

# Email Warm-up, prevent your emails from ending up in spam.

## What is email warming for?


Email warming prevents the emails you send to leads from ending up in the spam folder.

This feature raises your reputation as an email sender by automating emails interacting with real people about any topic to help your email reach the inbox of your prospects.

## How much does it cost in Genesy?

It has a fixed cost of +50EUR/month and it requires to be activated by your assigned Account Manager at Genesy. You can use it one email at a time.

## How to activate email warming in Genesy:

 First bear in mind that:

- You should not send Email campaigns from the email address while it is warming.
- Optimal duration of warming process is 2-3 weeks
- While you are warming an email address, you will receive automated emails. Don't mark them as spam as that will defeat the purpose, just open and archive them.

Now that we are clear on this, let's set it up:

- Go to **Identities** section
- Select an **identity** >  **Configuration** > **Email Warming** > **Start Email Warming**

