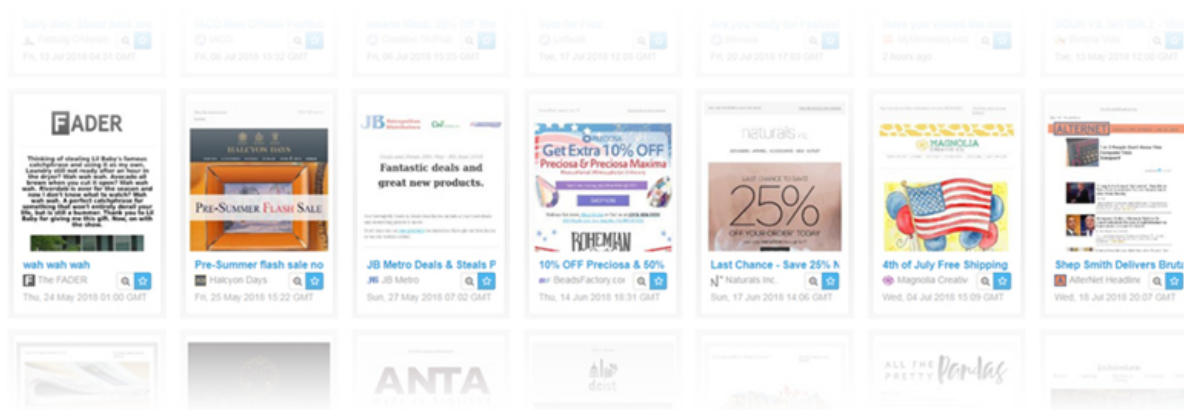


Are you sending from a shared IP address?

When you share an IP address in your email platform, you share your sender reputation too.
Do you know who your neighbors are?



Why Sender Reputation Matters

Mailbox providers like Gmail and Yahoo Mail try to keep unwanted email from getting to the inbox, but “unwanted email” is hard to quantify. One indicator of whether email senders deserve inbox placement is if their past email earned engagement, so inboxing algorithms use sender reputation to help sort email.

While every provider determines sender reputation differently, all of them take note of the history associated with your sending IP. What readers do with emails from that IP—click, ignore, mark as spam—affects sender reputation, and therefore, whether your email gets to the inbox.

Sender Reputation and Shared IPs

If you send from a shared IP, your sender reputation is only as good as the reputation of the other senders on your IP. As a sender of high-quality email, your engaging content may be propping up the inbox placement of lower-quality senders. Worse, these underperforming senders could even be robbing you of the inbox placement you deserve.

Getting to the inbox is critical to your email success. Remember, inbox placement is not the same thing as “deliverability”. Your email provider may say you have 99% deliverability, but this only means the mail was accepted. Emails placed in the spam folder by Gmail are still counted as “delivered”, but will likely never be seen.

Take Control of Your Sender Reputation

With PostUp, you get visibility into inbox placement, not just deliverability, and full control of your sender reputation. PostUp gives senders dedicated IP addresses, along with other deliverability solutions for maximum inbox placement. That way, you share your content with subscribers without having to share its rewards with other senders.

Contact a PostUp Representative to learn more.

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