

Do You Need a Dedicated IP to Send Emails With systeme.io?

Introduction

For most users: **no**. systeme.io sends marketing email through a **shared IP infrastructure** managed by an **automated pool system**. Help article **4468** explains **IP reputation**, why shared IPs fit most businesses, and when an advanced sender might route mail through a **personal SendGrid** account (including dedicated IP on SendGrid's side).

A dedicated IP is not a shortcut to better inbox placement—it is **full responsibility** for warming and maintaining reputation from zero.



Short Answer

- **Default systeme.io sending = shared IPs** in reputation **pools**.
- **Good list hygiene + engagement** moves you toward **low-risk pools**—often better than a poorly warmed dedicated IP.
- **Dedicated IP path** = connect **your SendGrid account**; systeme.io routes sends through SendGrid (you control SendGrid IP setup there).

- **Large lists** do not automatically require dedicated IP—see [large email lists on systeme.io](#) (4472).

Shared IP vs Dedicated IP (4468)

Shared IP

Multiple senders share outbound IPs. Reputation is influenced by **pool peers** with similar metrics. systeme.io mitigates abuse by **segmenting senders into pools** so high performers are not lumped with chronic spammers.

Dedicated IP

One IP (or IP set) used **exclusively by you**. **You alone** build reputation—no inherited goodwill from a healthy shared pool. Without sufficient **consistent volume** and **warm-up**, dedicated IPs often underperform shared infrastructure for small or irregular senders.

The systeme.io IP Pool System

To protect deliverability for all customers, [systeme.io](#) places accounts into **five pools** (e.g. New User, Low-Risk, and higher-risk tiers) based on:

- **Open rate**
- **Spam complaint rate**
- **Bounce rate**

Each pool uses a **different set of IP addresses**. Advanced deliverability tips refer to pool health as **green** (excellent), **yellow** (average), and **red** (poor) indicators in your account context (article 1643).

Reassignment is **automatic**, typically evaluated **daily**, with rules such as:

- Minimum **14 days** in a pool before eligibility to move.
- Minimum **send volume** so stats are statistically valid.

The pool system is designed to **reward** senders who maintain clean lists and high engagement—without requiring a dedicated IP.

Who Actually Needs a Dedicated IP?

Consider dedicated IP (via SendGrid or similar) only if you:

- Send **high, stable weekly volume** and can follow strict warm-up schedules.
- Have **compliance and list quality** under full internal control.
- Need **corporate policy** mandating isolated sending infrastructure.
- Already operate deliverability tooling (DMARC reports, bounce handling, seed tests).

Usually do not need dedicated IP if you:

- Are a **new or growing** business on systeme.io.
- Send **irregularly** or in low volume.
- Have not completed [domain authentication](#) and list hygiene basics.

Using a Dedicated IP (Advanced): SendGrid Integration

Article **4468** states that users who require a dedicated IP can integrate a personal **SendGrid account**. Mail sent from your systeme.io account can then route through **your SendGrid IPs** (including dedicated IP provisioned in SendGrid).

1. Create a SendGrid account and provision IP as needed in SendGrid.
2. Generate a SendGrid API key—see [generate SendGrid API key and add to systeme.io](#) (134).
3. Paste the key in systeme.io email settings.
4. Follow [send emails with your SendGrid account](#) (637) for full workflow notes.

Note: You still need authenticated domain, confirmed sender, and good list practices—SendGrid does not fix bad data.

What to Do Instead of Buying a Dedicated IP

- [Improve deliverability](#) — authentication, content, frequency.
- [Automate list cleaning](#) and remove bounces.
- Stay in **low-risk pools** with consistent valuable sends.
- [Warm up](#) when migrating large lists.

Troubleshooting

Belief	Reality
Dedicated IP = instant inbox	Requires warm-up and volume; can start worse than shared low-risk pool.

Shared IP = always bad	Pool system isolates strong senders on better IP sets.
Large list needs dedicated IP	Metrics and hygiene matter more (4472).
SendGrid bypasses systeme.io rules	Your SendGrid reputation is still yours to protect.

Frequently Asked Questions

Need dedicated IP by default?

No for most users (4468).

How is reputation managed?

Pools by open/spam/bounce rates.

How to get dedicated IP?

SendGrid integration (134, 637).

Shared vs dedicated?

Shared pools vs solo reputation.

Big list?

Low-risk pool, not necessarily dedicated IP (4472).

Related Resources

- [Does systeme.io Work With Large Email Lists?](#)
- [How to Improve Your Email Deliverability](#)
- [How to Generate a SendGrid API Key and Add It to systeme.io](#)
- [How to Send Emails With Your SendGrid Account](#)

Bottom line: stay on [systeme.io](#) shared pools, earn **low-risk** placement, and only add a **dedicated IP via SendGrid** when volume, process, and policy truly require it.

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