

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 before they cause any lasting reputation damage. Starting slowly gives the sender a chance to pause or slow down sending and adjust their strategy before their delivery is negatively impacted.

How many IPs should I have? (Suggested IP count based on desired daily sending volume)		*Aggressive warm up schedule (Confident about list quality)		*Conservative warm up schedule (Questions about list quality)	
No. Of IPs	Desired Daily Volume	Day	Daily Volume	Day	Daily Volume
2	25,000	1	100	1	50
2	50,000	2	1,000	2	100
3	100,000	3	10,000	3	1,000
3	200,000	4	50,000	4	5,000
4	400,000	5	100,000	5	10,000
5	800,000	6	400,000	6	100,000
6	1,600,000	7	1,000,000	7	400,000
7	2,500,000	8	2,500,000	8	600,000
8	3,500,000	9	3,500,000	9	800,000
9	5,000,000	10	5,000,000	10	1,000,000
12	7,500,000	11	7,500,000	11	1,600,000
14	10,000,000	12	10,000,000	12	2,000,000
16	12,500,000	13	12,500,000	13	3,000,000
18	15,000,000	14	15,000,000	14	4,500,000
20	20,000,000	15	20,000,000	15	7,000,000
22	30,000,000	16	30,000,000	16	9,000,000
25	50,000,000	17	50,000,000	17	12,000,000
30	80,000,000	18	80,000,000	18	15,000,000
35	100,000,000	19	100,000,000	19	18,000,000
40	150,000,000	20	150,000,000	20	22,000,000
45	200,000,000	21	200,000,000	21	27,000,000
55	300,000,000	22	300,000,000	22	40,000,000
65	400,000,000	23	400,000,000	23	55,000,000
75	500,000,000	24	500,000,000	24	65,000,000
85	600,000,000	25	600,000,000	25	75,000,000

*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, and other factors.