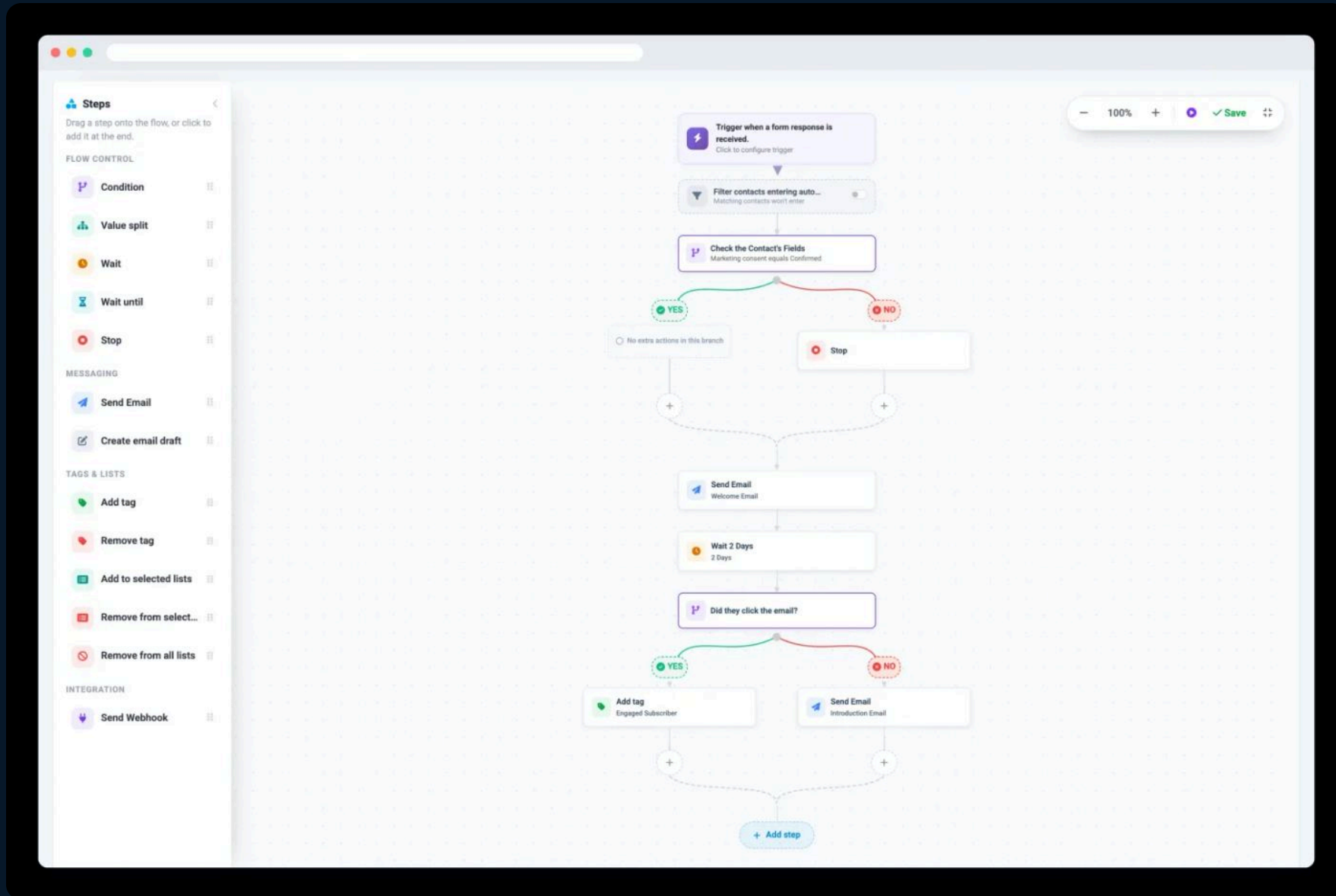
 SENT AT: Jul 08 · 08:03

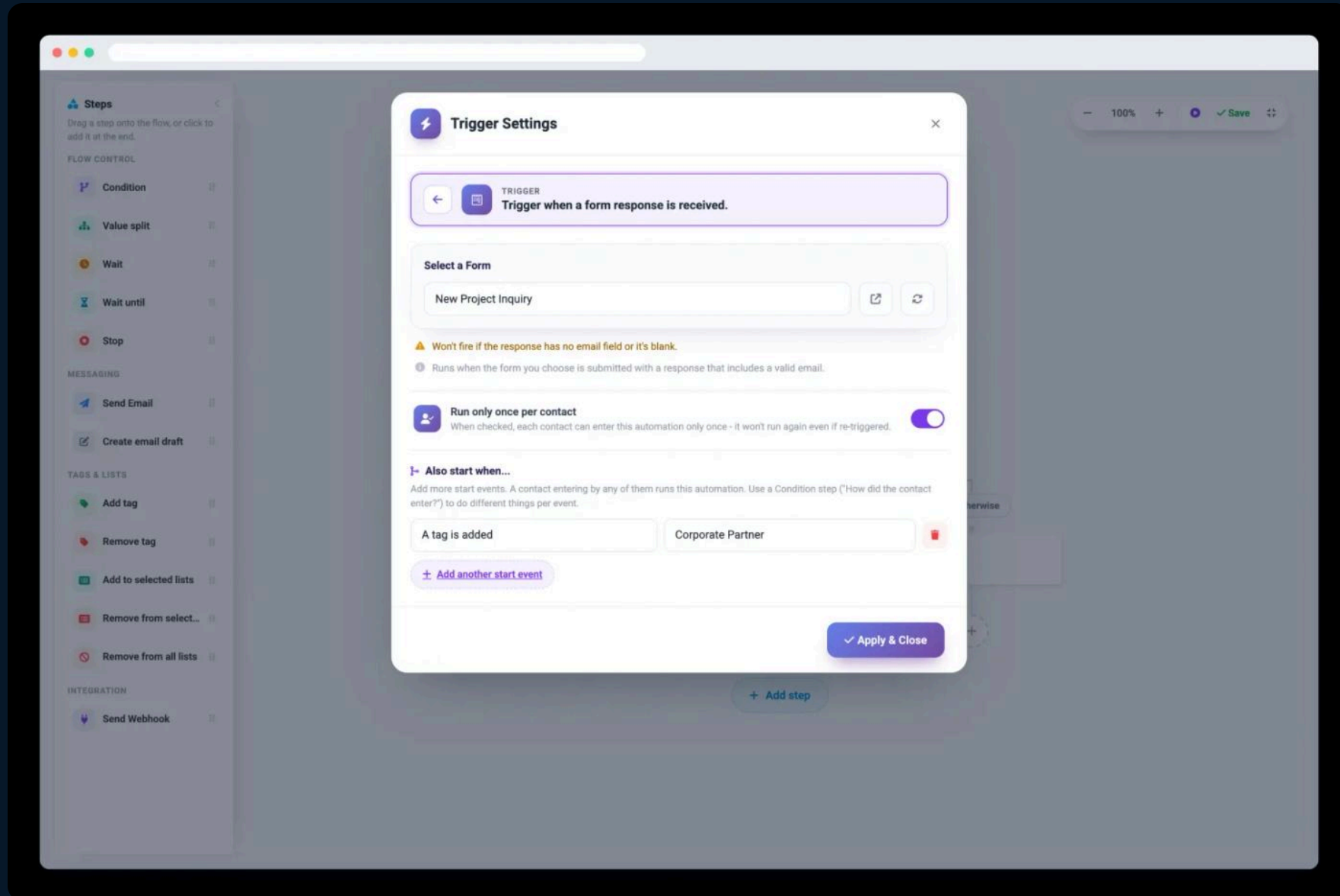
 RECIPIENT -

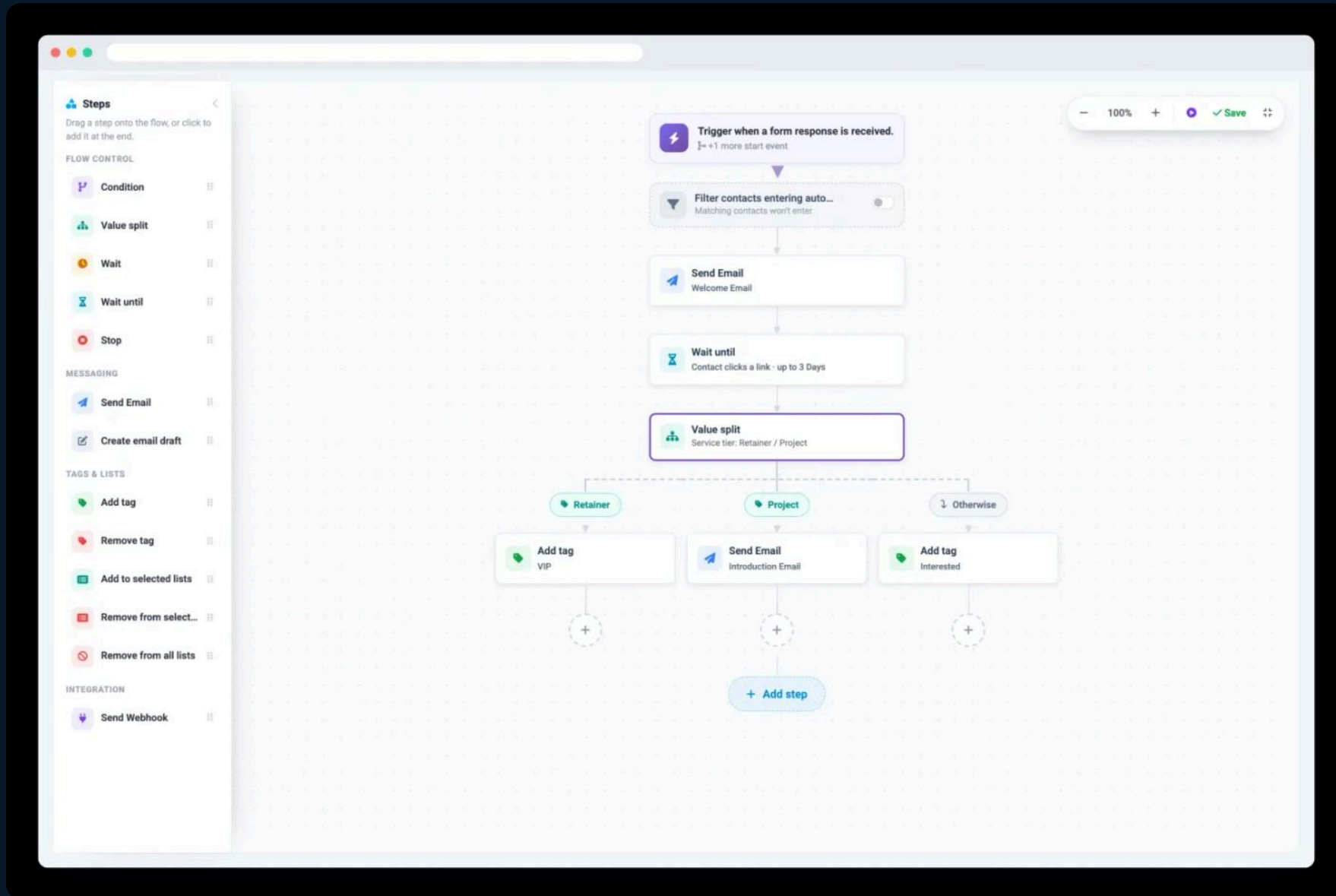
 SENT 1

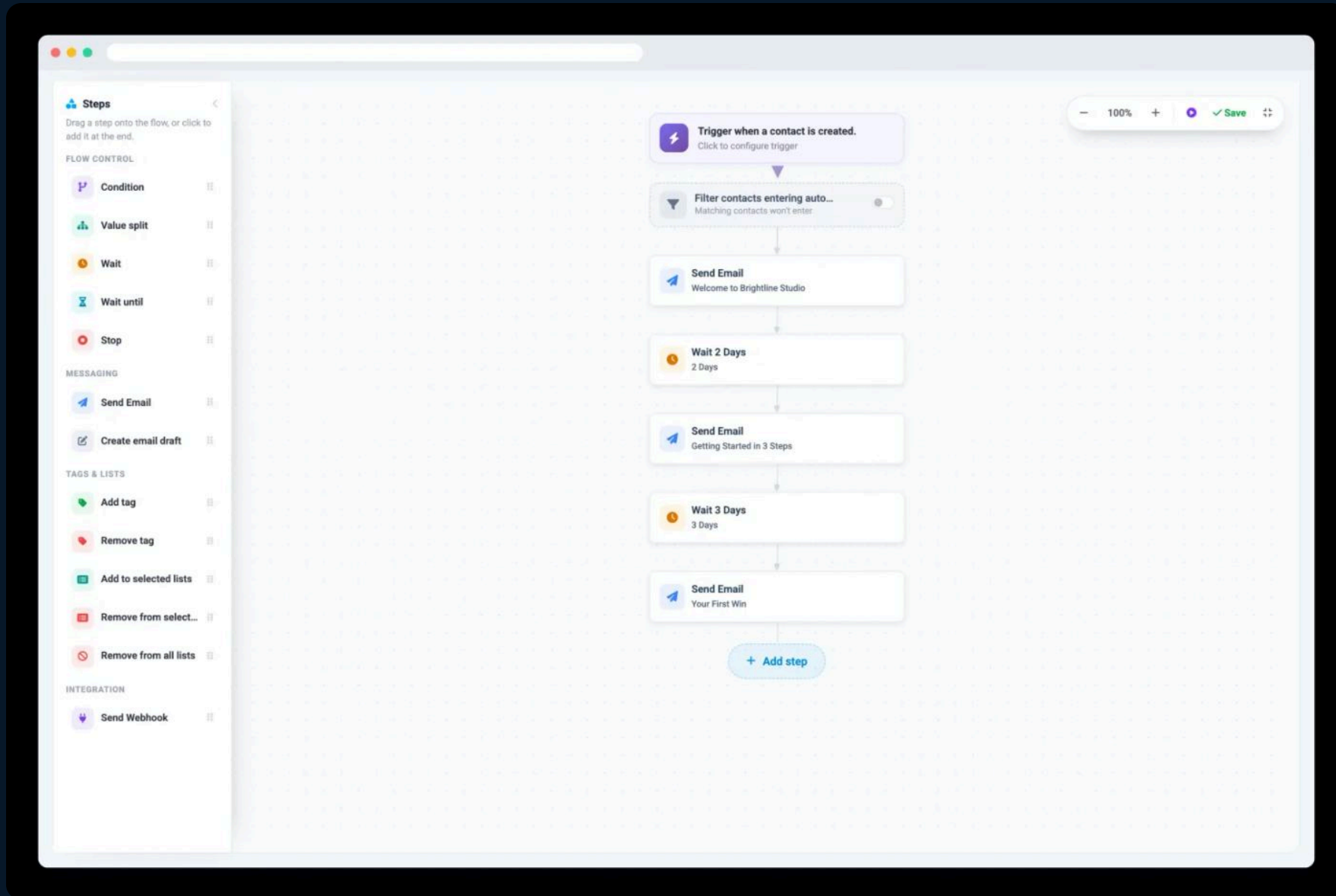
 Campaign Details

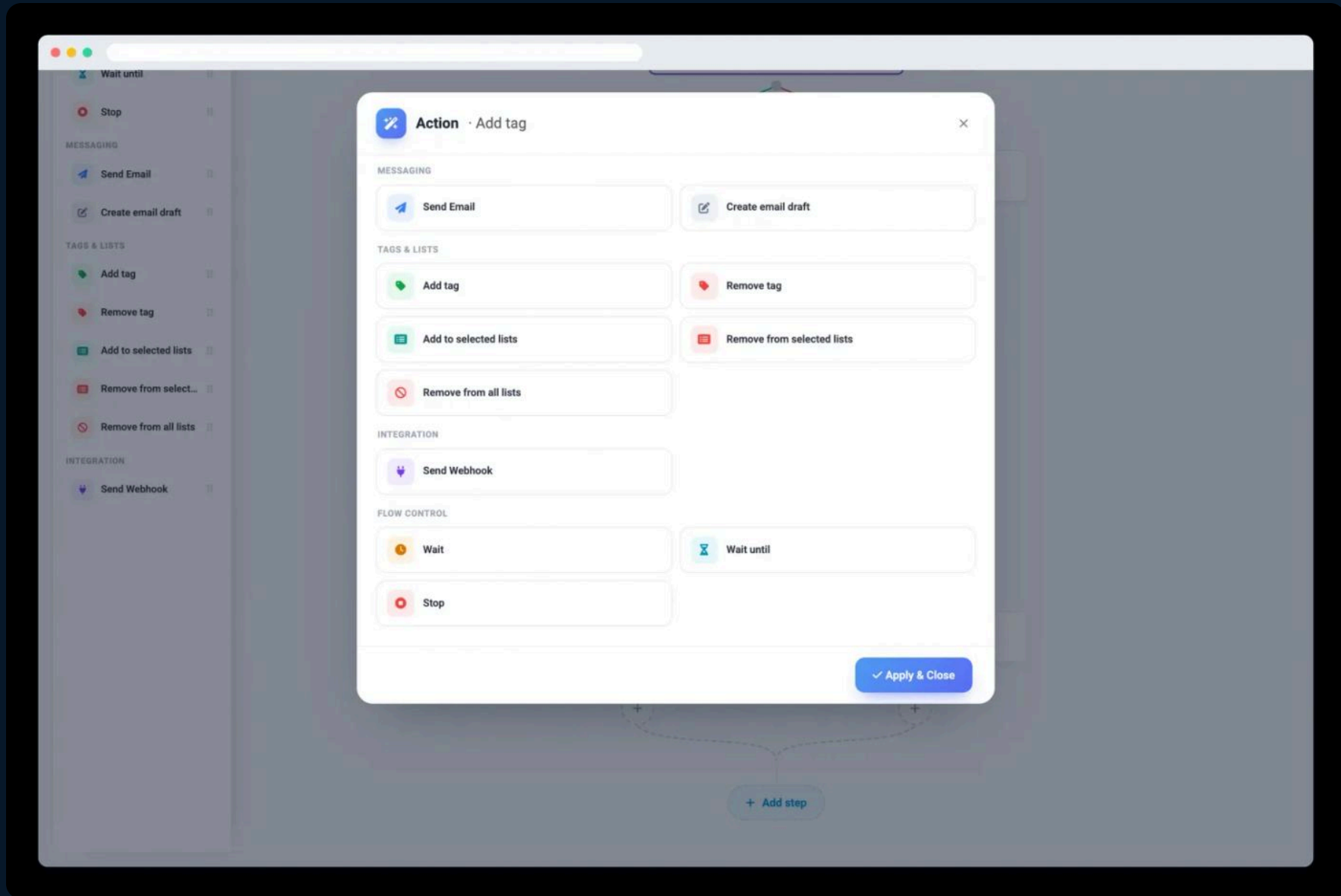
 Campaign Stats

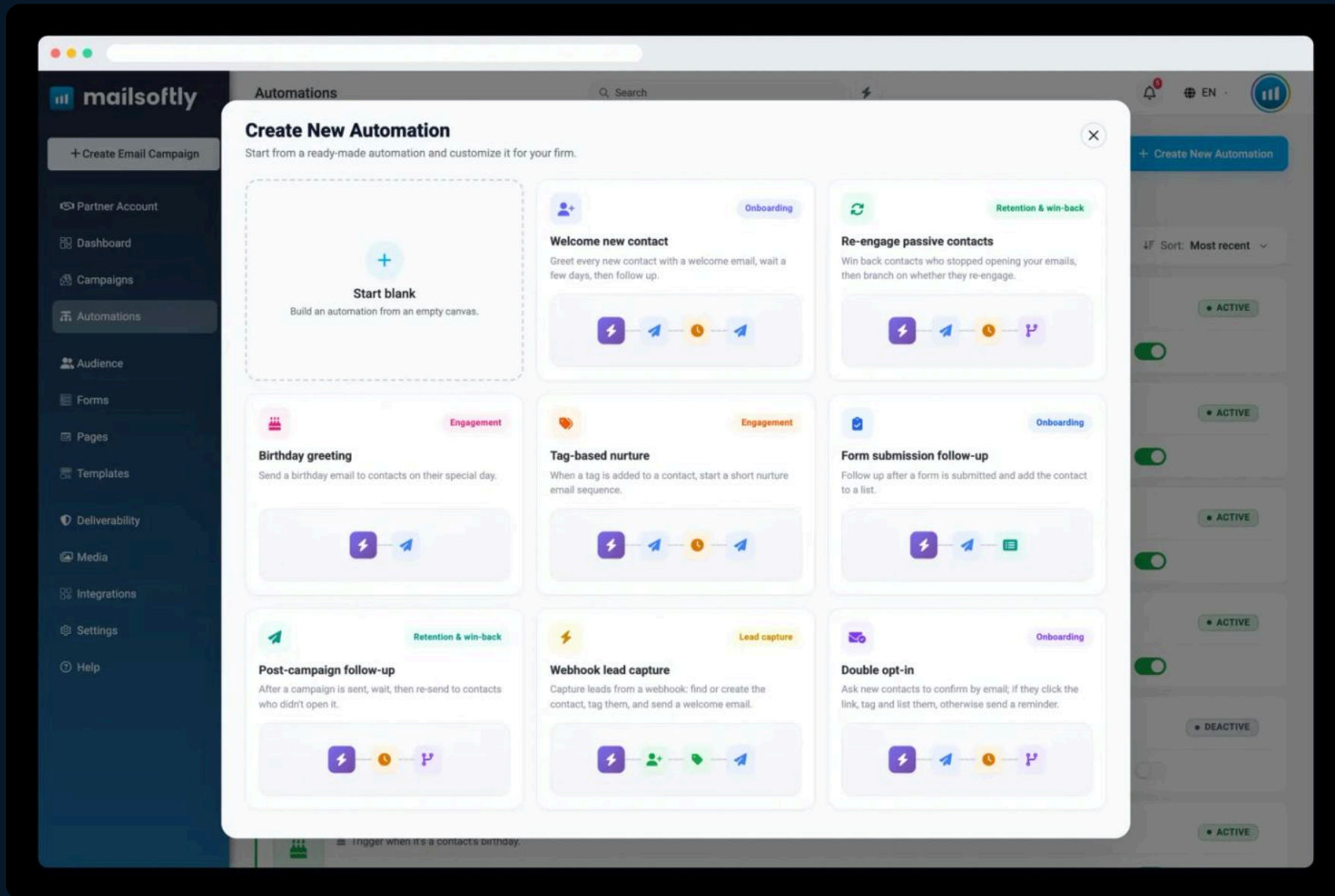


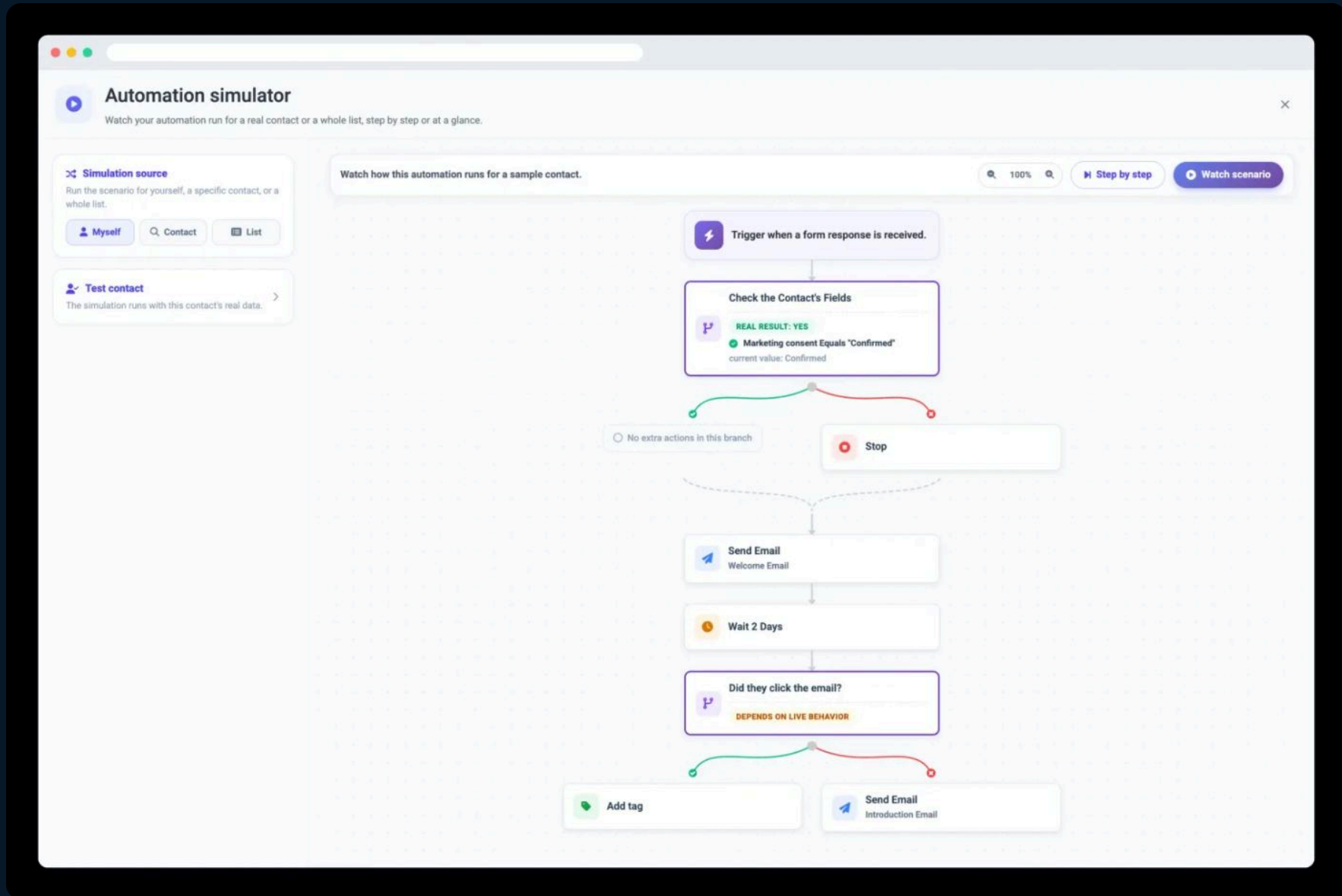


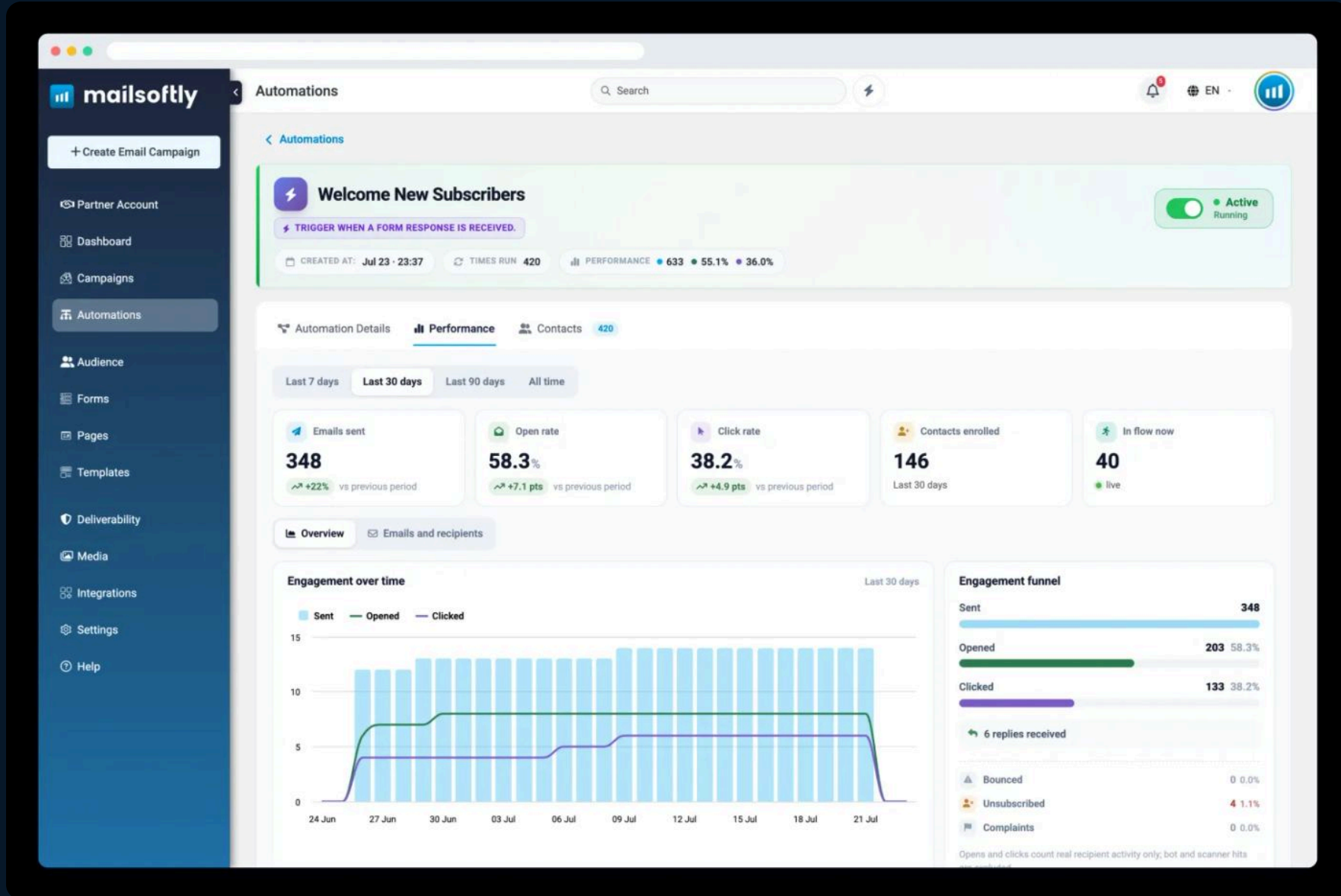














[+ Create Email Campaign](#)

- Partner Account
- Dashboard
- Campaigns
- Automations
- Audience
- Forms
- Pages
- Templates
- Deliverability
- Media
- Integrations
- Settings
- Help

Subject Line Test | Spr...

[SENT](#)
[DESIGN](#)

SENT AT: Jul 15 · 00:05

RECIPIENT Newsletter (3737)

SENT 2

[Preview](#)
[Open in browser](#)

A/B winner: Subject A
[Duplicate Campaign](#)

Campaign Details

Campaign Stats

Recipient List

Newsletter 3737

From

Reply To

newsletter@mailsoftly.com

