

KRAFTHAUS DECISION MEMO

DECISION AUTHORIZED

Estimated internal decision cycle time saved: 8 hours

 **KRAFTHAUS**

REPORT ID

kh20260323ganvh

GENERATED

2026-03-23 06:13 UTC

COMPANY

Resend

OWNER

Growth PM

THE OBJECTIVE

Should Resend keep pure pay-as-you-go email volume, offer prepaid burst packs, or include monthly volume with capped overage on Teams?

DECISION SIGNAL

Option ranking | Impact normalized per \$1,000 baseline revenue

| | | | |
|---|------------------------------------------------------------------------------|------------------|-----|
| 1 | C. Include monthly volume on Teams, then charge capped overage above the cap | +\$720 / \$1,000 | WIN |
| 2 | B. Offer prepaid burst packs for high-volume senders | +\$574 / \$1,000 | ALT |
| 3 | A. Keep pure pay-as-you-go email volume | +\$405 / \$1,000 | ALT |

DECISION SIGNAL

Recommendation:

SHIP

Include monthly volume on Teams, then charge capped overage.

RISK-ADJUSTED IMPACT

LOW: +\$349 (~ +34.9%)
BASE: +\$720 (~ +72.0%)
HIGH: +\$1,102 (~ +110.2%)

\$1,000 baseline revenue reference

DECISION CONTROLS

Decision edge: +20 points | Confidence: 82% | Customer risk: Low | Next checkpoint: 2026-03-30

C WIN

Pts 100 | 82% | low

B

Pts 80 | 79% | medium

A

Pts 60 | 71% | medium

Why this call wins

- Include monthly volume on Teams, then charge capped overage above the cap outperformed Offer prepaid burst packs for high-volume senders on combined impact, confidence, and risk under the stated constraints.
- Selected option stays ahead of B on combined score while staying inside trust and support guardrails.

Why alternatives lose

- B) Offer prepaid burst packs for high-volume senders: safer billing profile but lower upside (+\$574 / \$1,000 baseline revenue) than the selected policy.
- A) Keep pure pay-as-you-go email volume: lower combined score and weaker expected KPI movement (+\$405 / \$1,000 baseline revenue, Medium risk).