

IP Warm Up Guidance

Deliverability Intelligence

WARMING YOUR IP ADDRESS

IP warming is a process that gradually builds the reputation of your IP address. To successfully warm-up an IP address you must send carefully planned content to highly engaged recipients.

In order to optimize the success of your warm up, we recommend sending:

- Campaigns that promote awareness of your new sender identity (i.e. Add-To-Address Book)
- Welcome emails to subscribers that have been recently acquired through highly reliable acquisition channels
- Content that has had good reception in the past.

Your target audience during warm-up should be populated with high quality data as the goal is to minimize complaints and bounces. Initial lists should include subscribers that have recently opted-in, have opened/clicked within the last 6 months, and/or are known to be consistently brand loyal. During the initial phase of warm up, you should avoid sending to addresses older than 6 months as they are more likely to hit the “spam” button. Older addresses also have a higher risk of being spam traps.

Start the warm-up process by sending the same low daily volumes for a few days at a time. The below warm Up Schedule provides guidance around the level of volume that should be sent to the various ISPs or domains.

If a list does not meet the suggested volume level at a particular ISP or domain, send the volume that is available and continue to follow the schedule for the other domains. If the list does not contain the below domains in significant volume we recommend warming up your top 3 or 4 domains on your list. Any other domains with volume less than 10,000 do not require an official warm up or ramp up.

Warm Up Schedule

ISP	Day One	Day Two	Day Three	Day Four	Day Five	Day Six	Day Seven
Gmail	10,000	10,000	10,000	10,000	10,000	12,500	12,500
Hotmail	7,500	7,500	7,500	10,000	10,000	15,000	15,000
Yahoo!	5,000	5,000	5,000	7,500	7,500	10,000	10,000
Other	10,000	10,000	10,000	10,000	10,000	12,500	12,500
Total Daily Volumes	32,500	32,500	32,500	37,500	37,500	50,000	50,000

RAMP-UP RECOMMENDATION

Following a successful IP warm-up and establishment of initial reputation, volume on the new IP should be gradually brought up to a sender's full volume levels. Depending on frequency and level of aggression, full ramp up may take anywhere from 2-4 weeks. The below "Ramp Up Schedule" provides suggestions for phasing volume in over time. We have outlined the first four phases; however the actual number of phases will be dependent on your total volume. If you have not yet reached your full volume level by phase four, continue with the same percentage increase until your full volume is reached.

Our recommendation is to increase volume in increments of 25%. With each increase, you should mail at the new level of volume for a minimum of 2-3 days before progressing to the next phase.

Ramp Up Schedule

(Min 2-3 days of consistent volume for each phase)	Recommended	Moderately Aggressive	Very Aggressive
Phase 1	25% increase from last day of Warm Up volume	33% increase from last day of Warm Up volume	50% increase from last day of Warm Up volume
Phase 2	25% increase from phase 1 volume	33% increase from phase 1 volume	50% increase from phase 1 volume
Phase 3	25% increase from phase 2 volume	33% increase from phase 2 volume	50% increase from phase 2 volume
Phase 4	25% increase from phase 3 volume	33% increase from phase 3 volume	50% increase from phase 3 volume

As you open up your list and increase your volume, list quality tends to deteriorate. It is important to continually monitor the performance of each segment and avoid segments that go against best practices. If list quality is poor and an aggressive ramp up strategy is chosen, IP reputation will be established at a lower point than desired.