Subject

Spring promo is here: save 20% this week

A/B test finished. Subject A won and was sent to the rest of the list.

A Spring promo is here: save 20% this week 125 of 239 opened (52%) Winner

B Last chance: our spring promo ends Sunday 98 of 240 opened (41%)

Preview text

AUTO Brightline Studio Newsletter Your monthly roundup The stories, wins and ideas your comm...

Email type

General Newsletter

Email footer

Company name, address and phone shown in every email

PREVIEW

Brightline Studio

NEWSLETTER

Your monthly roundup

The stories, wins and ideas your community should not miss this month.

Read the roundup →

Brightline Studio · You received this because you opted in. [Unsubscribe](#)

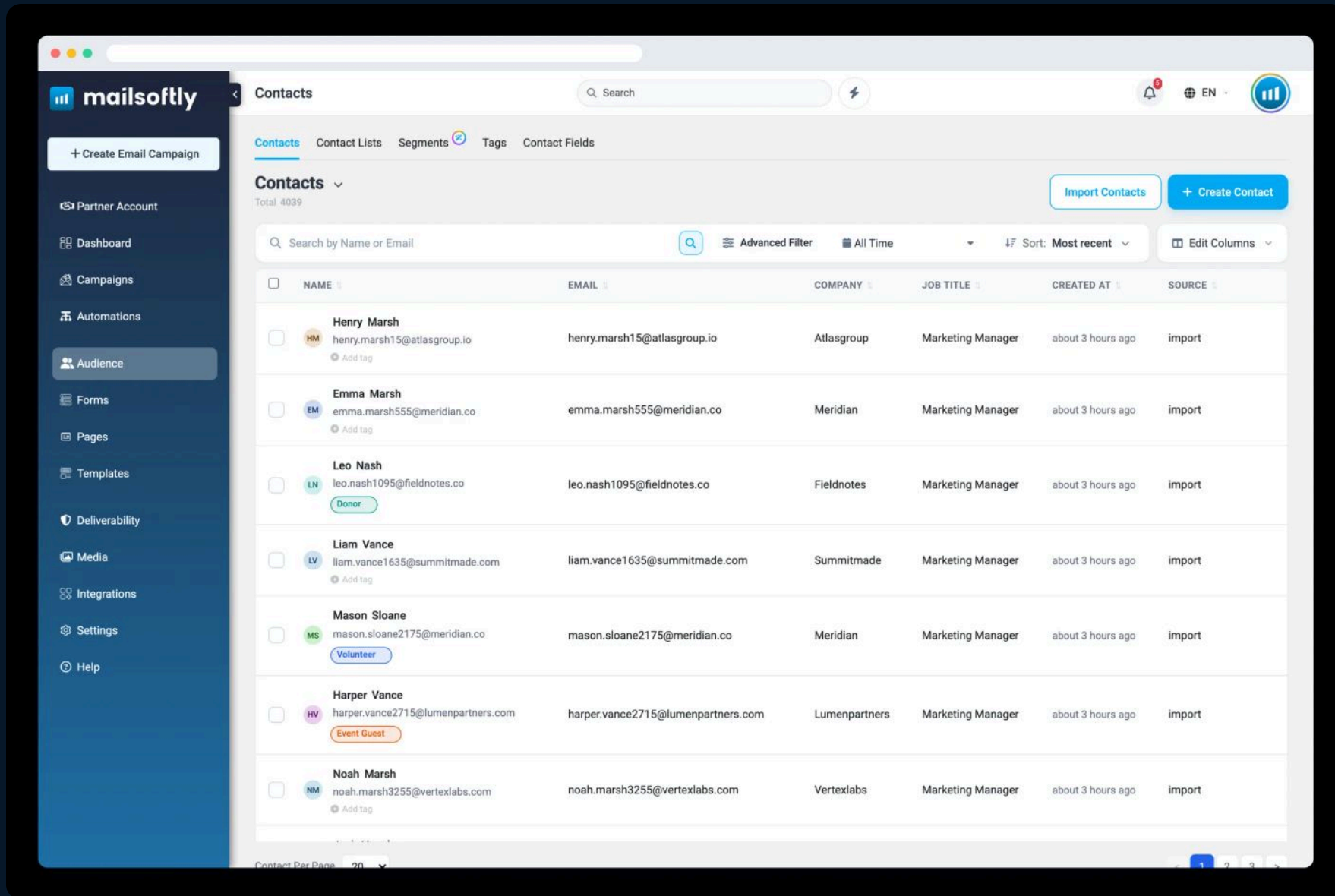
Brightline Studio |

You are receiving this email because you are on Brightline Studio's announcement list.

If you do not want to receive emails, [unsubscribe](#).

