

The Difference Between Dedicated IP Address vs Shared IP Address

	Dedicated IP Address	Shared IP Address
Sending Volume and Frequency	Ideal if you are a high volume sender ie// > 100,000 to 250,000 emails per month	Ideal if you send out a few, infrequent campaigns. Multiple users contribute to creating a good reputation, which would be difficult to achieve by yourself with low volume ie// < 100,000 to 250,000 emails per month
Budget	If you're using Marketing Cloud, it's included as part of the Sender Authentication Package with every Pro, Corporate and Enterprise license	Inexpensive and budget-friendly, especially for seasonal users
Control Over Reputation	High — You are in full control of your sender reputation, both good and bad. Others' sending practices will not impact your deliverability	Low — You will be placed in a pool of users with similar email content, meaning others' sending practices will impact your email deliverability (can be a positive or negative effect)
Ease of Being Whitelisted	Easier to be whitelisted, because the ISP knows that you are the only person/brand responsible for the emails sent	More difficult because having many users means it is harder to guarantee that all senders will follow best practices
Risk of Hitting Spam Traps and Blacklists	Low — if good sending practices followed	High — due to multiple users with various sending practices
Ease of Recovering From Mistakes	Difficult — your email deliverability could be impacted for a while until you regain the Internet Service Provider's (ISP) trust	Less difficult — Everyone contributes towards the reputation, meaning you can recover quicker from hitting a spam trap or being blacklisted
Ease of Troubleshooting Mistakes	Easier to trace and identify mistakes when you are the only user	Difficult to track which user made a mistake (and what mistake was made)
Do You Need to Warm the IP Before Using?	Yes, helps establish your reputation with the ISP	No, multiple users contribute to the volume being sent out. IP Warming does not apply to Shared addresses