

# AvairAI

## Getting Started FAQ

---

Everything you need to know to sign up, set up, and launch your first AI-powered lead generation campaign.

[avair.ai](https://avair.ai)

February 2026

## Signing Up & Account Setup

---

### What do I need to get started with AvairAI?

Just two things: your company website URL and one customer success story (case study). AvairAI's AI handles everything else — generating your messaging, email templates, call scripts, target accounts, personas, and contact list. You don't need any technical expertise, integrations, or special software installed.

If you don't have a written case study ready, no problem. AvairAI's Case Study AI Agent can scan your website and generate a draft case study for you. Just provide a few keywords about your customer's industry, problem, and results, and it will create a full case study that you can tailor based on your actual customer experience.

### Do I need a business email to sign up?

Yes. AvairAI requires a company email address (e.g., you@yourcompany.com) to create an account. Personal email domains like Gmail, Yahoo, and Outlook are blocked for sign-up. This ensures that users are creating campaigns on behalf of companies they actually work for — protecting both you and the contacts you'll be reaching out to.

### Is a credit card required to start?

No. The Starter plan is completely free for 60 days with no credit card required. You can create up to 3 campaigns per month and run 1 campaign per month during the trial. This gives you plenty of time to experience the full platform, test your AI Call Agent, and see real results before deciding to upgrade.

### How long does it take to get up and running?

You can create your first complete campaign in about 10 minutes. Here's the typical timeline:

- **Minutes 1–10:** Sign up, provide your website URL and case study, and review the AI-generated campaign.
- **Minutes 10–20:** Configure your email mailbox (one-time setup).
- **Week 1–2:** Start email warmup for best deliverability (recommended).
- **Week 1–3:** Launch your campaign and let the 12-touch outreach sequence run.
- **Week 2–4:** Start seeing responses and leads from your campaign contacts.

## What does a realistic first 60–90 days look like?

### Days 1–3: Setup

- Sign up and create your account
- Configure your email mailbox
- Start email warmup (ideally 1–2 weeks before your first live campaign)
- Create and review your first campaign
- Test your AI Call Agent — talk to it and see how it represents your product

### Days 3–14: Launch & Learn

- Run a Quick Test (1 email + 1 AI call to yourself) to experience what prospects receive
- Launch your first live campaign
- Start planning additional campaigns for different industries, regions, or company sizes

### Days 14–60: Scale

- Monitor your Dashboard for outreach activity and responses
- Follow up on leads quickly (within hours for best conversion)
- Create additional focused micro-campaigns to cover different segments
- Optionally connect your CRM for bidirectional sync

### Days 60–90: Optimize & Convert

- Evaluate results and decide on a paid plan (\$40/month Professional)
- Upload your own contact lists to augment AvairAI's database
- Run multiple campaigns in parallel for maximum coverage

## Email Mailbox Setup

---

### Why do I need to connect my email mailbox?

Campaign emails are sent from your own email address — not from a generic AvairAI address. This is critical because prospects trust and respond to emails that come from a real person at a real company (e.g., david@realbusiness.com), not from an unknown third-party domain. When a prospect replies, that reply goes directly to your inbox, so you can engage immediately.

### Which email providers does AvairAI support?

- **Google Workspace / Gmail:** Connect via app password with our step-by-step setup guide.
- **Microsoft 365 / Outlook:** Connect via OAuth or SMTP/IMAP configuration.
- **Any other email provider:** Connect via SMTP/IMAP with pre-built configurations for Zoho, Yahoo, and custom providers.

### How do I set up my Google Workspace mailbox?

AvairAI provides a built-in setup guide right in the mailbox configuration screen. The process is:

1. Go to your Google Workspace account settings.
2. Generate an app password (AvairAI's setup guide walks you through this step by step).
3. Enter the app password in AvairAI's mailbox settings.
4. Click "Test" to verify the connection.

The entire process takes about 5–10 minutes.

### Should I use my own email or create a dedicated outreach mailbox?

Either works. You can connect your personal work email (e.g., david@realbusiness.com) or ask your IT team to create a dedicated outreach mailbox (e.g., david-email@realbusiness.com). A dedicated mailbox has the advantage of keeping your outreach activity separate from your day-to-day email while still looking professional to recipients.

