



Why Warm Up an Email Account Before Cold Emailing

1

BETTER SENDER REPUTATION

It shapes the perception of your domain, **gradually building a positive sender reputation**. This improves deliverability and increases the chances that your emails will be delivered to recipients' inboxes.

2

ENHANCED EMAIL DELIVERABILITY

Warm-up **builds trust with ISPs** by demonstrating sender reliability through gradual volume increases and consistent sending patterns.

3

LAND MASS EMAILS IN THE PRIMARY INBOX

Email warm-up significantly **accelerates the establishment of a positive sender reputation**. In a few weeks, a well-warmed email account allows for a successful email campaigns with a solid sender reputation.

4

IMPROVE OUTBOUND SALES

Email warm-ups **automate the send, open, and reply process**, building trust with ESPs and improving deliverability. Follow best practices to optimize outbound sales efforts.