Mailsoftly © Terms And Conditions

A/B test winner | 36 / 56



mailsoftly Contacts

Search

Contacts Contact Lists Segments Tags Contact Fields

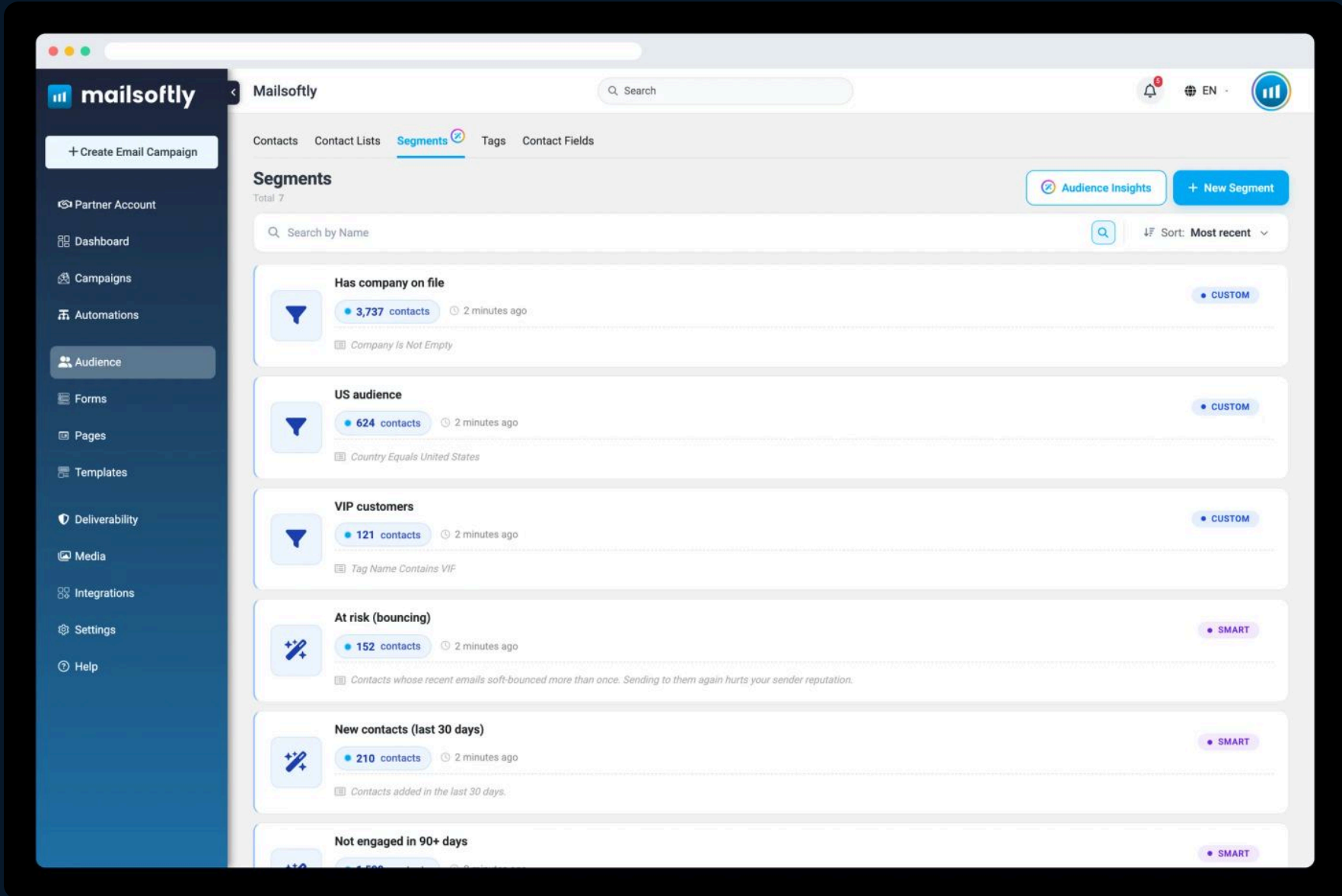
Contacts Total 4039

Import Contacts + Create Contact

Search by Name or Email Advanced Filter All Time Sort: Most recent Edit Columns

	NAME	EMAIL	COMPANY	JOB TITLE	CREATED AT	SOURCE
☐	Henry Marsh henry.marsh15@atlasgroup.io Add tag	henry.marsh15@atlasgroup.io	Atlasgroup	Marketing Manager	about 3 hours ago	import
☐	Emma Marsh emma.marsh555@meridian.co Add tag	emma.marsh555@meridian.co	Meridian	Marketing Manager	about 3 hours ago	import
☐	Leo Nash leo.nash1095@fieldnotes.co Donor	leo.nash1095@fieldnotes.co	Fieldnotes	Marketing Manager	about 3 hours ago	import
☐	Liam Vance liam.vance1635@summitmade.com Add tag	liam.vance1635@summitmade.com	Summitmade	Marketing Manager	about 3 hours ago	import
☐	Mason Sloane mason.sloane2175@meridian.co Volunteer	mason.sloane2175@meridian.co	Meridian	Marketing Manager	about 3 hours ago	import
☐	Harper Vance harper.vance2715@lumenpartners.com Event Guest	harper.vance2715@lumenpartners.com	Lumenpartners	Marketing Manager	about 3 hours ago	import
☐	Noah Marsh noah.marsh3255@vertexlabs.com Add tag	noah.marsh3255@vertexlabs.com	Vertexlabs	Marketing Manager	about 3 hours ago	import

Contact Per Page 20



The screenshot displays the Mailsoftly interface, specifically the 'Segments' section. A dark blue sidebar on the left contains navigation links: '+ Create Email Campaign', 'Partner Account', 'Dashboard', 'Campaigns', 'Automations', 'Audience' (highlighted), 'Forms', 'Pages', 'Templates', 'Deliverability', 'Media', 'Integrations', 'Settings', and 'Help'. The main content area has a top navigation bar with 'Contacts', 'Contact Lists', 'Segments' (active), 'Tags', and 'Contact Fields'. Below this, the 'Segments' section shows a list of seven segments. Each segment card includes a funnel icon, a title, contact count, creation time, a filter icon, and a description. The segments are: 'Has company on file' (3,737 contacts, Custom), 'US audience' (624 contacts, Custom), 'VIP customers' (121 contacts, Custom), 'At risk (bouncing)' (152 contacts, Smart), 'New contacts (last 30 days)' (210 contacts, Smart), and 'Not engaged in 90+ days' (1,500 contacts, Smart). The top right of the interface features a search bar, a notification bell, a language selector set to 'EN', and a profile icon.

mailsoftly Mailsoftly

Contacts Contact Lists **Segments** Tags Contact Fields

Segments Total 7

Audience Insights + New Segment

Search by Name Sort: Most recent

- Has company on file** 3,737 contacts 2 minutes ago CUSTOM

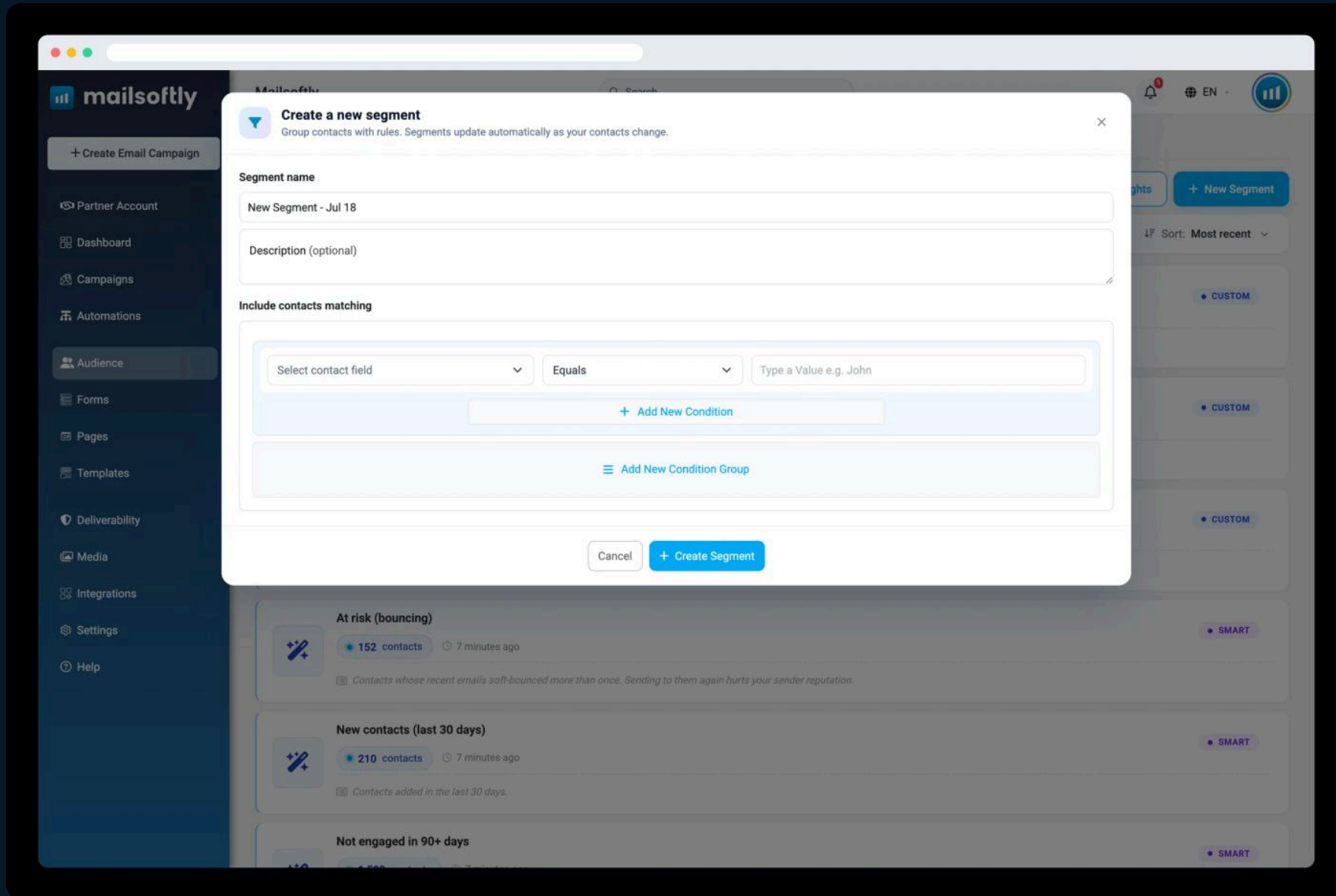
Company Is Not Empty
- US audience** 624 contacts 2 minutes ago CUSTOM

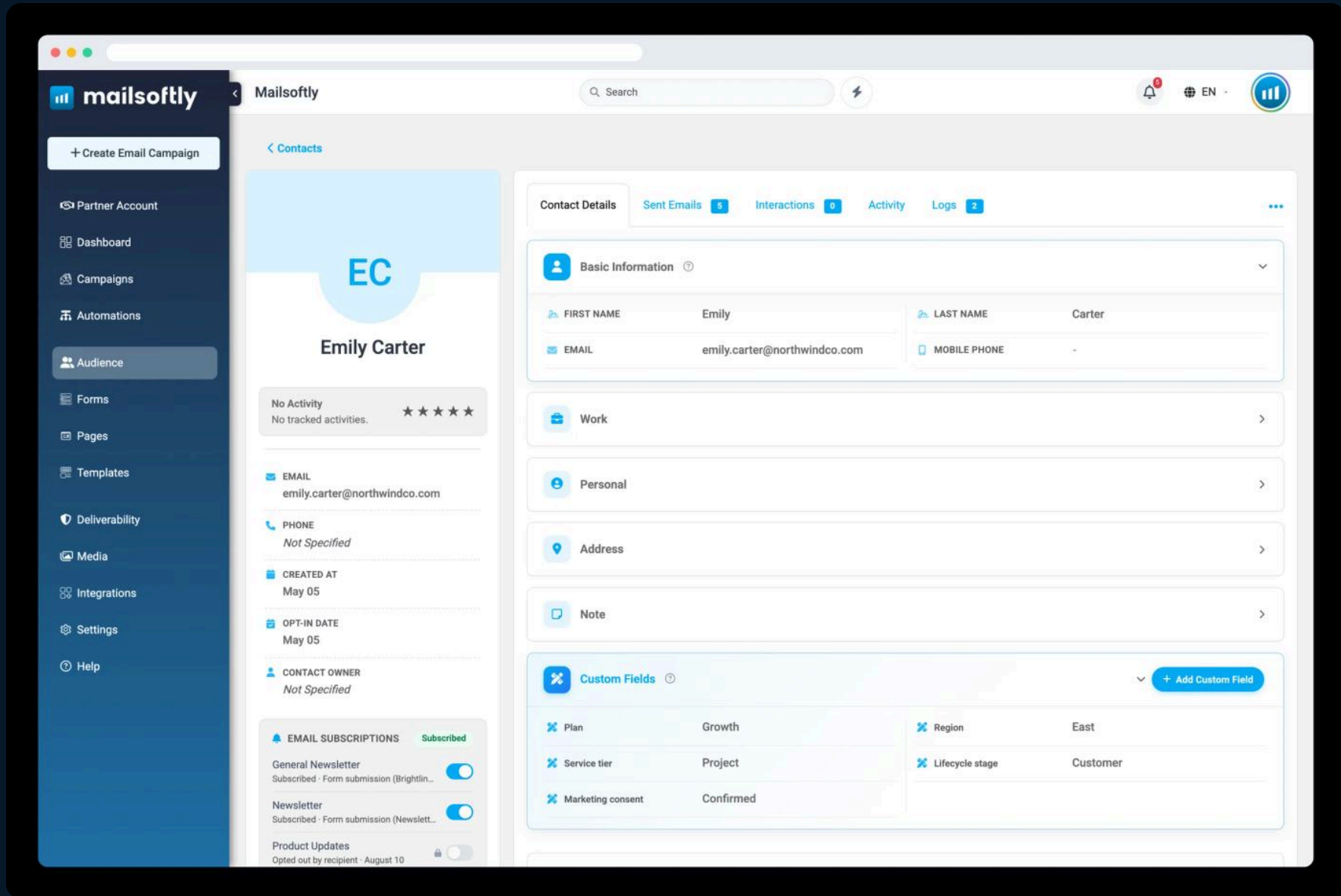
Country Equals United States
- VIP customers** 121 contacts 2 minutes ago CUSTOM

Tag Name Contains VIP
- At risk (bouncing)** 152 contacts 2 minutes ago SMART

Contacts whose recent emails soft-bounced more than once. Sending to them again hurts your sender reputation.
- New contacts (last 30 days)** 210 contacts 2 minutes ago SMART

Contacts added in the last 30 days.
- Not engaged in 90+ days** 1,500 contacts 2 minutes ago SMART





mailsoftly < Mailsoftly

Search

+ Create Email Campaign

< Contacts

EC

Emily Carter

No Activity
No tracked activities. ★ ★ ★ ★ ★

EMAIL
emily.carter@northwindco.com

PHONE
Not Specified

CREATED AT
May 05

OPT-IN DATE
May 05

CONTACT OWNER
Not Specified

EMAIL SUBSCRIPTIONS Subscribed

General Newsletter
Subscribed - Form submission (Brightlin... ☒

Newsletter
Subscribed - Form submission (Newslett... ☒

Product Updates
Opted out by recipient - August 10 ☐

Contact Details Sent Emails 5 Interactions 0 Activity Logs 2

Basic Information

FIRST NAME	Emily	LAST NAME	Carter	
EMAIL	emily.carter@northwindco.com		MOBILE PHONE	-

