



# BounceBack AI Launches to Turn Email Bounces into Revenue Opportunities

*New AI platform identifies people behind hard bounces, tracks career moves, and helps companies reconnect with buyers when they are most open to new solutions*

SOUTH PLAINFIELD, NJ, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- BounceBack AI ([www.bouncebackai.ai](http://www.bouncebackai.ai)) today announced the launch of its AI-powered platform that transforms hard email bounces into actionable sales and marketing opportunities.

Created through a joint venture between Nurture Marketing and Astir IT Solutions, Inc., BounceBack AI, which is patent pending helps organizations identify individuals behind bounced email addresses, track their career transitions, and reconnect with them when they move into new roles, often with greater influence and purchasing authority.

"Most companies view hard bounces as lost contacts," said Eric Rabinowitz, Co-Founder of BounceBack AI and CEO of Nurture Marketing. "We see them as signals of change. When people take new positions, they're often evaluating new vendors, technologies, and partners. BounceBack AI helps companies engage at exactly the right moment."

Rather than allowing valuable relationships to disappear through database decay, BounceBack AI uses artificial intelligence to uncover where contacts have gone, identify promotions and job changes, and alert revenue teams when former contacts become potential buyers in new organizations.

Turning Data Decay into Demand Generation BounceBack AI enables sales and marketing teams to:

- Identify the individual behind a hard-bounced email
- Track job changes, promotions, and company moves
- Detect when contacts enter decision-making roles
- Re-engage prospects at key career transition points
- Recover pipeline opportunities that would otherwise be lost

By converting email bounce data into actionable intelligence, the platform gives go-to-market teams a new source of high-intent opportunities hidden within their existing databases.

"BounceBack AI combines advanced AI and data engineering with real-world marketing

expertise," said Bob Markowitz, Co-Founder of BounceBack AI and Executive Vice President of Astir IT Solutions. "The result is a practical solution that helps organizations uncover revenue opportunities that most companies never realize exist."

Designed for marketing, sales, and RevOps teams, BounceBack AI integrates with existing workflows and enables faster action on emerging opportunities.

#### Availability

BounceBack AI is available now.

[www.bouncebackai.ai](http://www.bouncebackai.ai)

#### About BounceBack AI

BounceBack AI helps organizations recover lost contacts and revenue opportunities hidden within email bounce data. By identifying individuals behind hard bounces and tracking their career progression, the platform enables companies to reconnect with prospects when they are most likely to engage and buy.

[www.bouncebackai.ai](http://www.bouncebackai.ai)

#### About Astir IT Solutions, Inc.

Founded in 2001, Astir IT Solutions, Inc. is a global technology services firm specializing in AI, data, IT Consulting and digital transformation. The company helps organizations implement scalable technology solutions that drive innovation and business growth. Our products and solutions are designed to solve complex business problems, increase operational efficiency, and enable clients to leverage technology for great business gains. Astir IT Solutions, Inc., began as a home business with 2 employees. With each passing year, Astir has grown exponentially, and today is a multinational corporation, servicing clients across the U.S. and the world.

[www.astirit.com](http://www.astirit.com)

#### About Nurture Marketing

Nurture Marketing creates innovative digital engagement solutions that strengthen audience relationships. Its ActivGraphic platform combines storytelling, video, sound, and interactive design to create immersive content experiences.

[www.nurturemarketing.com](http://www.nurturemarketing.com)

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