**EMAIL BEST PRACTICES**

# IP Allocation and
# IP Warmup Schedule

## IP Allocation

How many IPs should I have? (Suggested IP count 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.