



# DEDICATED IP ADDRESS

## DELIVERY INSIGHT SERVICES

With a shared IP address, multiple companies send from the same IP address, which is maintained by dedicated professionals working for your email service provider (ESP). Every company's email actions contribute to the overall reputation of this address. This works in your favor if your company sends low-volume and/or infrequent mailings.

Once your email programs grow past a certain point, you may wish to consider a dedicated IP address. With a dedicated IP address, your company is the exclusive sender from that address. If you're sending a monthly email volume of 200k emails or greater, and have consistent mail volume and frequency, you're a good candidate for a dedicated IP.

Act-On's Delivery Support service offers two options for the marketer whose email program is ready for a dedicated IP address. Each includes a customized volume ramp plan tailored to warm up your new IP address for use.

### BENEFITS OF A DEDICATED IP

- Allows you to control your own email sending reputation
- Useful if you frequently need to request whitelisting
- Provides better delivery rates if managed properly

SERVICE	COST	INCLUDES
<b>DEDICATED IP ADDRESSES</b>	\$350 Month Per IP Address	<ul style="list-style-type: none"> <li>› Provisioning and implementation of the IP</li> <li>› Customized volume ramp plan per client</li> <li>› Deliverability consultation during set up – best practices etc.</li> <li>› No reporting or delivery support after initial setup</li> </ul>
<b>DEDICATED IP + DELIVERY SUPPORT</b>	\$750 Month	<ul style="list-style-type: none"> <li>› 1 dedicated IP address included, additional IPs are \$350 per month</li> <li>› Proactive monitoring of the following:               <ul style="list-style-type: none"> <li>› Blocks or bulking of your campaigns</li> <li>› Spam complaints and bounce management</li> <li>› ISP Postmaster alerts and feedback</li> <li>› Blacklist monitoring and resolution</li> <li>› Delivery failure issues and resolution</li> </ul> </li> <li>› Monthly delivery performance review &amp; client meeting</li> <li>› Access to delivery support analyst (email &amp; phone)</li> </ul>

CONTACT YOUR SALES REPRESENTATIVE TO LEARN MORE

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# DELIVERY SUPPORT

## DELIVERY INSIGHT SERVICES

You've chosen to use a dedicated IP address. Now you need to decide whether your team will manage the system, or whether you need Delivery Support services. These three questions will help you decide.

### 1. DO YOU HAVE THE RESOURCES TO MONITOR DELIVERABILITY DAILY?

To maintain deliverability at the highest possible level, you need to monitor your email infrastructure and business practices every day so you can take immediate action when problems occur. If your internal team isn't able to properly review server logs, bounce rates, and deliverability monitoring tools on a daily basis, consider using Act-On's Delivery Support (DS) services team as an extension of your staff.

### 2. DOES YOUR TEAM HAVE SPECIFIC MONITORING EXPERTISE?

The most common deliverability problems to monitor include:

- › Blocks or bulking of your mail
- › Spam complaint spikes
- › ISP postmaster alerts
- › Proactive blacklists management
- › Delivery failures and issues

Act-On's DS services team can monitor your email infrastructure and the external deliverability environment, helping you diagnose deliverability problems.

### 3. CAN YOUR TEAM SOLVE DELIVERY PROBLEMS?

Beyond diagnosis, your team should be able to plan and execute solutions, quickly. If you choose Dedicated IP + Delivery Support, your DS services analyst will resolve problems. You won't need to lift a finger to start this process.

We also contact ISPs and corporate domains on your behalf and work as your advocate. We maintain relations with all leading ISPs, and communicate with them regularly to keep up on their requirements for legitimate incoming messages.

**If you answered "Yes" to all three questions, you likely have the in-house resources to manage a dedicated IP address.**

**If you answered "No" to any one of the three, you should consider the Dedicated IP + Delivery Support.**

## DELIVERY SUPPORT BENEFITS

- Deliver more messages to the inbox, now and in the future
- Correct issues affecting delivery before they can damage your campaign or sender reputation
- Mitigate the risk of a deliverability crisis
- Increase revenue and profit from email marketing

## REPORTING

Your monthly meeting with your dedicated Delivery Services manager will include:

- Status review to discuss your program
- Delivery scorecard
- Necessary best practices
- Improving your programs
- Maximizing your revenue generating opportunities

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