### Can I use multiple email mailboxes?

Yes. Each plan supports multiple mailboxes: Starter allows up to 2, Professional allows up to 5, and Growth allows up to 10. This lets different team members send campaigns from their own email addresses, or you can create dedicated outreach mailboxes for different campaigns.

### What is email warmup and do I need it?

Email warmup is the process of gradually building your email account's sending reputation so that your campaign emails land in recipients' inboxes rather than spam folders. It's highly recommended, especially if you're using a new or low-volume email address for outreach.

**How it works:** The warmup process sends and receives small volumes of emails over 1–2 weeks, gradually increasing volume. This signals to email providers that your account is legitimate.

**Your options:** AvairAI's built-in warmup (available at no extra cost) or third-party warmup services like Maillivery for advanced features.

**Recommendation:** Start your warmup as soon as you configure your mailbox — ideally 1–2 weeks before launching your first live campaign. You can still create and review campaigns during this period.

### **Does AvairAI verify my email domain authentication?**

Yes. AvairAI automatically checks your domain's SPF, DKIM, and DMARC settings. If any are missing or misconfigured, AvairAI will alert you. Proper domain authentication dramatically improves email deliverability and protects your domain reputation.

## IT, Security & Compliance

---

### What does my IT team need to know?

AvairAI has a very minimal IT footprint. Here's what your IT team should know:

#### What AvairAI connects to:

Only your email mailbox — that's it for the basic setup. No servers to install, no firewall rules to change, no VPN configurations needed.

#### What AvairAI does NOT require:

- No CRM integration to get started (optional later)
- No access to your company's internal systems or databases
- No software installation on company computers
- No IT infrastructure changes
- No single sign-on (SSO) configuration needed

**The bottom line:** You can sign up, create campaigns, and start running outreach by only connecting one email mailbox. Many users get started without involving their IT team at all, then add CRM integration later once they've proven results.

### What does AvairAI do in a user's mailbox and what permissions does it need?

AvairAI will access the user's email mailbox to –

- Send outreach emails on the user's behalf to the prospects
- Check for responses from prospects and respond to them
- Look for bounced emails to remove those contacts
- Move outreach emails to an AvairAI email folder to keep the user's inbox clean for their normal work

To perform these functions access is needed for reading, sending and moving emails in the mailbox.

### We don't want to give access to a working mailbox, what other option do we have?

An alternative to using a real employees' email (e.g., david@realbusiness.com) is to create a dedicated outreach mailbox (e.g., david-email@realbusiness.com). A dedicated mailbox has the

advantage of keeping your outreach activity separate from your day-to-day email while still looking professional to recipients.

## Is my data secure with AvairAI?

Yes. AvairAI implements enterprise-grade security across the entire platform:

- **Data Encryption:** All sensitive data (OAuth tokens, email passwords, API keys) is encrypted at rest using AES encryption. All data in transit is encrypted via HTTPS/TLS.
- **Tenant Isolation:** Your data is completely isolated from other customers. Every database query is filtered by your unique tenant ID — no other customer can ever access your data.
- **Authentication:** Secured via Auth0 with JWT token validation on every API request. Supports multi-factor authentication.
- **PII Protection:** All personally identifiable information is automatically masked in system logs. 15 regex patterns detect and redact credentials.
- **Infrastructure:** Hosted on Google Cloud Platform with enterprise-grade, SOC 2 compliant infrastructure.
- **Injection Prevention:** 4-layer defense against NoSQL injection attacks, SSRF protection, input validation, and CSV injection prevention.
- **Web Security:** Nonce-based Content Security Policy (CSP), HSTS, X-Frame-Options, and X-Content-Type-Options security headers.
- **Security Testing:** 130+ security tests and 81+ performance tests ensure ongoing protection.

## Where is my data stored?

All data is hosted on Google Cloud Platform (GCP) infrastructure:

- **Application databases:** Google Cloud SQL (MySQL) for relational data.
- **Contact database:** MongoDB for the 105M+ professional contact database.
- **Caching:** Google Cloud Memorystore (Redis).
- **File storage:** Google Cloud Storage for uploaded files.
- **Secrets management:** Google Secret Manager for all API keys and credentials.

