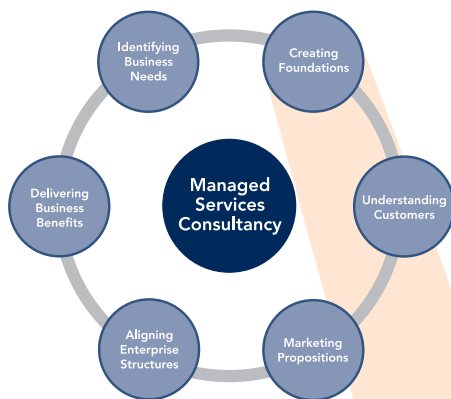


Alterian Managed Services Consultancy

IP Warming Strategy

Managed Services

Alterian offers integrated marketing solutions that are either on-site installed or hosted in our secure data centre. In addition to hosting the solution, we provide a number of hosted services delivered by the Managed Services Consultancy team.



One of Alterian's solutions is Dynamic Messenger – a top tier Email Service Platform – on top of which we can provide specific email services such as helping to define an IP Warming Strategy that best suits your needs.

IP Warming Strategy

Engagement:	On-site or conference call information gathering followed by advice and strategy documentation
Solutions:	Dynamic Messenger
Deliverables:	Strategy document tailored to suit the client's needs and campaign plans

Creating Foundations

"With IP Warming the aim isn't to fly under the radar; rather, it's to demonstrate solid list management practices and so develop a good reputation."

– Derek Hardy - Clickz.com

A robust IP warming strategy separates you out from the spam senders that the ISPs are struggling to fight against.

The IP warming strategy should be configured around the volume and makeup of your list and the flexibility you have within your email marketing program.

For experienced senders we can:

- Give a brief initial consultation and provide standard documentation.

For new partners or clients

- We can conduct an in-depth consultation exercise, examine the makeup of your lists and future campaigns, and provide a bespoke IP warming strategy.

Further Information

To find out more about how Alterian can help with the branding of your Dynamic Messenger account, please contact the Managed Services team or your Partner Development Manager. Alternatively, you can send an email to MSC@alterian.com with a request for someone to contact you.

The reputation and history of your email program is vital to ensure good deliverability. Alterian's IP Warming strategies can preserve and enhance your sending reputation. As the IPs you will be sending from have never sent emails out before you need to gradually introduce the IPs to the various Internet Service Providers (ISPs) like Hotmail, Yahoo, and Gmail. This process of IP warming is vital to successful development of your sender reputation and improves deliverability. A successfully implemented IP warming strategy will have short- and long-term deliverability benefits.

This IP warming process slowly informs the ISPs of your IPs, infrastructure, creative and average results. This lets them build a positive picture of you as a sender and your email programs.