




IP Warming Planning




A decorative graphic in the top-left corner consisting of a cluster of white-outlined hexagons.

What is IP Warming?

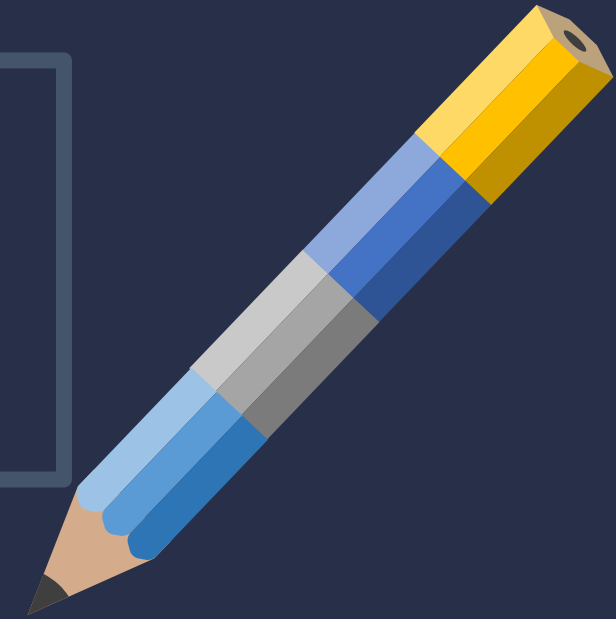
A blue diamond shape with a yellow line extending downwards from its bottom vertex, ending in a small yellow diamond tip.

IP Warming is an exercise to throttle your full sending list across a period of time in order to slowly build trust with ESPs with your dedicated IP.

A decorative graphic in the bottom-right corner consisting of a cluster of white-outlined hexagons.


IP Warming Options

- **Create one specific email that goes to all, parsing out (max 25K) per day and then increasing max every week:**
 - **Single message to promote the Email Preference Center**
- Create a few emails that fit within the max number send (25K) per day and then increasing max every week:
 - Ex: newsletter week one, membership week two, conference week three)



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IP Warming Guidelines

- Typically the IP Warming Process is 3 weeks
 - You only need a good email address (extract the invalids)
 - You don't need to send an email everyday
 - You do want to send 2-3 days a week so there's coverage
 - The timeline is based on your communications schedule
 - The only interdependency is that you need to be trained and comfortable in the tool by the time IP Warming ends so that you can continue sending emails to keep it warm
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IP Warming Schedule



Week	Distribution Limit	Communications
Week 1	25K	EPC Messaging or type of email
Week 2	35K	EPC Messaging or type of email
Week 3	50K	EPC Messaging or type of email
Week 4	Fully Onboarded & Launched	Full sends