Work

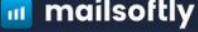
Personal

Address

Note

Custom Fields + Add Custom Field

Plan	Growth	Region	East
Service tier	Project	Lifecycle stage	Customer
Marketing consent	Confirmed		



+ Create Email Campaign

Partner Account
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Mailsoftly

Search


 EN


< Contact Lists

N Newsletter 4089 Contacts

Used 2 times in campaigns Auto-add subscribers of: Newsletter

Audience Insights
Add Contact
Compose an Email

LIST HEALTH

Minor risk signals found · graded about 3 hours ago

Details

Search by Name or Email

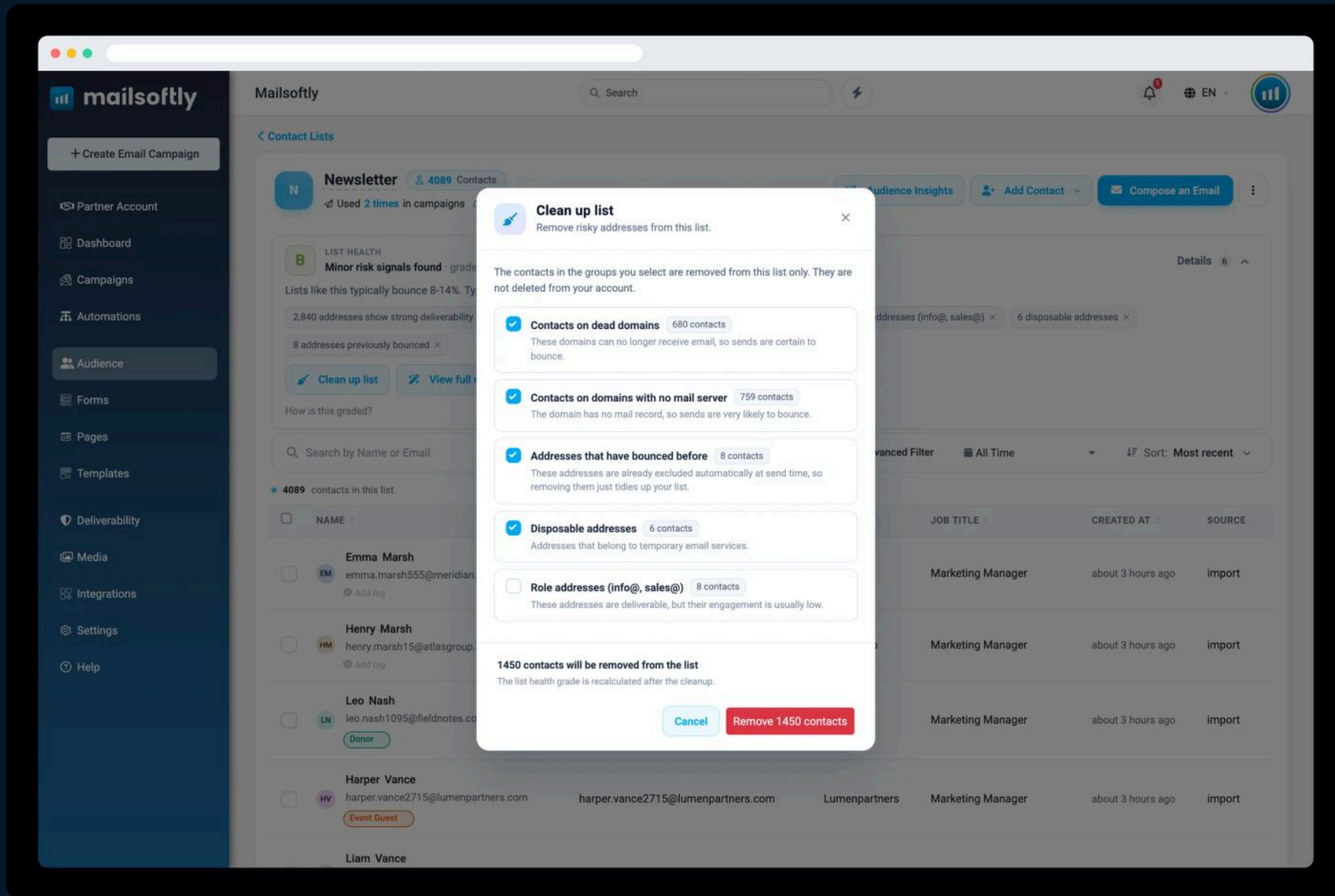
Advanced Filter

All Time

Sort: Most recent

4089 contacts in this list

	NAME	EMAIL	COMPANY	JOB TITLE	CREATED AT	SOURCE
☐	EM Emma Marsh emma.marsh555@meridian.co Add tag	emma.marsh555@meridian.co	Meridian	Marketing Manager	about 3 hours ago	import
☐	HM Henry Marsh henry.marsh15@atlasgroup.io Add tag	henry.marsh15@atlasgroup.io	Atlasgroup	Marketing Manager	about 3 hours ago	import
☐	LN Leo Nash leo.nash1095@fieldnotes.co Donor	leo.nash1095@fieldnotes.co	Fieldnotes	Marketing Manager	about 3 hours ago	import
☐	HV Harper Vance harper.vance2715@lumenpartners.com Event Guest	harper.vance2715@lumenpartners.com	Lumenpartners	Marketing Manager	about 3 hours ago	import
☐	LV Liam Vance liam.vance1635@summitmade.com Add tag	liam.vance1635@summitmade.com	Summitmade	Marketing Manager	about 3 hours ago	import
☐	MS Mason Sloane mason.sloane2175@meridian.co Volunteer	mason.sloane2175@meridian.co	Meridian	Marketing Manager	about 3 hours ago	import
☐	Noah Marsh					



mailsoftly

Newsletter 4089 Contacts

Used 2 times in campaigns

LIST HEALTH
Minor risk signals found
Lists like this typically bounce 8-14%. Ty
2,840 addresses show strong deliverability
8 addresses previously bounced

Clean up list **View full**

How is this graded?

Search by Name or Email

4089 contacts in this list

NAME	EMAIL	TAGS
Emma Marsh	emma.marsh555@meridian	Add tag
Henry Marsh	henry.marsh15@atlasgroup	Add tag
Leo Nash	leo.nash1095@fieldnotes.co	Donor
Harper Vance	harper.vance2715@lumenpartners.com	Event Guest
Liam Vance		

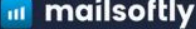
Clean up list
Remove risky addresses from this list.

The contacts in the groups you select are removed from this list only. They are not deleted from your account.

- ☒ **Contacts on dead domains** 680 contacts
These domains can no longer receive email, so sends are certain to bounce.
- ☒ **Contacts on domains with no mail server** 759 contacts
The domain has no mail record, so sends are very likely to bounce.
- ☒ **Addresses that have bounced before** 8 contacts
These addresses are already excluded automatically at send time, so removing them just tidies up your list.
- ☒ **Disposable addresses** 6 contacts
Addresses that belong to temporary email services.
- ☐ **Role addresses (info@, sales@)** 8 contacts
These addresses are deliverable, but their engagement is usually low.

1450 contacts will be removed from the list
The list health grade is recalculated after the cleanup.

Cancel **Remove 1450 contacts**



+ Create Email Campaign

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Settings

Help

Spring Community U...

Preview

Open in browser

Share

Send Test Email

Review & Send

DRAFT

DESIGN

CREATED AT: Aug 10 - 20:22

RECIPIENT Engaged Audience Demo (800)

Campaign Details

Campaign Stats

Spam & Delivery Check

2 things to review

87/100

Recipient List

Engaged Audience Demo 800

This list has 800 contacts. 150 of your contacts engaged in the last 90 days. Sending to recently engaged contacts improves deliverability and open rates.

Send to engaged contacts instead

From

Sarah Mitchell <demo-rig-mailsoftly@...>

Reply To

newsletter@mailsoftly.com

Subject

What is new this spring at Brightline Studio

Preview text

AUTO Brightline Studio Newsletter Your monthly roundup The stories, wins and ideas your comm...

Sending to subscribers of: General Newsletter (account default)

Email footer

Company name, address and phone shown in every email

PREVIEW

Brightline Studio

NEWSLETTER

Your monthly roundup

The stories, wins and ideas your community should not miss this month.

Read the roundup →

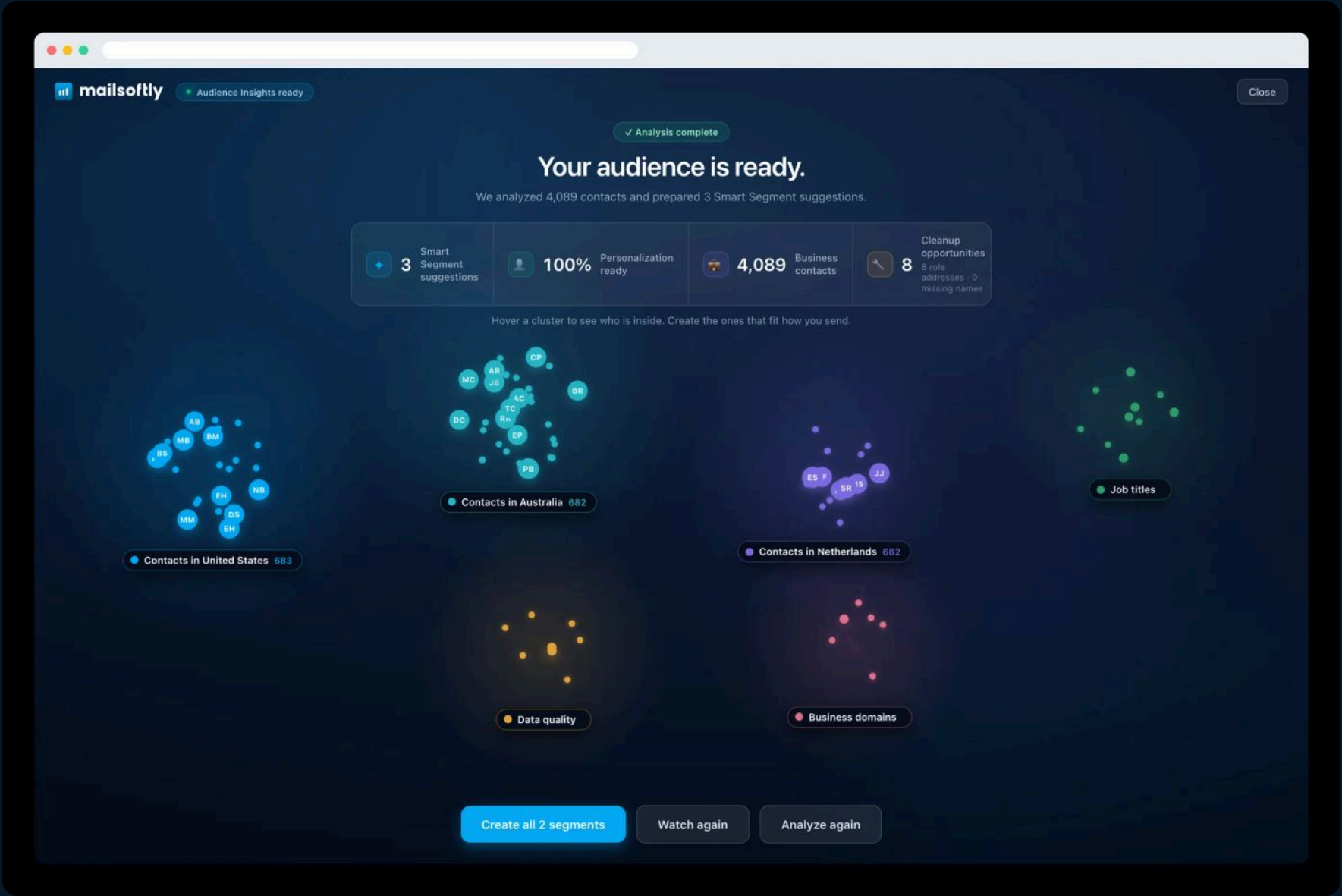
Brightline Studio - You received this because you opted in. [Unsubscribe](#)

