

# How to choose **the right IP** for your business



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Before you start sending emails, there are few crucial aspects that you should consider, and deciding the correct type of IP for your business is one among them. An IP address, which is usually just called an IP, is a series of numbers used to identify a device on a network or on the internet. The IP address is the unique number ISPs use to identify your business domain while you send emails.

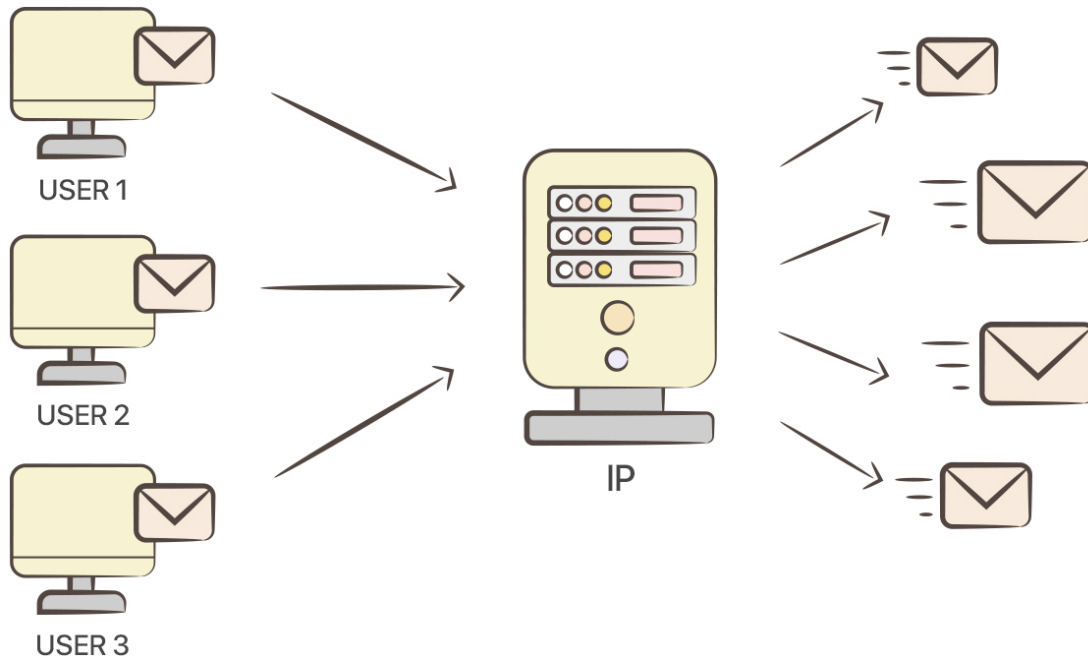
In Zoho Campaigns, you can choose either shared or dedicated IP addresses to send your emails.

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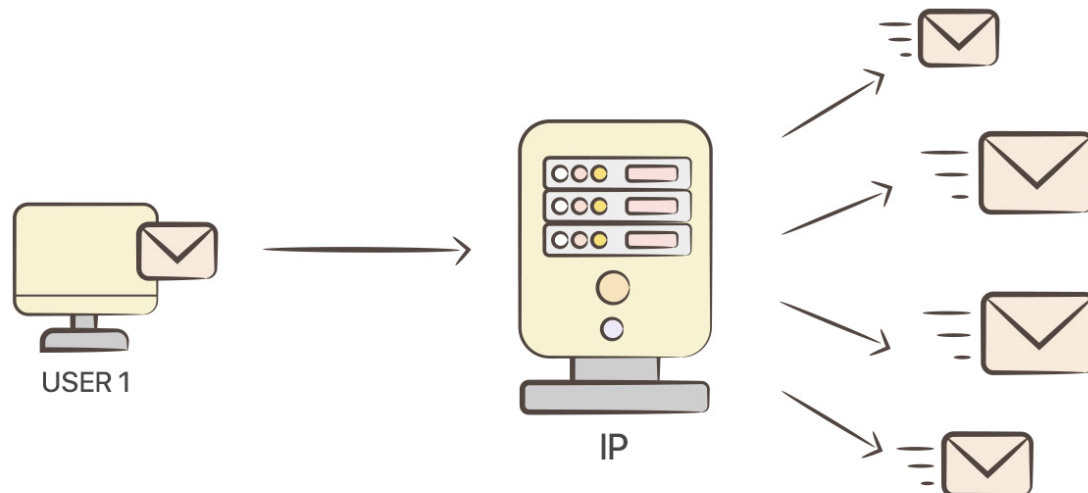
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## Shared IP



When an IP address is used by multiple users to send emails it is called a shared IP.

