# Fire and Ice…How To Avoid Them With a Successful IP Warming

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# Agenda

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- What is IP Warming? - How to hit the perfect temperature

- Email Selection - How to drive engagement from Day 1

- Audience Selection - How to choose wisely and carefully

- Timeline - Give yourself enough time to get warm

- All Together Now - Taking a leap of faith and watching it soar!

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# What Is IP Warming?

How to hit the perfect temperature

The goal of IP warming is to build up approximately 30 days of sending history and data.

Start by sending small volumes of email, then gradually increasing your volume.

Factors such as your list size, list quality, and subscriber engagement can influence the amount of time it takes for your IP address to fully warm.

# Do We Even Need to Warm Our IP?

Only Dedicated IPs need to be warmed

When should a dedicated IP should be used?

★ Sending more than 100,000 emails per month
★ If you send over 2,000,000 emails per month you will need more than 1 IP

If you aren't sending at this level then request a shared IP!

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# 10 Goals of IP Warming

# Goal #1

## Establish a Positive IP Reputation

Build and maintain a good sender reputation with email service providers (ESPs) and inbox providers.

# Goal #2

## Ensure High Inbox Deliverability

Achieve a high inbox placement rate with major ESPs (like Gmail, Yahoo, Outlook, etc.).

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# Goal #3

## Gradual Volume Increase

Slowly increase the sending volume from the new IP to a predetermined daily limit over a period of weeks.

# Goal #4

# Minimize Bounce Rates

Keep bounce rates low (under 2%) during the IP warming period.

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# Goal #5

## Maximize Engagement Metrics

Monitor and optimize open rates, click-through rates (CTR), and other engagement metrics during the IP warming process.

# Goal #6

## Achieve a Low Spam Complaint Rate

Keep the spam complaint rate below 0.1%.

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# Goal #7

## Build Trust with Subscribers

Foster good relationships with your email recipients by sending relevant, personalized content during the warming process.

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# Goal #8

## Monitor and Adjust Based on Feedback Loops

Continuously monitor feedback loops (FBLs) from ISPs and adjust the warming strategy based on recipient behavior and ISP guidelines.