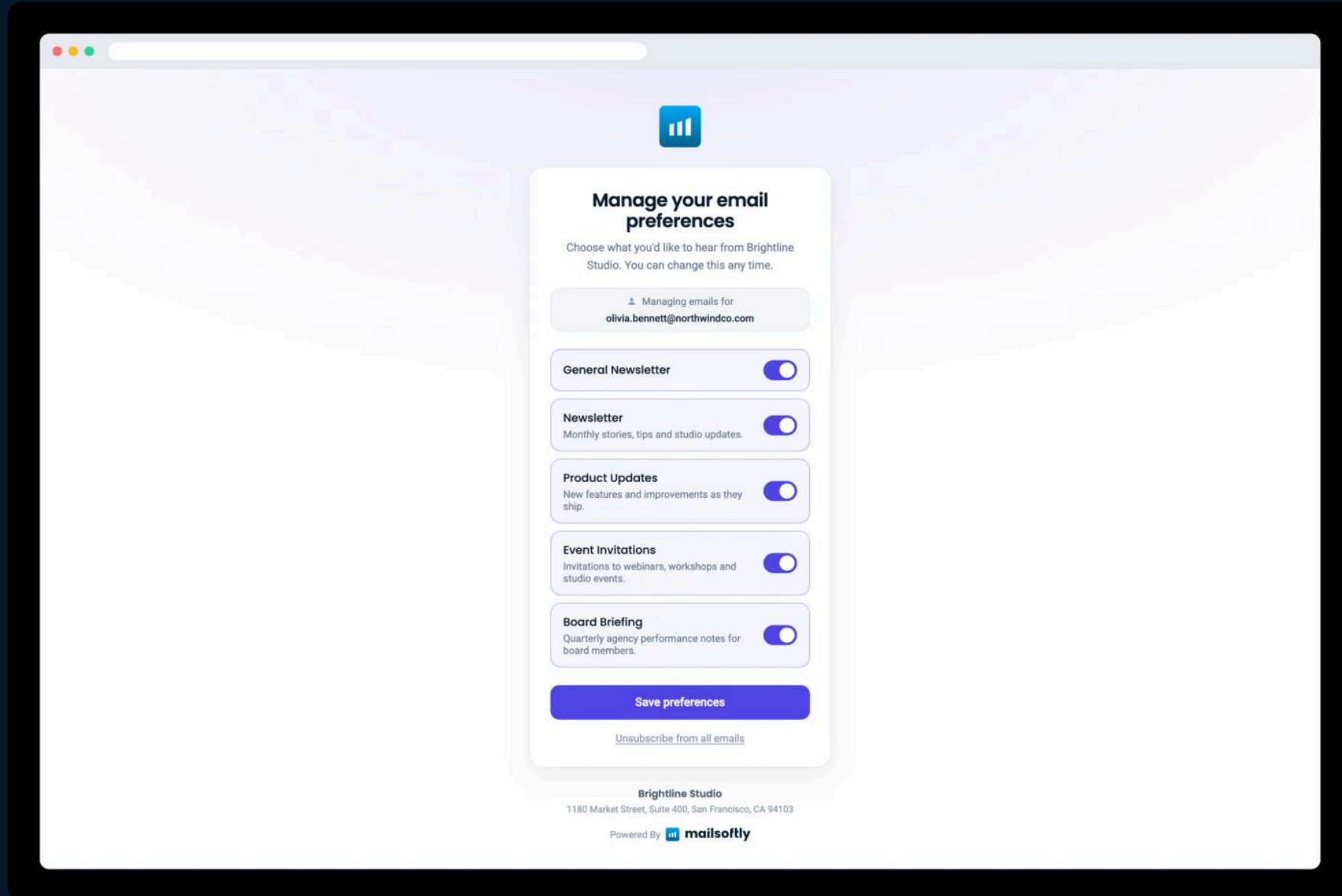
Brightline Studio | 1180 Market Street, Suite 400, San Francisco, CA 94103

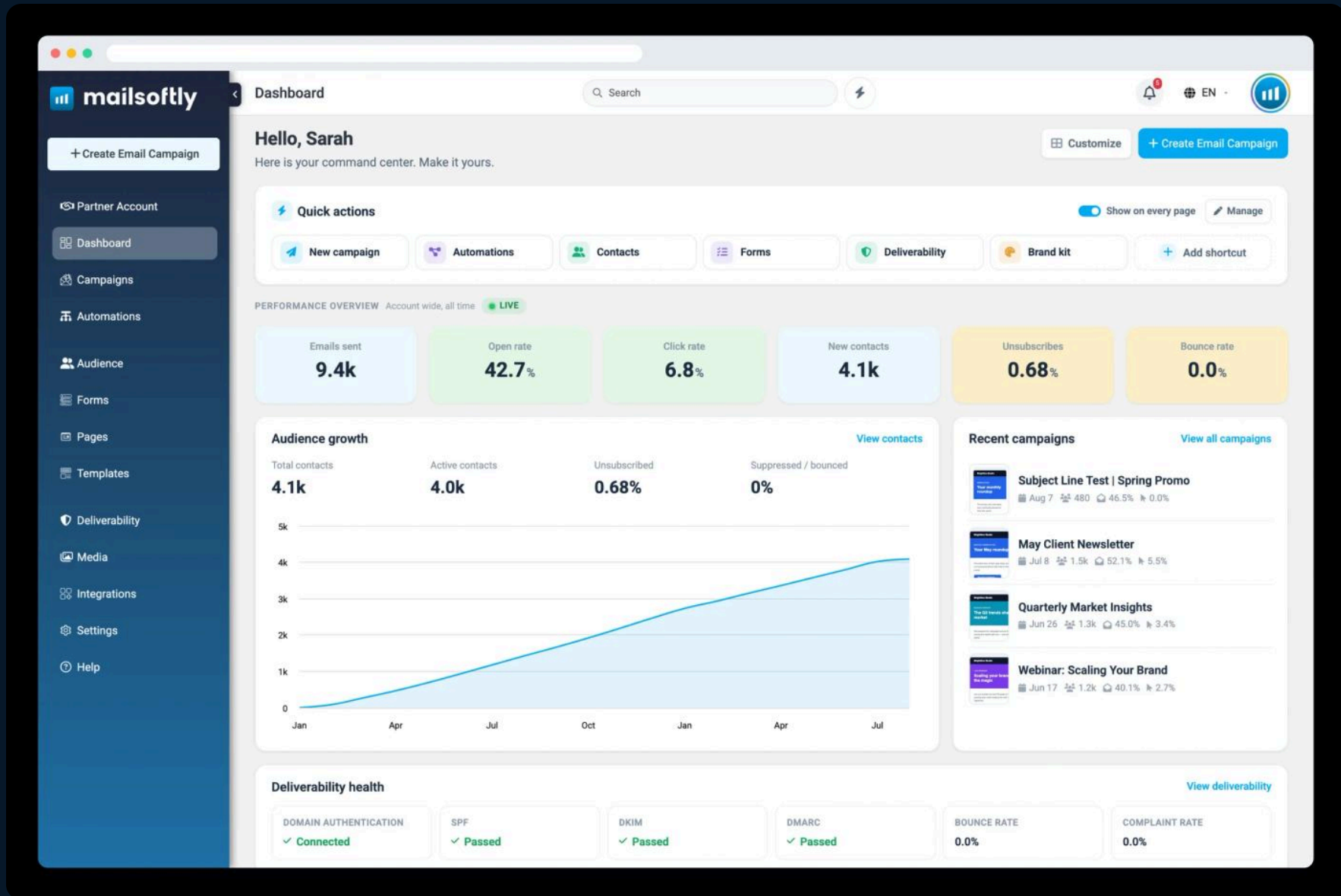
(415) 555-0142

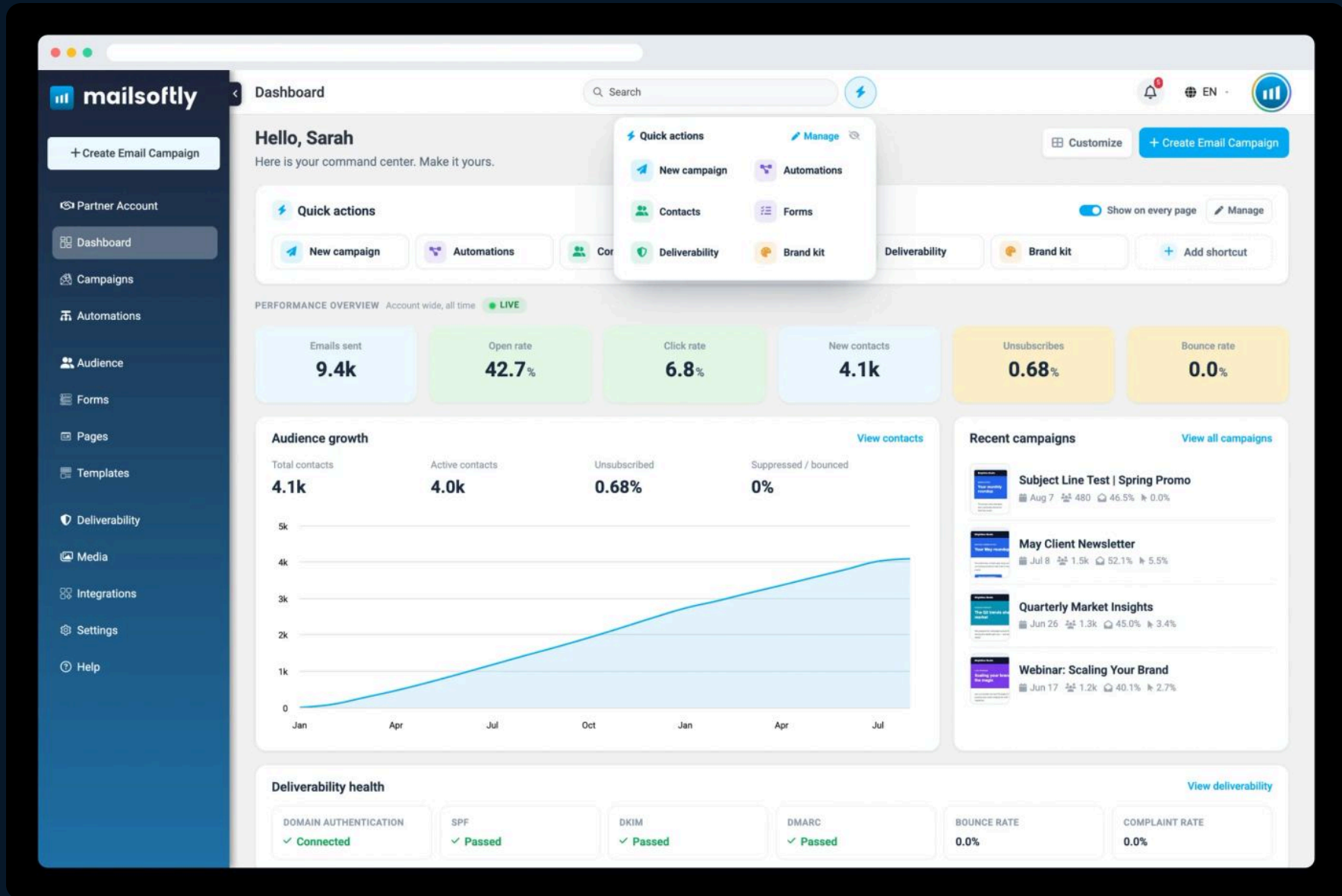
This email was sent to [Recipient Email Address](#) because you're subscribed to Brightline Studio's emails.

