

MORPHYMAIL

Inbox Warm-Up Guide

For new Morphy Unlimited SMTP Server customers

How to build a safer sending history before increasing email volume

Recommended before you scale

A new sending domain and IP have little or no sending history. Begin with controlled, gradual activity and monitor delivery signals before increasing volume.

Prepared by Morphymail Deliverability Team

www.morphymail.com/inbox-warmup-service/

Customer education guide - September 2026

1. What is inbox warm-up?

Inbox warm-up is the process of introducing sending activity gradually so that mailbox providers can observe a consistent sending pattern instead of a sudden burst from a new or lightly used sender. It is best treated as one part of a broader deliverability process, not as a guarantee of inbox placement.

Warm-up is not a shortcut

It cannot make poor-quality lists safe, remove blocklist problems, override recipient complaints, or guarantee that Gmail, Microsoft, Yahoo, or any other provider will place messages in the inbox.

Why a fresh SMTP server needs special care

- A new dedicated IP may have little or no recent reputation history.
- A new sending domain may have little established email behavior.
- Large, sudden volume changes can look unusual to mailbox providers.
- High bounce rates, spam complaints, or low-quality lists can damage reputation quickly.
- Authentication and technical configuration must be correct before meaningful sending begins.

What warm-up is trying to accomplish

- Build a consistent sending history over time.
- Increase volume in measured steps rather than sudden spikes.
- Surface authentication, bounce, blocking, or reputation problems early.
- Give you a safer baseline from which to begin real campaigns.
- Help determine when to hold, reduce, or cautiously increase volume.

2. Before you warm up

Do not start warm-up until the technical foundation is in place. Your Morphymail SMTP installation may already include much of this setup, but you should still confirm the following before sending.

Check	Why it matters
SPF	Authorizes permitted sending systems for the domain.
DKIM	Adds a cryptographic signature that helps providers verify message authenticity.
DMARC	Defines domain alignment and reporting policy for SPF/DKIM authentication.
Reverse DNS / PTR	Helps identify the sending IP with a consistent hostname.

Blocklist status	Existing listings should be investigated before scaling.
Recipient data quality	Invalid, old, scraped, or poorly targeted data can create bounces and complaints.

3. A practical warm-up approach

There is no universal schedule that is correct for every domain and IP. The appropriate pace depends on sending history, authentication, domain/IP condition, mailbox responses, complaint rates, list quality, and the volume you eventually intend to send.

A useful rule

Increase volume only while the signals remain healthy. If bounces, complaints, blocking, or spam placement increase, pause the increase and diagnose the cause before continuing.

Example phased approach

Phase	Typical focus	What to watch
Initial	Low, consistent activity	Authentication, SMTP errors, immediate blocks, bounce behavior
Build	Gradual increases	Delivery stability, complaint/bounce trends, provider-specific issues
Transition	Begin carefully introducing real mail	Engagement, spam placement, bounces, complaints, throttling
Scale	Increase only when stable	Consistency over time; avoid abrupt volume spikes

How long should you warm up?

For a completely new domain/IP combination, Morphymail recommends allowing a meaningful warm-up period before large-volume campaigns. Two weeks can be a useful minimum planning window, but some senders need longer. A gradual ramp over approximately 4-6 weeks is often more prudent when the intended sending volume is high. Treat these as planning ranges, not guarantees or fixed provider rules.

4. Manual warm-up without a third-party tool

Manual warm-up is possible, especially at small scale, but it requires discipline and access to real mailboxes that can receive, read, and naturally interact with your messages.

- Start with a small number of messages to legitimate mailboxes you control or to recipients who genuinely expect the mail.
- Spread activity across the day instead of sending one large batch at once.
- Use normal, varied conversational content. Avoid identical promotional messages during warm-up.
- Open received messages, reply naturally when appropriate, and move legitimate messages out of spam if they were incorrectly classified.
- Keep recipient addresses valid and active; remove addresses that bounce.
- Increase daily activity slowly only after several days of stable results.
- Monitor SMTP logs and provider responses for throttling, blocking, or authentication failures.
- Do not manufacture deceptive engagement or use warm-up as a way to bypass provider policies.

Manual warm-up works best at small scale

The main disadvantages are time, inconsistency, limited mailbox diversity, and the difficulty of monitoring many mailboxes every day.

5. Using a third-party warm-up service

A warm-up service automates much of the daily sending and engagement workflow. Depending on the provider, it may distribute activity across a network of participating mailboxes, vary sending patterns, provide statistics, and help identify deliverability issues.