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# Goal #9

## Build Long-Term Deliverability and Sender Trust

Ensure that once IP warming is complete, the IP can send emails consistently and reliably, without major fluctuations in deliverability.
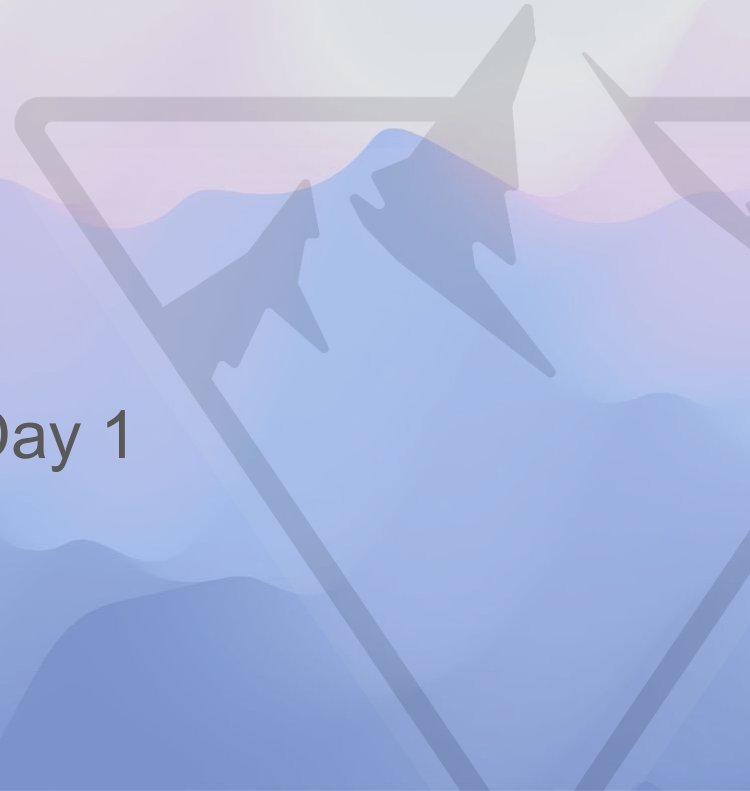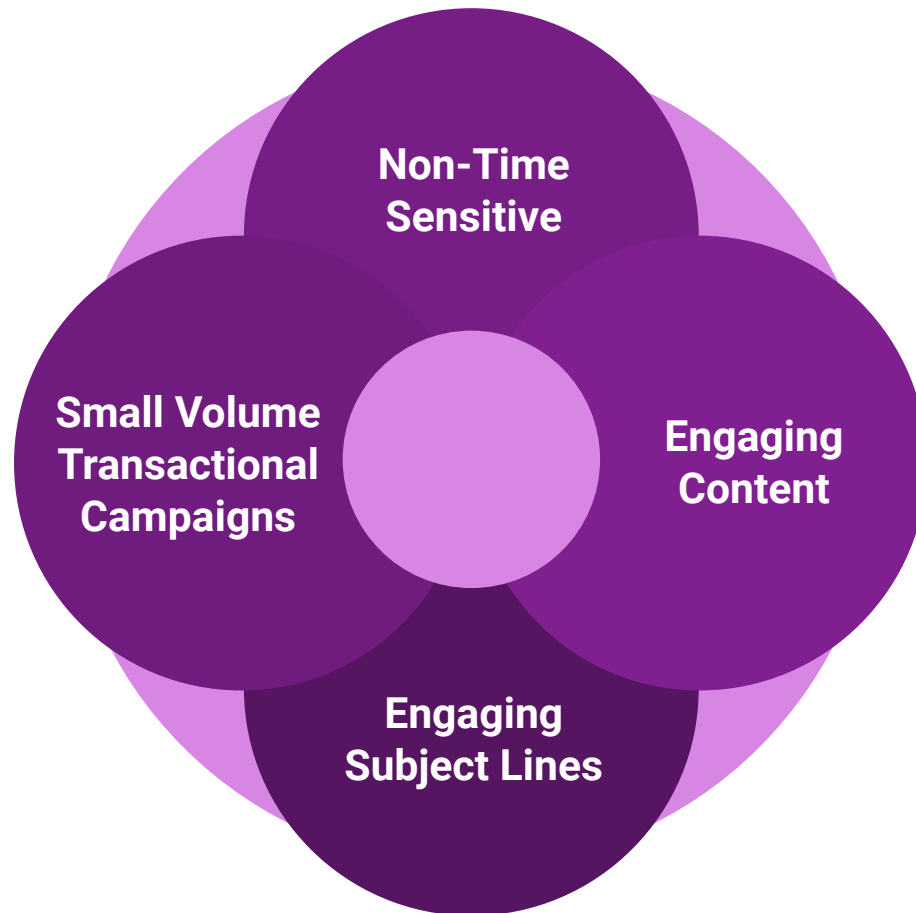
# Goal #10

## Avoid Blacklisting

Ensure the new IP does not end up on any blacklists during or after the warming process.