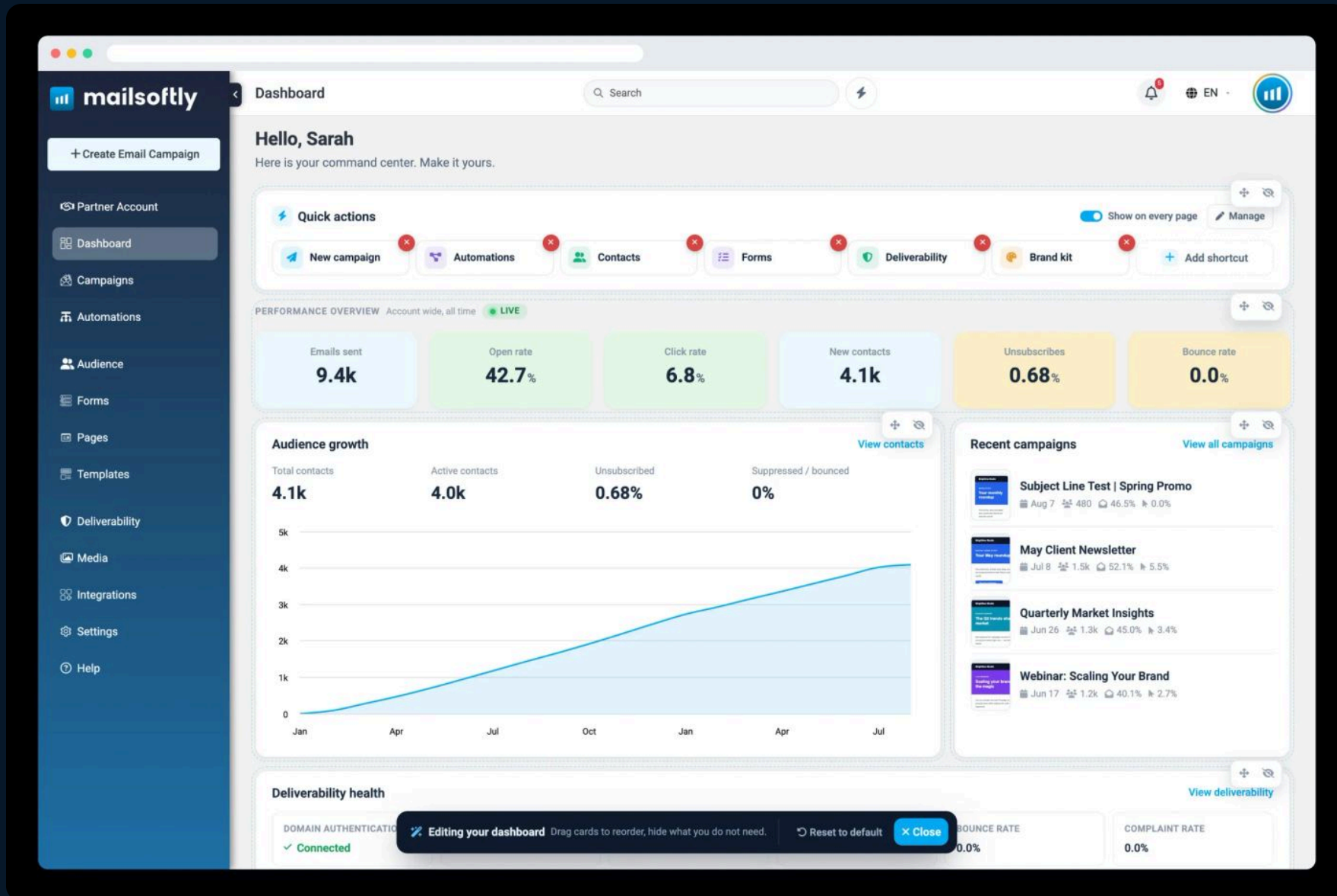
[Unsubscribe or manage your preferences](#)

