

IP Warming Schedule & CHECKLIST

For: Salesforce Admins · Email Ops · Marketing Managers
 Use for: New dedicated IPs · New sending domains
 · Post-suspension recovery

Ramp up your new sending IP correctly — protecting your domain reputation from day one.

WEEK-BY-WEEK IP WARM-UP SCHEDULE

Week	Daily Target	Weekly Total	Audience Type	Bounce Threshold	If Threshold Exceeded
● Week 1	200 - 500	1,400 - 3,500	Most engaged — opens last 30 days	< 2%	Pause 24 hrs, investigate
● Week 2	500 - 1,000	3,500 - 7,000	Engaged — opens last 60 days	< 2%	Pause 24 hrs, clean list
● Week 3	1,000 - 2,000	7,000 - 14,000	Active subscribers — last 90 days	< 3%	Slow down, re-clean list
● Week 4	2,000 - 5,000	14,000 - 35,000	Active subscribers — last 90 days	< 3%	Reduce volume by 50%
● Week 5	5,000 - 10,000	35K - 70K	Broader list — last 180 days	< 4%	Reduce volume, review segments
● Week 6	10,000 - 25,000	70K - 175K	Full list excluding inactive	< 4%	Stop send, full audit
● Week 7	25,000 - 50,000	175K - 350K	Full active list	< 5%	Stop send, full audit
● Week 8	50,000+	350,000+	Full list — warm-up complete	< 5%	Stop send, contact ISP

● Weeks 1-2: Foundation ● Weeks 3-4: Build ● Weeks 5-6: Scale ● Weeks 7-8: Volume

BEFORE YOU START WARMING

- New dedicated IP is provisioned and assigned to your sending domain Critical
- SPF, DKIM, and DMARC records are configured and validated Critical
- Reverse DNS (PTR record) is set for the new IP Critical
- Sending domain is at least 30 days old
- Starting list contains only your most engaged contacts — opens last 30 days Critical
- All hard bounces and unsubscribes are suppressed before day one Critical
- Google Postmaster Tools connected to monitor Gmail reputation in real time

STOP IMMEDIATELY IF YOU SEE

- Bounce rate exceeds the threshold for your current week Critical
- Spam complaint rate exceeds 0.1% on any single send Critical
- Your IP or domain appears on any major blacklist Critical
- Gmail or Yahoo start deferring or blocking your messages Critical
- Open rates drop more than 20% compared to your previous send

WARM-UP COMPLETE — FINAL CHECKS

- All 8 weeks completed without a pause or restart
- Bounce rate consistently below 3% across the full warm-up period
- Domain reputation in Google Postmaster shows High for 2+ consecutive weeks
- IP has no blacklist listings on Spamhaus, Barracuda, or SORBS
- Warm-up log documented — keep on file for deliverability

DAILY MONITORING CHECKLIST

- Check bounce rate for yesterday's send — compare against weekly threshold
- Check spam complaint rate — must stay below 0.1% Critical
- Verify messages are delivering — no large deferral spikes in logs
- Review Google Postmaster domain reputation — Good or High required
- Critical Confirm unsubscribes from previous send are suppressed before next send Critical
- Log actual send volume vs. target in your tracking spreadsheet

WEEKLY PROGRESS CHECKS

- Bounce rate stayed within threshold for all sends this week
- Spam complaint rate remained below 0.1% across all sends
- No blacklist listings detected — run a check via MXToolbox
- Google Postmaster domain reputation held at Good or High
- Send volume hit this week's target range in the schedule above
- Critical Ready to advance to next week's volume — do not skip ahead Critical

Unchecked Item

Critical Must not skip — directly impacts warm-up success

NEED A DEDICATED SENDING IP FOR YOUR SALESFORCE CAMPAIGNS?

MassMailer provides a dedicated IP, built-in warm-up guidance, and real-time reputation monitoring — all natively inside Salesforce.

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