

IP Allocation and IP Warmup Schedule

It is important to note an IP warmup plan is merely a way to help the sender identify potential weaknesses in their email program. Starting slowly gives the sender a chance to pause or slow down sending and adjust their strategy before their reputation is severely impacted.

IP Allocation

How many IPs should I have?
(Suggested IP count is based on desired
daily sending volume)

No. Of IPs	Target Daily Volume
2	25,000
2	50,000
2	100,000
2	200,000
2	400,000
2	800,000
3	1,600,000
3	2,500,000
4	3,500,000
5	5,000,000
7	7,500,000
10	10,000,000
11	12,500,000
12	15,000,000
13	20,000,000
15	30,000,000
17	50,000,000
20	80,000,000

The number of IPs needed to accommodate your sending volume can change based on your type of sending, the domains to which you are sending, and your sending reputation.

IP Warmup Schedule

Sending volume ramp up schedule
(Regardless of IP count)

Day	Daily Volume
1	50
2	100
3	500
4	1,000
5	5,000
6	10,000
7	20,000
8	40,000
9	70,000
10	100,000
11	150,000
12	250,000
13	400,000
14	600,000
15	1,000,000
16	2,000,000
17	4,000,000
18	Double Sending Volume Daily

Ideal warm up schedules can vary greatly depending on a number of factors including: List age, list hygiene, spam reports, user engagement, domain reputation, content, domain distribution, and other factors.