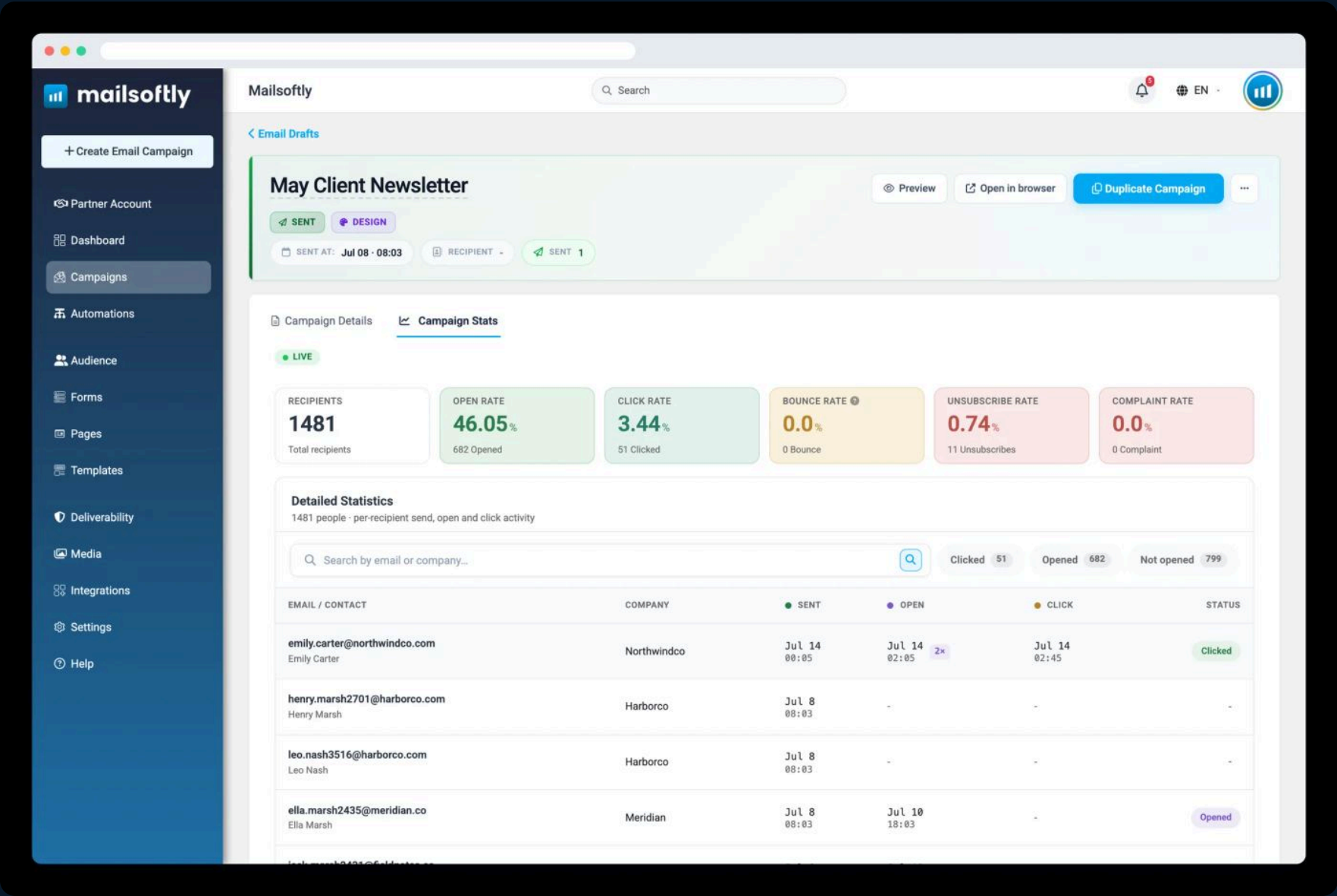


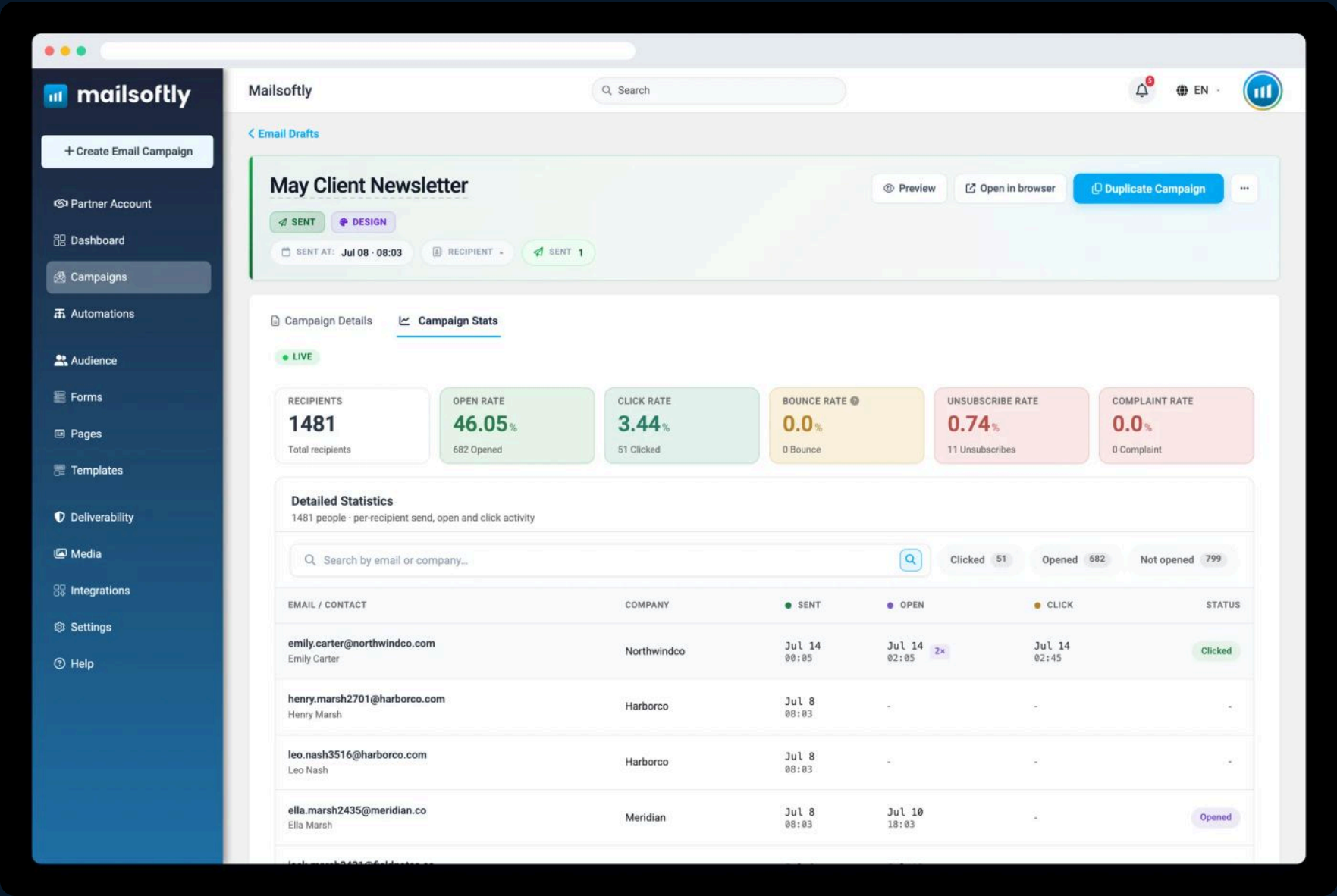


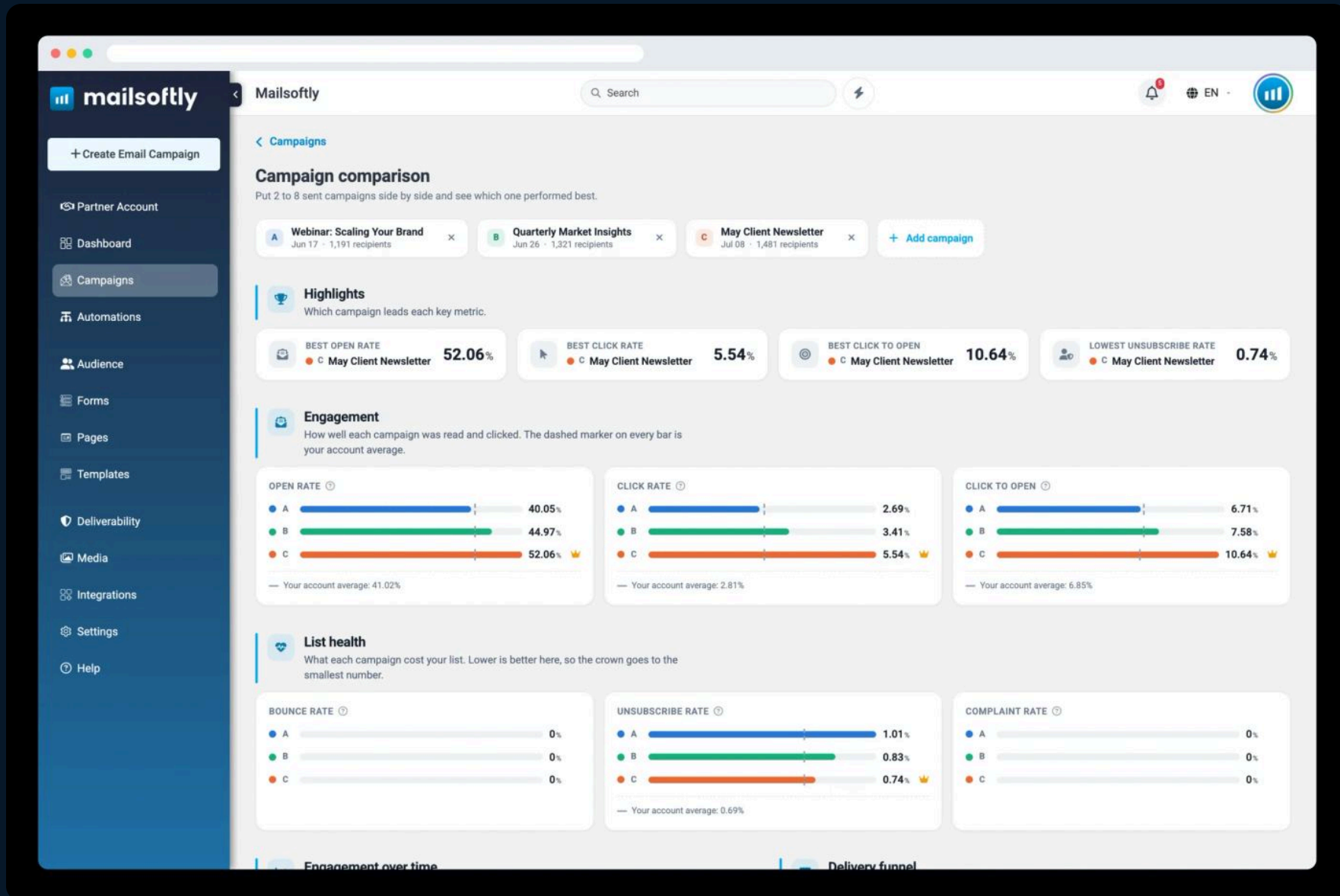


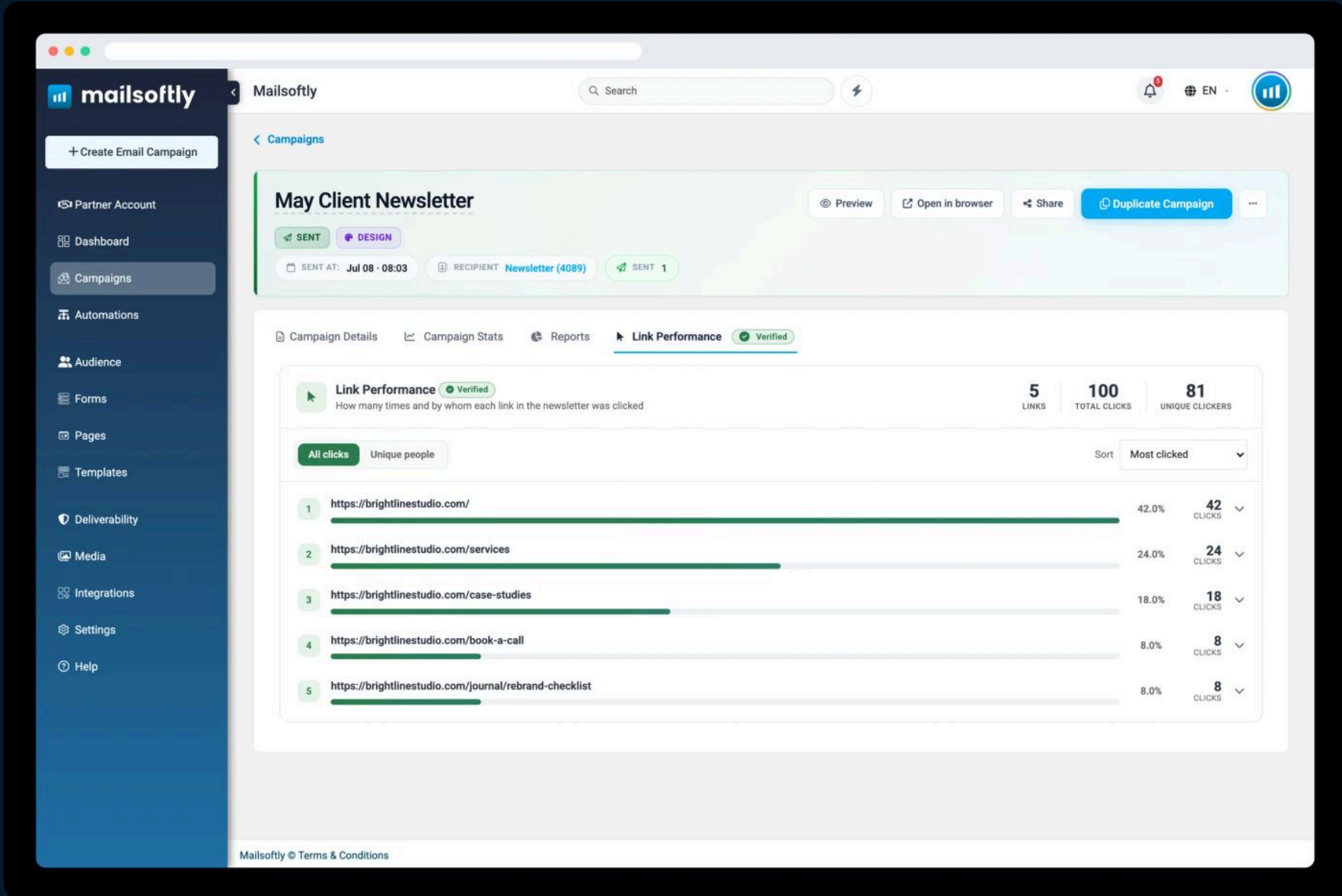


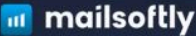












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Deliverability

Q Search

⚡

🔔

🌐 EN

📊

Firm reputation

+ Add domain

+ Add sender

SENDING REPUTATION

LIVE

REPUTATION SCORE

100%

HEALTHY

How mailbox providers grade your last 30 days of sending, based on delivery, opens, bounces, and complaints.

REQUESTS

9,443

DELIVERED

9,443

OPENED

42.73%

4,035

CLICKED

6.77%

639

BOUNCES

0.0%

0

SPAM REPORTS

0.0%

0

DOMAIN HEALTH

Refreshed every 24 hours

mail.brightlinestudio.com

Finish setup →

DNS managed at · mysecurecloudhost.com

DOMAIN-WIDE EMAIL AUTH

SPF

DKIM

DMARC

OBSERVATIONS

⚠️

Your domain publishes no SPF record, so receiving servers can't verify which services are allowed to send email as mail.brightlinestudio.com.

Show example fix

ⓘ

Your domain has no DMARC record, so receivers get no instruction on what to do with mail that fails authentication.

Show example fix

🕒 Last checked less than a minute ago

🔄 Re-check DNS for this domain now

mailsoftly.com

View DNS records →

Registered with · Cloudflare, Inc., 5 years old

DNS managed at · Cloudflare

Mail routed via · Google Workspace

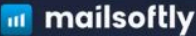
DOMAIN-WIDE EMAIL AUTH

✓ SPF

✓ DKIM

✓ DMARC: reject

Deliverability | 53 / 56



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Brand kit

Launch Kit

Team

Security

BILLING

Plan

Payments

CHANNELS

Email

SMS

WhatsApp

ADVANCED

API

Webhooks

Import History

Referrals

Domain Authentication

Senders

Signatures

Preference Page

Domains

news.brightlinestudio.com

Your DNS is managed at Cloudflare

Action required

Domain

DNS records

Verification

Your DNS is managed at Cloudflare

Open your DNS console

Sign in to Cloudflare and add the records below. This step is done by you, in your provider's panel. Once they are saved there, click Verify and we'll detect them automatically.

Cloudflare sets new CNAME records to "Proxied" (orange cloud) by default, which breaks verification. Set the Proxy status of every record below to "DNS only" (gray cloud).