## Does AvairAI comply with data protection regulations?

- **TCPA Compliance:** Built-in phone classification system that checks every number against DNC registries, known litigator databases, and line type verification before any calls are made.
- **CAN-SPAM Compliance:** All campaign emails include unsubscribe links and proper sender identification.
- **Data Isolation:** Strict multi-tenant architecture with tenant-level data separation.
- **Encryption:** All sensitive data encrypted at rest and in transit.

- **Access Control:** Role-based access (Admin, Member) with JWT authentication on every request.

### **Does AvairAI access any of my company's internal systems?**

No. AvairAI is a standalone cloud application. It does not access your company's internal network, servers, databases, file systems, or any other internal resources. The only connection point is your email mailbox (for sending campaign emails), and optionally your CRM if you choose to enable integration later.

## Contacts & CRM

---

### Where do the prospect contact lists come from?

AvairAI has its own proprietary database of 105M+ professional contacts. When you create a campaign, the AI automatically finds contacts that match your target accounts and personas — including names, titles, email addresses, and phone numbers. You don't need to purchase separate contact lists or connect to any external data provider.

### Can I upload my own contact lists?

Yes (on Professional and Growth plans). You can export contacts from your CRM, a spreadsheet, or any other source as a CSV file and upload them directly into a campaign. AvairAI's smart import automatically detects what each column represents (name, email, title, company, etc.) — you don't need to reformat your CSV into a specific template. Just upload a direct export and it will work.

### Do I need to connect my CRM to get started?

No. CRM integration is completely optional. You can create campaigns, run outreach, and generate leads without ever connecting a CRM. All campaign activity, contact history, and lead tracking is available directly in AvairAI's Dashboard.

When you're ready, AvairAI offers bidirectional CRM integration with HubSpot, Salesforce, and Pipedrive. This syncs your campaign results, leads, and contact activity back to your CRM automatically. Many users add CRM integration after they've validated results.

### If I don't connect my CRM, where does campaign activity live?

All activity is tracked in AvairAI's Dashboard and Campaign Management pages:

- **Dashboard:** Shows all outreach activity, email sends, AI calls, responses, and leads across all campaigns.
- **Campaign Details:** Shows every contact in each campaign with a complete activity timeline — every email sent, every call made, every response received.
- **Contact History:** Drill into any individual contact to see their full engagement history with timestamps.

### Where do prospect replies go?

Since campaign emails are sent from your own email mailbox, all replies go directly to your inbox. You'll see responses right alongside your regular email — no need to check a separate platform. AvairAI also tracks these interactions in the Dashboard for a complete view.

## Can I verify my contacts before launching a campaign?

Yes. AvairAI offers a unique one-click Contact Verification feature that validates your entire contact list before launch. Unlike basic email validators, we verify both email deliverability and employment status (whether the person still works at the listed company).

Contacts are classified with a simple traffic light system:

- **GREEN:** Verified — valid email, currently employed at company.
- **YELLOW:** Review needed — uncertain status.
- **RED:** Remove — invalid email or no longer at company.

This has reduced bounce rates from 30% to under 2%, protecting your sender domain reputation and ensuring your outreach reaches real people. If a contact has moved companies, AvairAI can even suggest their new email and company.

## Campaign Strategy & Execution

---

### How should I structure my first campaigns?

The most effective approach is to create focused micro-campaigns rather than one large campaign. Each campaign should target a specific segment:

- **By geography:** One campaign for New York, another for Illinois, another for Texas.
- **By industry:** One campaign for restaurants, another for retail, another for healthcare.
- **By company size:** One campaign for mid-market companies, another for enterprise.
- **By product/service:** One campaign per product (use the specific product page URL instead of your main website).

Each campaign should have 200–600 contacts. This focused approach magnifies the advantages of account-based marketing: more relevant messaging, higher response rates, and better-qualified leads.

### My company sells multiple products. How do I create campaigns for each?

Create a separate campaign for each product or service. For best results:

- In the “Start New” step, enter the URL of the specific product page (not your main website).
- Provide a case study that relates to that specific product.
- In Review Messaging, verify the Company Profile Summary reflects that product’s features and value.
- Test your AI Call Agent on its knowledge of that specific product — add more details if needed.