## Dedicated IP



When an IP address is used by only one user to send emails, it is called a dedicated IP.

Both shared IP and dedicated IPs are very effective if used correctly. You must choose an IP based on your business's requirements. You should also be aware that the effectiveness of both shared IPs and dedicated IPs purely depends on your email sending practices. If you don't follow hygienic email sending practices, your IP will start earning a negative reputation and email deliverability will be seriously affected.

## Shared IP vs Dedicated IP

Let's dive deep and learn more about the differences between a shared IP and a dedicated IP:

Shared IP	Dedicated IP
Emails are sent through a set of IP addresses owned by Zoho Campaigns and the IPs are shared among our other users.	A dedicated IP is specifically assigned to a single user to send emails.
Contacts will receive emails from different IP addresses based on Zoho Campaigns' algorithms to ensure safe email delivery.	Contacts will receive emails only from the dedicated IP.

<p>The IP's reputation depends on email practices of the users in the IP pool.</p>	<p>The IP's reputation depends purely on the sender's email practices and subscriber responses. A dedicated IP gives you complete freedom to grow your reputation and is not affected by the email practices of other Zoho Campaigns users.</p>
<p>A shared IP suits users who don't regularly send emails to their contacts.</p>	<p>A dedicated IP suits users who regularly send emails to their contacts.</p>
<p>Email delivery depends on the email volume. Zoho Campaigns will take care of balancing the email volume between the available IPs to ensure on-time delivery.</p>	<p>You should follow controlled sending practices based on your IP's capacity and schedule your emails accordingly to ensure on-time delivery.</p>
<p>Zoho Campaigns will take of warming up IPs. However, you should warm up your sender domain to achieve better email delivery.</p>	<p>You must warm up your IP and sender domain to achieve better email delivery.</p>
<p>A shared IP can't be whitelisted. If you're using a shared IP, you can whitelist your sender domain.</p>	<p>The possibility of whitelisting a dedicated IP is higher.</p>

<p>Though shared IPs depend on the domain reputation of our other users, Zoho Campaigns makes sure that your emails are sent via IP pools with good domain reputation.</p>	<p>When you are using dedicated IPs, you must build trust with inbox providers, anti-spam services, and spamfilters with good email sending practices and positive responses from your contacts.</p>
<p>When you send emails through shared IPs, the DNS name of the IP will be the name of the domain used by Zoho Campaigns.</p>	<p>When you send emails through a dedicated IP, the name of the subdomain of your sender domain will be the DNS name of the IP.</p>

## Do I need a dedicated IP?

A dedicated IP will be very beneficial for you if you meet the following criteria:

- 1) You send consistent email volume regularly.
- 2) You own a professional business domain and maintain a positive reputation with ISPs and mailbox providers.
- 3) You follow hygienic sending practices to ensure that the bounce rate is under check, you receive very few unsubscribes, you have no [spam traps](#) in your mailing list, and you don't receive [complaints](#).

## How to manage a dedicated IP

- 1) When you decide to use a dedicated IP, you must warm up the dedicated IP before performing email blasts.
- 2) You should also warm up your sender domain to avoid emails landing in spam. To learn how to warm up your sender domain, click [here](#).
- 3) Regularly check some reputed blacklist services such as [Spamhaus](#), [Spamcop](#), [Barracuda](#), and [Trendmicro](#) to know if your IP and domain are blacklisted. To learn more about blacklists, click [here](#).
- 4) You must maintain a healthy mailing list. Your mailing list should not have inactive contacts and incorrect email addresses. You must constantly clean your mailing list to ensure your campaign's success. Click [here](#) to learn more about cleaning your mailing list.
- 5) Regularly engage with your contacts through emails. If your IP is dormant and you rarely send emails, anti-spam services will find it hard to trust your IP. A dedicated IP builds a good domain reputation with consistent contact engagement.
- 6) If your IP earns a negative reputation, you must revisit your sending practices, identify the flaw, and correct it. After correcting the flaw, you must send a few emails to gauge the response. If the response is positive, you can slowly increase the volume. If you receive a negative response, you must stop sending emails. Then you should check the guidelines provided by the mailbox provider who rejected your emails and plan your emails accordingly.



Using a dedicated IP never means your email deliverability will exponentially rise and using a shared IP doesn't mean your deliverability will be low. Your email sending practices and mailing list quality are what predominantly determine email deliverability in the long run.



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