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# Email Selection

How to drive engagement from Day 1

# Non-Time Sensitive Campaigns

Can be sent over multiple days, sometimes weeks

Content should stand the test of time and not include deadlines

Applicable to entire audience and not only a small segment

# Engaging Content

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**Surveys**

Prompts clicks and collects information about subscribers that can be used later

**Newsletters**

Make sure your newsletter is engaging and contains useful information

**+**

**Sales or Coupons**

I don't know about you - but I always open an email with a coupon in it

**Internal Communications**

Internal communications have some of the highest open rates

**Content that prompts clicks and responses**
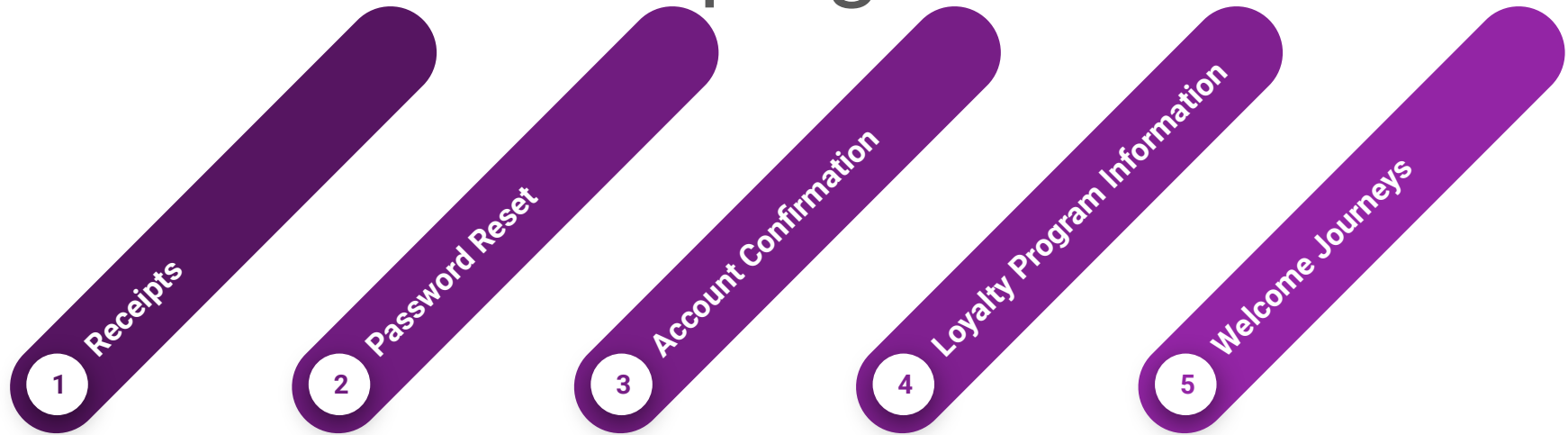
# Engaging Subject Lines

Include personalization

Opens and clicks are key

Strong call to action

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# Small Volume Transactional Campaigns

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1. Receipts
2. Password Reset
3. Account Confirmation
4. Loyalty Program Information
5. Welcome Journeys

These types of campaigns are generally sent to either brand new subscribers or the most engaged, as they have taken an action to prompt the email send. Ensure that if any issues arise with IP Warming that these are monitored very closely to ensure that these communications are not missed.

# Best Practices

Split campaigns between your new and legacy mail system (if one exists)

Decide on emails ahead of beginning IP Warming. Build out as many of these ahead of time as possible to prevent scrambling

Sending internally (or to personal internal email addresses) can help to get free clicks and opens!

# Audiences Change Over Time

| When to Send | Who to Send |
|---|---|
| Weeks 1 - 3 | <ul><li>New subscribers</li><li>Subscribers with an open or click registered in the last 30 days</li></ul> |
| Weeks 4 - 5 | <ul><li>New subscribers</li><li>Subscribers with an open or click registered in the last 60 days</li></ul> |
| Week 6 | <ul><li>New subscribers</li><li>Subscribers with an open or click registered in the last 6 months</li></ul> |

*Requires engagement data from prior sending platform
If there is no prior sending platform make sure you run your email addresses through a verification process before segmenting

# Best Practices

- Do not recommend sending to any audience that hasn't engaged in over 6 months (unengaged audience) until late in the warming, if at all

- The timeframe for an unengaged audience depends heavily on your business practices and how often you would expect a subscriber to engage with your business.

- Recommended to run email addresses through some sort of validation system to ensure that they are not spam traps and that they are valid (prevents unnecessary bounces)

- Remove any bounced email addresses to keep bounce rates low (do this daily in your sending platform)

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# Timeline

Give yourself enough time to get warm

# Timeline Guide

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- Throttle sends over many hours of the day (4-8 hours)

- 6 weeks is generally required for IP Warming to be successful

- It is not required to send messages every day or to send to the total volume allowed every day.

- Try not to take long breaks where no emails are sent

- It is best to avoid weekends

- Send to the appropriate audience at the correct time. If there aren't enough new and engaged subscribers for the time period, don't include unengaged simply to increase your numbers.

# Numbers Sent by ESP

| Days | 1 - 3 | 4 - 5 | 6 - 7 | 8 - 9 |
|---|---|---|---|---|
| Sends | 500 | 1,000 | 2,000 | 4,000 |

| Days | 10 - 11 | 12 - 13 | 14 - 15 | 16 - 18 |
|---|---|---|---|---|
| Sends | 8,000 | 16,000 | 32,000 | 64,000 |

| Days | 19 - 20 | 21 - 28 | 29 - 30 | 31+ |
|---|---|---|---|---|
| Sends | 80,000 | 160,000 | 200,000 | 100% |