### What does the 12-touch outreach sequence look like?

Each campaign executes a proven 12-touch sequence over 3 weeks combining personalized emails and AI-powered phone calls. Touches are spaced approximately every other business day and include personalized emails referencing your case study, AI Call Agent conversations, unsubscribe links for compliance, and calls restricted to business hours (10 AM – 4 PM in the recipient’s local timezone). Holidays are automatically skipped if configured.

### Can I test my campaign before launching it to real prospects?

Absolutely. AvairAI offers two test modes:

- **Quick Test:** Sends 1 email + 1 AI call to your own contact info. Great for a fast sanity check.

- **Full Test:** Runs all 12 touches at 5-minute intervals to your own email and phone. Experience the complete sequence exactly as your prospects will.

Test campaigns don't count against your monthly campaign run limits. We strongly recommend running at least a Quick Test before every launch.

## How do emails look to the people receiving them?

Campaign emails look exactly like a personal email from you. They come from your own email address and domain, are personalized with the recipient's name, title, and company, reference your case study naturally, and include a professional unsubscribe link. You can see exactly how they look by checking your "Sent" folder.

## Can my AI Call Agent really represent my product well?

Yes. Each campaign gets a dedicated AI Call Agent created using advanced ElevenLabs conversational AI. The agent is automatically trained on your messaging, company profile, case study, and content. You can choose its gender, accent, and name, test it yourself, and add more product information until you're satisfied. The agent always discloses it is an AI, and many prospects engage longer with AI agents than traditional cold calls.

## What about TCPA compliance for the phone calls?

AvairAI includes built-in, industry-leading TCPA compliance protection — something no other AI sales platform offers. With one click, every phone number is classified:

- **CAN\_CALL\_AI:** Safe for AI agent calling.
- **CAN\_CALL\_MANUAL:** Safe for human calling only.
- **CANNOT\_CALL:** Do not call — on DNC list, known litigator, or other risk factors.

The system checks the national DNC registry, screens for litigators, verifies line types, detects reassigned numbers, and enforces business hours. Active campaigns are re-scrubbed weekly. TCPA violations cost \$500–\$1,500 per call with no cap on damages — AvairAI eliminates this risk.

## Platform & Training

---

### Do I need training to use AvairAI?

No. AvairAI is designed so that no training is needed. Our philosophy is simple: if you need training to use our product, we've failed. The platform is built to be as intuitive as using Uber — you open it, and you immediately know what to do. The campaign creation wizard guides you through every step, and the AI handles all the complex work behind the scenes.

That said, we recommend a live walk-thru session for configuring your first campaign and offer direct email support to answer any questions.

### What tools does AvairAI replace?

AvairAI does not directly replace your existing outreach tools and team but complements them. :

- **CRM tools** (Salesforce, HubSpot, Pipedrive): Keep your CRM — AvairAI integrates with it.
- **Contact list providers** (ZoomInfo, Apollo, Clay): AvairAI has 105M contacts, but you can import more.
- **Nurturing tools**: AvairAI handles prospecting, not long-term nurturing.

### What happens when AvairAI generates a lead?

When a prospect responds positively, it's your time to shine:

- **Respond quickly** — within the first few hours for maximum conversion. The reply is in your inbox.
- **Review the lead intelligence** — check company background, title, and engagement history in the Dashboard.
- **Send a personalized follow-up** — reference their specific situation and pain points.
- **Call the same day** if they haven't responded to your email.
- **Track in your CRM** — if connected, leads sync automatically.

AvairAI handles prospecting and initial qualification. Building the relationship and closing the deal is where you add irreplaceable value. That's Pair Selling in action.

## Getting Help

---

- **Email support:** [support@avair.ai](mailto:support@avair.ai) (all plans; paid plans receive priority response).
- **User guides:** Comprehensive documentation at [avair.ai/resources](https://avair.ai/resources).
- **Sales questions:** [sales@avair.ai](mailto:sales@avair.ai) or use the Contact page on our website.
- **Onboarding help:** We offer onboarding assistance to help you create your first high-performing campaign.

---

*Have a question not covered here?*

*Email us at [support@avair.ai](mailto:support@avair.ai) — we'd love to help you get started.*

**avair.ai** | Never sell alone.