Email Marketing + Ops Case Study: IP Warming 2.0 – Scaling Deliverability with Precision

By Chad Mills

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1. Introduction

Most teams treat IP warming like a checklist. Chad Mills treated it like a campaign. **IP Warming 2.0** wasn't just about ramping volume—it was about controlling risk, monitoring real-time feedback, and keeping inbox placement flawless during a high-stakes period. Chad built a tracker that aligned daily sends, deliverability diagnostics, and engagement monitoring—executing three strategic workflows at once with zero disruption.

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2. The Challenge

Objective: Protect sender reputation and scale email volume while maintaining flawless inbox placement, even under pressure from concurrent campaign initiatives.

Batteries Plus was onboarding a new dedicated IP and needed to warm it methodically while simultaneously launching BAU emails, prepping engagement programs, and managing bounce fallout. Leadership didn't fully grasp the technical complexity, and a misstep could have led to blacklisting or a collapse in deliverability. A proactive system was necessary to manage risk while sustaining strategic momentum.

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3. Groundwork Through Strategic Segmentation

IP Warming 2.0 wasn't guesswork—it was science.

Phased Strategy by Audience Type:
 Chad mapped the mailable universe into behavioral and business segments—B2B, B2C, Retail, and Franchise. Each segment had its own historical benchmarks for engagement and

bounce sensitivity. By layering this segmentation into the warming logic, Chad ensured every send aligned with known performance patterns.

Capacity and Risk Modeling:
Send caps were calculated based on domain age, prior engagement history, and infrastructure readiness. Riskier segments were queued behind high-performing ones to preserve IP reputation.

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4. Designing the IP Warming 2.0 Tracker

The tracker wasn't a spreadsheet—it was mission control.

How It Worked:

- Daily send slices were calculated based on reputation risk and segment behavior.

- The tracker monitored open rates, click-throughs, and bounce types in real time.

- Dynamic segments were suppressed or prioritized based on recent engagement.

- Bounce issues triggered deep dives using the Bounce Detective, feeding findings back into the warming logic.

- BAU and engagement program testing continued in parallel, ensuring no pause in campaign flow.

This allowed Chad to keep everything running—IP warming, regular campaigns, diagnostics—all from a centralized command center.

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5. Delivering Measurable Impact

The results weren't theoretical—they were quantifiable.

Chad ramped the IP from zero to 500,000 contacts without a single deliverability failure. Inbox placement remained above 95%, even as campaign volume scaled aggressively. The tracker became a source of truth that required no chasing—it surfaced the answers before leadership even had to ask.

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6. Raising the Bar for Execution

Most teams "hope" during IP warming. Chad delivered precision.

What Made It Unique:
 IP Warming 2.0 wasn't just about getting through a warm-up. It was about building a **blueprint**. The tracker enabled concurrent execution across three pillars—daily BAU, long-term engagement programs, and real-time diagnostics. It was a proof of concept that fragile processes don't have to break—they can scale, if engineered correctly.

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7. Conclusion

Chad Mills' IP Warming 2.0 approach became more than just a warm-up sequence. It was a real-time orchestration of deliverability, diagnostics, and ongoing campaign execution. By building a strategic tracker and embedding diagnostic intelligence into the process, Chad redefined how modern organizations can scale responsibly—without compromising performance.