



Pros and Cons of Shared IP Vs Dedicated IP

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	<p style="text-align: center;">Shared IP (Included in Essential Plan)</p>	<p style="text-align: center;">Dedicated IP (Add-on or available in the Pro Plan)</p>
<p>Pros</p>	<ul style="list-style-type: none"> ● Already warmed-up. 	<ul style="list-style-type: none"> ● No other clients of MassMailer shares this IP. ● Improves Email Deliverability. ● Control your reputation. Your email reputation stays with you. ● Whitelist your IP with various email providers. ● Email Monitor plug-in is bundled. ● You can monitor the IP reputation and can take action if it is blacklisted. ● You can assign multiple IP addresses and select a specific IP pool at runtime to distribute the emails. ● You can add the Inboxing feature to improve the email deliverability.
<p>Cons</p>	<ul style="list-style-type: none"> ● Shared by may of our clients. ● Anyone else sending spam emails may affect your deliverability. ● No control on the email reputation. ● You CANNOT monitor the domain or the IP reputation. 	<ul style="list-style-type: none"> ● Need IP warm-up for 6-8 weeks. (MassMailer will assign a shared IP during that period).

Shared IP Example

168.245.99.151

Additional Options

Use Automated IP warmup [i](#)

Allow my account to send mail using this IP address

Allow my subusers to send mail using this IP address

Choose the subusers

- regenesls.com
- MassMutual
- SHPartners
- JamilAhmed
- dorfcfunds@doriccapital.com
- gfaoffice@glidingaustralia.org
- mmbetatest@massmailer.io
- mmtest@massmailer.io
- siva@massmailer.co-dev
- mmdocstest@massmailer.io
- mindandlife.org
- mmdocsbetatest@massmailer.io
- mmdev@massmailer.io
- salman.khan@massmailer.io
- jay.prasad@massmailer.io
- gisc.org
- madison.cloutier@massmailer.io
- homeseedloans.com
- metrusenergy.com
- demo@massmailer.io
- messinagroupinc.com
- mc@messinagroupinc.com
- mmdocsdemo@massmailer.io
- hq@century21masters.com
- devdataadmin@sfzc.org
- asharmaas
- mmdocsdev@massmailer.io


Dedicated IP Example

Sender Authentication / Reverse DNS

Verify

DNS Records

You will need to install the following records to complete the process.

STATUS	TYPE	HOST <small>i</small>	VALUE <small>i</small>
✓ Verified	A	o66.mmemail.massmailer.io <small>Copy</small>	168.245.107.119 <small>Copy</small>
<p> Not sure how to do this? Consult the documentation</p>			

Settings

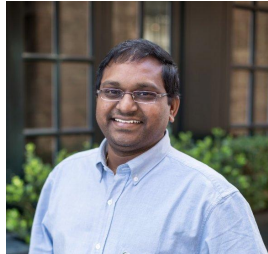
Domain i

o66.mmemail.massmailer.io

Assigned Users

siva@massmailer.io

We are here to help!



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