



ResponseGenius

Third Party Mailers Ramp Up Schedule:

Client will be required to adhere to ramp-up schedule to condition the IP addresses and reputation. It is important to realize the IP warm up plan is a way to help identify any weaknesses in the email program. Slowly ramping up the schedule allows ResponseGenius and the mailer a chance to identify problems and pause sending before the IPs reputations have become severely damaged.

The ramp up schedule may be revised based on IP response. Here is an estimated schedule:

IP Warm-up Schedule

Sending volume ramp up schedule (Per IP Pool)

Month	Total Monthly Volume Per IP Pool
1	23,000
2	537,000
3	2.6 Million
4	Sending volume can double each month thereafter