

Send-From Identity

Last Modified on 09/04/2026 11:12 am EDT

Emails you send out of Pipeline arrive from help@paperlesspipeline.com with your name on them, and replies come back to you.

Introduction

This is the question support hears most often about messaging: why doesn't my email say it's from me? The short answer is deliverability. Receiving mail servers check that the From address matches the domain the message was actually sent from, and a mismatch is the fastest way into a spam folder.

So every message Pipeline sends leaves from a paperlesspipeline.com address. What that costs you is one line in your recipient's inbox. What it buys you is that the message arrives at all. Your name still shows in most inboxes, and replies come back to you, not to us.

How It Works

Three pieces of the message carry your identity, and only one of them belongs to Pipeline.

The From Address

Every email Pipeline sends goes out from help@paperlesspipeline.com. It can't be changed to your own address, and it isn't a setting anywhere. Sending from a non-Pipeline domain would get the messages flagged as spam and would sharply cut how many of them land.

The Reply-To Address

Pipeline sets Reply-To on your outgoing messages to your Pipeline login email address. Most email programs honor it, so when your recipient hits reply the message comes to you.

What Recipients See

Many email programs display the sender's name rather than the raw address, so your name is what shows in the inbox line even though the address underneath is Pipeline's. The name comes from the first and last name on your Pipeline user profile.

When a Reply Comes to Us Instead

A few email programs — Yahoo, AOL, and Comcast among them — don't honor Reply-To, and replies from those recipients arrive at help@paperlesspipeline.com. Our team reads every message that comes in there and writes back to point the sender to the right person, so nothing is lost. If you're waiting on a reply from someone on one of those services, it's worth asking them to check the To line before they send.

Pipeline's Branding on the Message

Outgoing messages carry Pipeline's styled layout by default. A master admin can switch the company to minimal formatting, which strips the gray box and the Pipeline logo from the message. Removing Pipeline entirely — a fully white-labeled send — isn't something the product does today.

Send-From Identity FAQ

Pipeline sends from help@paperlesspipeline.com and sets the reply address to your login email. Answers to the common questions about the from address, where replies land, and what recipients see.

See [Send-From Identity FAQ](#)
