# **IPWarm**

If you've got a significant size subscriber base and need to migrate to a new Email Service Provider (ESP), you you must develop a series of campaigns to "warm" your email reputation with each Internet Service Provider (ISP) to ensure you maximize your deliverability, don't get blocked, don't get your account disabled, and don't get routed to the junk folder as you send to your subscriber base. We developed IP Warm to cleanse, prioritize, optimize, and develop your scheduling sequence to build your new reputation.



### **HOW IP WARM WORKS**

IP Warm is a complete solution with pricing automatically calculated and payment processing upon upload of your data.



#### STEP 1

Upload your subscriber list. For improved results, include optional last click and last open data for each subscriber.



#### STEP 2

We process your data against our email and domain intelligence data and design your IP Warm campaigns.



#### STEP 3

We deliver your data, reporting, lists, and recommended campaign schedule.



#### STEP 4

We include a seed list with each of your campaigns and provide you with reporting 30 days after your campaigns have been executed.

## **WHY IP WARM WORKS**

Our platform utilizes email and domain intelligence to reduce any issues associated with your subscriber data to minimize the risk of being blocked by ISPs or your new ESP.



We deliver your email intelligence as well as your optimized lists and campaign sequences to schedule IP Warming campaigns in your new ESP.