ACTIVATION TEARDOWN

# Resend

Email API for developers · resend.com

Observed **20 Nov 2026**
Public pages and docs, no account created
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A first test email takes a few documented steps. Sending to real recipients waits on DNS verification, which the docs say can take up to 72 hours.

**What this covers.** Observed from public pages, the rendered sign-up page and the documentation on 20 Nov 2026. No account was created, so in-product screens are described from the company's own docs, and onboarding emails were not seen.

## SIGN-UP PATH

1. **Homepage: 'Get started'** OBSERVED [1]
   One click from the header or hero to /signup.
2. **Form: 'Create a Resend account'** OBSERVED [3]
   'Log in with Google', 'Log in with GitHub', or Email and Password (12+ characters, mixed letters, numbers, symbols). Button: 'Create account'.
3. **Create an API key** FROM DOCS [5]
   Name the key, choose Sending access or Full access. The key can be viewed only once.
4. **Send a test email** FROM DOCS [8]
   Quickstart sends from onboarding@resend.dev. The test domain only delivers to the account's own email address.
5. **Add a domain** FROM DOCS [7]
   Domains page, Add Domain, choose a region, then copy DKIM and SPF records to the DNS provider.
6. **Wait for DNS verification** FROM DOCS [7]
   Often within 15 minutes of adding the records, occasionally up to 72 hours, with a Restart verification button after that.

## WHERE A NEW USER COULD STALL

### DNS verification can stall the first real send [7] — HIGH

Sending to anyone else needs a verified domain. Docs say verification is often 15 minutes but can take up to 72 hours, and needs DNS access.

> **Fix.** Email accounts whose domain is still Pending after 24 hours, with their DNS provider's guide and a link to share the records with whoever owns DNS.

### The first send to a colleague can return a 403 [8] — MEDIUM

The quickstart sender onboarding@resend.dev only delivers to the account's own address. Other recipients get a 403 with a verify-a-domain message.

> **Fix.** When an account gets its first 403 of this kind, show a dashboard banner and send an email that opens straight to Add Domain.

### The docs introduction leads with the slower step [4] — MEDIUM

The introduction lists 'Your own domain, verified with Resend' first, before the API key, although the quickstart can send a test without a domain.

> **Fix.** Reorder the introduction so a test email to yourself comes first and domain verification second, putting the first win before the DNS wait.

### Sign-up buttons say 'Log in' [3] — LOW

The 'Create a Resend account' page labels its social buttons 'Log in with Google' and 'Log in with GitHub'.

> **Fix.** Label them 'Sign up with Google' and 'Sign up with GitHub' on the sign-up page, and compare completion against the current copy.

## TRIAL TERMS

OFFER

Free forever plan, no trial: 3,000 emails a month, 100 a day. Pro from $20/month [2]

Not stated on the pricing page. The FAQ says there is no free trial, but a free forever plan.

## TIME TO FIRST VALUE

FIRST VALUE

First email to a real recipient from your own domain

About 4 steps to a test email to yourself. Then 8 domain steps plus the DNS wait to reach customers, per the quickstart and the domain guide [6]

## FIRST RUN

EMPTY STATES AND SETUP — NOT OBSERVED

Docs do not describe a first-run screen. An added domain shows as Pending until DNS verifies, and free accounts get production access with no approval step. [9]

ONBOARDING EMAILS — NOT OBSERVED

No account was created, so no emails were seen, and the docs do not describe Resend's own onboarding emails.

## WHAT ALREADY WORKS

- Google and GitHub sign-up, the accounts developers already use
- Production access from day one, no sandbox approval
- 13 framework and language quickstarts, plus a CLI quickstart

## HOW A SPRINT WOULD MEASURE IT

Share of new accounts with a verified domain within 72 hours of sign-up, 20% holdout.

| ~8% | Day 7 | 37.5% |
|---|---|---|
| median B2B free-to-paid conversion within 6 months | where most trial conversions cluster | average SaaS activation rate (product-led: 34.6%) |
| ChartMogul SaaS Conversion Report | ChartMogul SaaS GTM Report | Userpilot activation benchmark |

1. resend.com
2. resend.com/pricing
3. resend.com/signup
4. resend.com/docs/introduction
5. resend.com/docs/create-an-api-key
6. resend.com/docs/send-with-nodejs
7. resend.com/docs/add-a-domain
8. resend.com/docs/knowledge-base/403-error-resend-dev-domain
9. resend.com/docs/knowledge-base/does-resend-require-prod...

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