You entered a subdomain. Add these records at the DNS host of the parent domain brightlinestudio.com, using the full record names exactly as shown below.

Show step-by-step guide

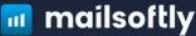
DNS records to add

Copy all

Download

NAME (HOST)	VALUE	
CNAME ms101.news.brightlinestudio.com	ms101.news.brightlinestudio.com.mails_	Not checked yet
CNAME s1._domainkey.news.brightlinestudio.c...	s1._domainkey.news.brightlinestudio.c...	Not checked yet
CNAME s2._domainkey.news.brightlinestudio.c...	s2._domainkey.news.brightlinestudio.c...	Not checked yet

Domain authentication | 54 / 56



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< Domains

M

mail.brightlinestudio.com

Your DNS is managed at GoDaddy

Checking

Domain

DNS records

Verification

Checking your records

We check your DNS records automatically at regular intervals. You don't need to wait on this page; we will email you as soon as verification completes.

Next automatic check: about 30 min

Check now

Your DNS is managed at GoDaddy

Open your DNS console

Automatic setup

RECOMMENDED

Records are added automatically with your API key

Add manually

You add the records yourself in the GoDaddy panel

GoDaddy automatically appends your domain to the Host field. Paste only the part before brightlinestudio.com, e.g. enter 's1_domainkey', not the full name.

You entered a subdomain. Add these records at the DNS host of the parent domain brightlinestudio.com, using the full record names exactly as shown below.

Show step-by-step guide

DNS records to add

Add these records in your domain provider's DNS panel. Click any field to copy its value.

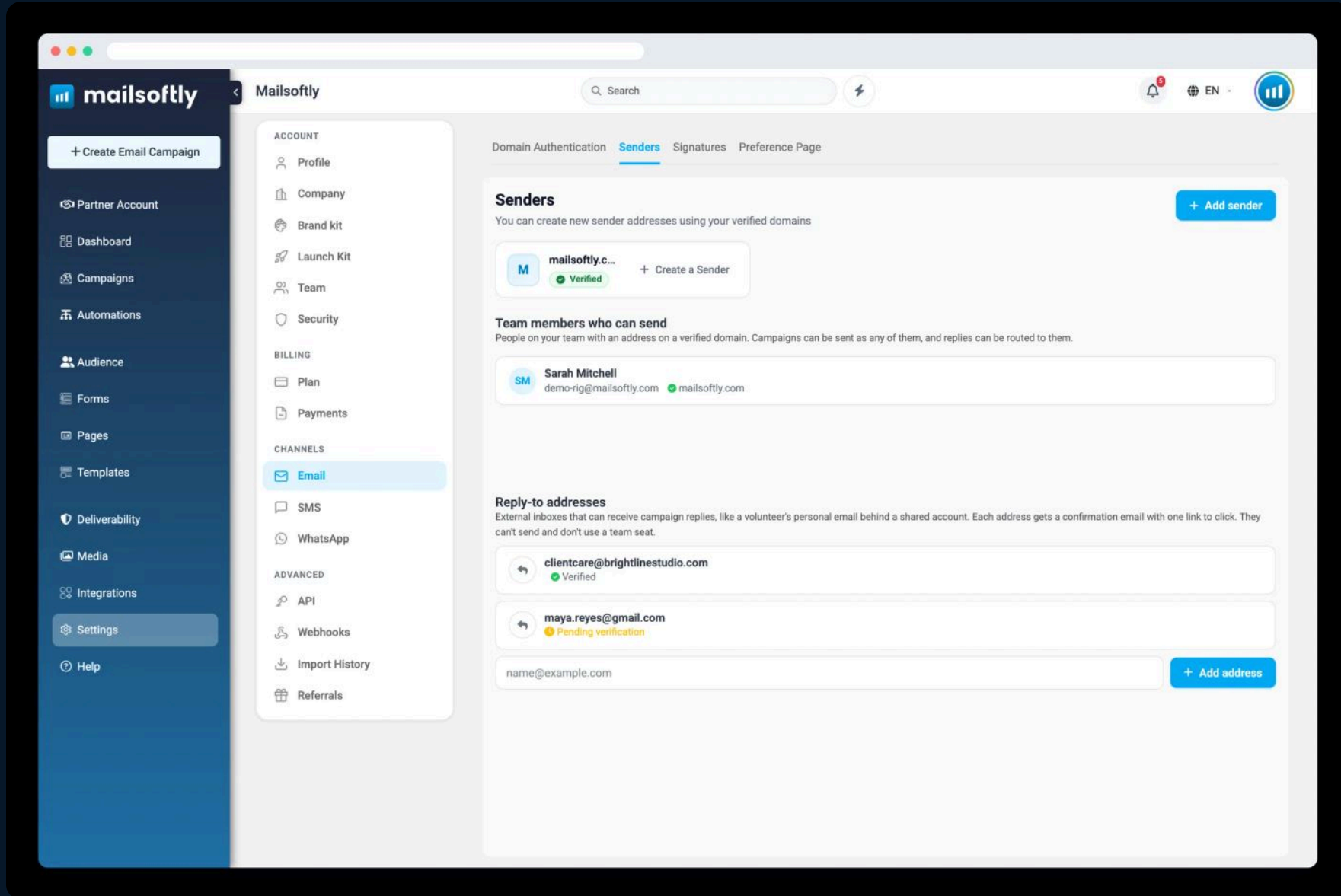
Copy all

Download

NAME (HOST)

VALUE

DNS setup | 55 / 56



Ready to try it yourself?

Free to start with your Google Workspace or Microsoft 365 account. No credit card required.

Start free with Google: https://app.mailsoftly.com/users/auth/google_oauth2?utm_source=pdf&utm_medium=cta&utm_campaign=tour-pdf

Start free with Microsoft 365: https://app.mailsoftly.com/users/auth/microsoft_graph?utm_source=pdf&utm_medium=cta&utm_campaign=tour-pdf&utm_content=cta_final_microsoft

Watch the live tour: https://mailsoftly.com/tour-deck/?utm_source=pdf&utm_medium=cta&utm_campaign=tour-pdf