Examples

Warmup Inbox: A third-party warm-up platform that can be evaluated for automated mailbox warm-up. <https://www.warmupinbox.com/>

Warmy: Another commercial warm-up and deliverability platform. <https://www.warmy.io/>

Morphymail Inbox Warmup: Morphymail-managed warm-up for private SMTP infrastructure, with technical review, gradual daily activity, monitoring, and practical support. <https://www.morphymail.com/inbox-warmup-service/>

What to compare before choosing a provider

- Whether the provider supports your SMTP configuration and mailbox type.
- Whether technical authentication is reviewed before activity begins.
- How daily volume is controlled and adjusted.
- What statistics or warning signals are available.
- Whether you receive human support when delivery problems appear.
- Pricing, cancellation terms, and number of mailboxes supported.

6. Why Morphymail warm-up is a natural fit for your SMTP server

Because Morphymail installed your Morphy Unlimited SMTP Server, our team already understands the type of infrastructure being warmed. The managed warm-up service is intended to reduce the work required from you while keeping the ramp-up controlled.

Included focus	Practical benefit
Technical setup review	Helps confirm the foundation before activity begins.
Gradual daily warm-up activity	Avoids starting with a large sudden sending spike.
Ongoing observation	Helps identify warning signs before you scale further.
Practical support	You can ask for guidance on your SMTP, intended volume, and next sending step.

Current service

Morphymail currently offers managed inbox warm-up from \$12 per mailbox per month. Check the service page for the latest pricing and scope before ordering.

[Purchase / learn more: https://www.morphymail.com/inbox-warmup-service/](https://www.morphymail.com/inbox-warmup-service/)

7. Moving from warm-up to real campaigns

Warm-up should lead into controlled real-world sending, not directly into maximum throughput. When you begin genuine campaigns, maintain the same discipline: verified recipients, gradual volume changes, stable authentication, careful targeting, and prompt response to negative delivery signals.

Before the first campaign

- Verify the recipient list and remove invalid or risky addresses.
- Segment by recipient type or mailbox provider if that helps you control risk and volume.
- Use a clearly identifiable sender and accurate business information.
- Keep content relevant to the recipient and avoid misleading subject lines or identity claims.
- Provide an appropriate way for recipients to stop future mail where required by applicable law or policy.
- Begin below your eventual target volume and increase only when results remain stable.

Signals that should make you slow down

- A sudden increase in hard bounces.
- Repeated temporary deferrals or throttling from a major provider.
- Spam complaints or negative recipient feedback.
- Blocklist listings or reputation warnings.
- A sharp decline in accepted/delivered mail at a specific provider.
- Authentication failures or domain alignment problems.

Do not confuse acceptance with inbox placement

An SMTP server may report that a provider accepted a message, but the provider can still place it in spam or another folder. Inbox placement is influenced by many factors after the SMTP transaction is accepted.

8. Frequently asked questions

Does warm-up guarantee inbox delivery?

No. It supports reputation building and helps surface problems, but authentication, sending behavior, recipient engagement, list quality, complaints, content, and mailbox-provider policies all affect placement.

Can I skip warm-up and simply send slowly?

Gradual real sending is safer than an immediate large blast, but a dedicated warm-up period can provide a more controlled starting point and help identify technical or reputation problems earlier.

Can warm-up repair a bad email list?

No. Invalid, obsolete, poorly targeted, or non-compliant data can still create bounces and complaints.

Should I stop warm-up after two weeks?

Not automatically. The decision should depend on stability and your intended sending volume. Some senders continue low-level warm-up while transitioning into real campaigns.

Can I use another provider instead of Morphymail?

Yes. You may warm up manually or use another reputable service. Morphymail is offered as a convenient managed option for customers who want our team to assist with the SMTP infrastructure we installed.

Protect the reputation you are about to build

Your SMTP installation is the infrastructure. Warm-up is the controlled transition from a fresh setup to real sending.

Recommended next step

If you do not want to manage daily warm-up manually, activate Morphymail Inbox Warmup before beginning large-volume sending from your new SMTP server.

Morphymail Inbox Warmup

Managed warm-up for private SMTP infrastructure

Current pricing: from \$12 per mailbox/month

[Start here: morphymail.com/inbox-warmup-service/](https://morphymail.com/inbox-warmup-service/)

Questions? Email support@morphymail.com

Important: Warm-up does not guarantee inbox placement. Always follow applicable law, recipient-consent requirements, and mailbox-provider policies.