# All Together Now

Taking a leap of faith and watching it soar!
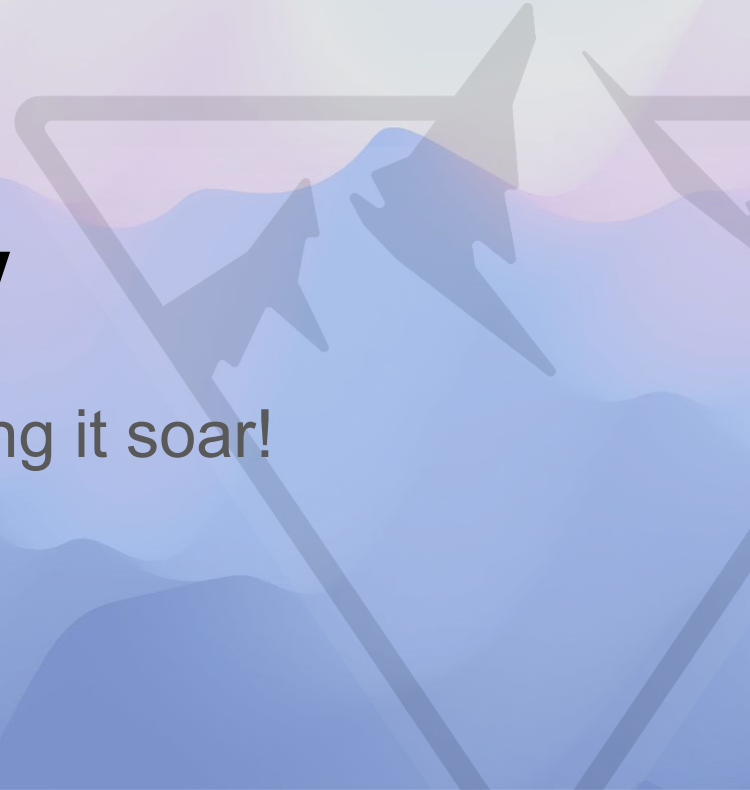
# Example of Week 1 Planning

| | Engaged last 30 days |
|---|---|
| **AOL & Yahoo** | 15,664 |
| **Outlook** | 877 |
| **Gmail** | 37,035 |
| **ATT** | 213 |
| **Spectrum & Charter** | 26 |
| **Comcast** | 391 |
| **iCloud** | 975 |
| **All Others** | 8,045 |
| **TOTAL** | 63,226 |

- Because AOL, Yahoo, and Gmail have the highest counts, we will be most careful with these domains. We will lump the others together into "All Others"

| AOL & Yahoo | 15,664 |
|---|---|
| Gmail | 37,035 |
| All Others | 10,527 |
| TOTAL | 63,226 |

| Week 1 | | |
| --- | --- | --- |
| **Description** | Engaged in the last 30 days & New | |
| **Email Name** | Email 1 | |
| **Send Plan** | Monday - Day 1 (1,500) | 500 Gmail<br>500 AOL & Yahoo<br>500 Other |
| | Tuesday - Day 2 (1,500) | 500 Gmail<br>500 AOL & Yahoo<br>500 Other |
| | Wednesday - Day 3 (1,500) | 500 Gmail<br>500 AOL & Yahoo<br>500 Other |
| | Thursday - Day 4 (3,000) | 1000 Gmail<br>1000 AOL & Yahoo<br>1000 Other |
| | Friday - Day 5 (3,000) | 1000 Gmail<br>1000 AOL & Yahoo<br>1000 Other |
| **Total for Week 1 Remaining for Week 2** | 10,500 TOTAL SENT FOR WEEK 1<br>33,535 Gmail<br>12,164 AOL & Yahoo<br>7,027 Other | |

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# Example of Week 1 Planning

# I'm Blocked....Now What?

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- Make sure to monitor your sends for several days and watch for block bounces

- Block bounces suddenly increase and deliverability drops below 90% (due to block bounces, not hard or soft)

- Take 5 seconds to scream

- Submit a case to Salesforce with information about MID, IP, ESP that you think is blocking you

- Stop sending to this domain until Salesforce says you have been unblocked

- Start IP warming over for this domain, and go even slower

## IT CAN BE FIXED

# Don't Let Your IP Freeze Up

Continue to send at least 100,000 emails per month to keep your IP warm.

Stopping sends, even after IP warming, can cause deliverability issues down the road.

If sends are stopped for a long period of time (30 days) the IP will need to be rewarmed.

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# Summary

- Choose your emails wisely - the most engaging content is always best

- Send engaging content to engaged customers

- Send to the right audience at the right time

- Don't panic if something goes wrong! Take a breath and start over!

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# Thank You!