Email Reputation: Establishing Warm IPs Efficiently
EXECUTIVE SUMMARY

New IP addresses do not come with a pre-configured good reputation. A good reputation must be earned from the ISP to ensure deliverability into the inbox. PowerMTA™ has the ability to use pre-existing reputations from established IP’s in your network to warm-up a new (or cold) IP. Essentially, you set up the warm IP’s to manage the bulk of the sending and initiate the cold IP’s to handle the smaller volumes until their reputation is established and limitations from ISPs are lifted. The warming feature of PowerMTA™ allows several cold IP’s to be warmed up in unison prior to being utilized. This feature is especially welcome to ESPs who need to have “reputation ready” IP’s available for maximizing deliverability, immediately. PowerMTA™ is the solution specifically designed to manage an increasingly complex delivery landscape and is widely used across a number of verticals. A variety of companies already benefit from PowerMTA™, including leading email service providers, top financial institutions, major publishers, and some very well known consumer brands.

When it comes to sending email, reputation as a sender is king. Reputation is based largely on the IP address from which the email is sent. The problem comes from the fact that new IP addresses do not come with a reputation, and it is up to the sender to establish the reputation for your IP addresses. With this in mind, PowerMTA™ has the ability to use the reputation of an existing IP address to warm up a new IP (i.e. cold IP).

Prior to this feature, email senders would have no method by which to segment their IP addresses based on reputation. All email would be sent out equally between warm IP addresses and cold IP addresses. Of course, these mailings would lead to issues whereby the email using the warm IP addresses would quickly be delivered, but those emails using the cold IP would experience difficulty getting delivered in a timely manner.

With PowerMTA™, these IP addresses can be grouped by reputation type, and as such email can be distributed more efficiently among the various IP addresses. At first, the cold IP addresses can be set to handle only a small subset of the emails, to ensure that all emails they handle are successfully delivered. Over time, as the reputations of the cold IP addresses become more viable in their ability to deliver email, the throughput using the cold IP addresses can be increased.

As an example, cold IP addresses see delivery rates of anywhere from 60-600 per hour to Yahoo.com, and around 5000 per hour to Hotmail.com. Trying to get a cold IP to deliver more than that is pointless because Yahoo and Hotmail will not allow you to deliver more than that amount. With PowerMTA™, you can set the warm IP addresses to handle the bulk of the mailing, and set the cold IP addresses to handle the smaller volumes in accordance with the per hour rates that cold IP addresses typically see.

This setup allows for maximizing the small amount of throughput that a cold IP address can send without affecting the reputation of the existing IP, or the deliverability of a campaign.
Another great use for this feature is the ability to pre-warm IP addresses for later use by ESPs (Email Service Providers). Knowing that email use is ever increasing, and the services that ESPs provide will likely increase as a result, it’s best to have well established IP reputations ready for new ESP customers. The warming of IP addresses in PowerMTA™ allows an ESP to bring several cold IP addresses online prior to being needed, and over the course of time develop a pool of IP addresses with outstanding reputation, so that new customers can immediately enjoy the great delivery success that existing ESP customers have come to rely on.

PowerMTA™ is a solution specifically designed to manage an increasingly complex delivery landscape and is widely-used across a number of verticals. See for yourself how it can help you better manage your I/O messaging streams by contacting SparkPost for a free and fully-functional evaluation today.

ABOUT POWERMTA™ BY SPARKPOST

SparkPost’s PowerMTA™ product delivers industry-leading performance and a constantly evolving feature set to meet the demands of today’s email delivery ecosystem. PowerMTA™ is trusted by some of the world’s largest senders like Microsoft, MailChimp, ActiveCampaign, and Mailkit to deliver communications that are critical to business success. PowerMTA™ streamlines sending management to maintain and build your reputation so that you can provide an exceptional customer experience. Visit www.sparkpost.com/powermta to learn more.