**Product Requirements Document (PRD)**

**Product Name: Python-Based Email Marketing Platform**

**1. Introduction**

**1.1 Background**

In the competitive landscape of email marketing, a platform that offers comprehensive features such as email warmup, B2B lead database, and AI-driven content generation is essential. This document outlines the requirements for developing a Python-based service similar to "instantly.ai".

**1.2 Purpose**

To create a robust and scalable email marketing platform that facilitates efficient outreach campaigns through various innovative features.

**1.3 Scope**

This product will encompass features such as unlimited email sending, B2B lead database creation, email validation, and campaign analytics, among others.

**2. Features & Functionalities**

**2.1 Unlimited Email Sending Accounts & Warmup**

* **2.1.1** Email API Integration
* **2.1.2** Email Warmup Algorithm
* **2.1.3** Email Sending Functionality

**2.2 B2B Lead Database & Generative AI**

* **2.2.1** Database Setup
* **2.2.2** Data Collection
* **2.2.3** AI Content Generation

**2.3 Email Validation & Bulk Domain Testing**

* **2.3.1** Email Validation
* **2.3.2** Bulk Domain Testing

**2.4 Campaign Builder & Integrations**

* **2.4.1** Campaign Builder Development
* **2.4.2** Integration with Other Tools

**2.5 Inbox Rotation & Unibox**

* **2.5.1** Inbox Rotation
* **2.5.2** Unibox Development

**2.6 Cold Email Accelerator**

* **2.6.1** Resource Compilation
* **2.6.2** Resource Distribution

**2.7 Private Community Access**

* **2.7.1** Community Setup
* **2.7.2** Community Management

**3. Technical Requirements**

**3.1** Python Programming Language

**3.2** Relevant Python Frameworks (e.g., Django, Flask)

**3.3** Database Management System (e.g., MySQL, PostgreSQL)

**4. Non-Technical Requirements**

**4.1** User-Friendly Interface

**4.2** Comprehensive Documentation

**4.3** Customer Support

**5. Constraints**

**5.1** Budget Constraints

**5.2** Time Constraints

**6. Acceptance Criteria**

**6.1** Successful Email Deliverability

**6.2** Efficient Campaign Management

**6.3** Positive User Feedback

**7. Timeline**

**7.1** Development Phase: (Specify the Duration)

**7.2** Testing Phase: (Specify the Duration)

**7.3** Deployment Phase: (Specify the Duration)

**8. Conclusion**

This product aims to offer a comprehensive solution for email marketing campaigns, with a focus on scalability and efficiency. Through the integration of innovative features and technologies, the platform seeks to become a leader in the email marketing sector.

**9. Approval**

**9.1** Product Manager: (Name)

**9.2** Technical Lead: (Name)

**9.3** Stakeholders: (Names)