

Generic IP Warm Up Schedule

IP Warming is the practice of gradually increasing the volume of mail sent via a dedicated IP address according to a predetermined schedule. This gradual process helps to establish a reputation with ISPs (Internet Service Providers) as a legitimate email sender.

*Based on 1M/day sending volume.

Day	Total Recommended Daily Volume	Pro Tip
1	50	
2	100	 If you know who your most engaged users are then it is typically best practice to segment email lists from most to least engaged recipients. You can then begin sending to your most engaged segments first. It is in your best interests to avoid expanding to less engaged audiences until performance is healthy enough to merit such an expansion. Otherwise, you might run into or exacerbate existing performance issues. Warm up schedules can vary greatly depending on a number of factors including: list age, list hygiene, spam reports, user engagement, content, and domain distribution. The warm up above is meant to serve as a generic guide and using it does not guarantee success.
3	500	
4	1,000	
5	2,000	
6	4,000	
7	8,000	
8	16,000	
9	25,000	
10	35,000	
11	50,000	
12	75,000	
13	100,000	
14	150,000	
15	200,000	
16	275,000	
17	375,000	
18	500,000	
19	650,000	
20	825,000	
21	1,000,000	





IP Allocation

IP allocation is the process of determining how many IPs are necessary to send your mail successfully. As a sender, allocating the appropriate amount of IPs is an important part of developing a positive reputation with the ISPs. Like warming, IP allocation is determined by a variety of factors; some of these factors include daily volume, mailing stream (marketing versus transactional versus triggered), reputation, and ISP distribution.

IPs	Total Daily Volume	Pro Tip
1-2	25,000	 Sending from more IPs than volume dictates can bring a sender's reputability into question. Spammers employ a process called snowshoeing where they try to lessen their footprint by sending their volume over a disproportionate amount of IPs. As such, it is important to only utilize as many IPs to send your mail as is necessary.
1-2	50,000	
1-2	100,000	
1-2	200,000	
1-2	400,000	
1-2	800,000	
1-2	1,500,000	
1-2	2,000,000	
1-2	3,000,000	
2-3	5,000,000	
2-3	8,000,000	
3-4	10,000,000	
3-4	12,000,000	 Some ISPs have very strict limits on the amount of traffic they allow over a specific period of time. Understanding your database composition is a key component to understanding how many IPs are necessary to deliver your mail in a timely manner.
4-5	14,000,000	
4-5	16,000,000	
5-6	18,000,000	
5-6	20,000,000	
6-7	22,000,000	
7-8	25,000,000	
8-10	30,000,000	
10-12	35,000,000	