Warm Up vs Warm Up With Clicks

Email deliverability is shaped by a complex interaction of technical standards, sending behavior, and engagement signals.

Our research indicates that **email placement in inboxes is not random and it follows predictable patterns** when certain foundational elements are established.

In the following report, we will outline key factors that influence performance, supported by data from our internal studies.

About Warmy and the Research Team

Warmy is the leading email deliverability technology, helping businesses improve their inbox placement, sender reputation, and overall email performance. Powered by AI-driven strategies.

The Warmy Research Team is a dedicated group of email deliverability-certified experts focused on analyzing and optimizing email-sending practices.

Through continuous testing, data-driven insights, and innovative methodologies, they uncover factors that impact deliverability and translate findings into actionable improvements for Warmy's platform. Their expertise helps businesses navigate the complexities of email deliverability with confidence.

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Overview

In this report, we compare the performance of two different warm up strategies. Our goal is to understand how big the gap between them really is: which approach delivers better inbox placement, which one leads to more stable sender reputation, and which generates stronger engagement signals such as opens and clicks.

By analyzing both deliverability and engagement metrics side by side, we can see not only where the emails land, but also how recipients interact with them. To make the results clear and relatable, we begin with the most widely used mailbox provider - Gmail.

Keywords

- **Warm up with clicks** – this is a specific feature in our service where real users regularly open and click your emails during the warm-up phase. These positive interactions show mailbox providers that your messages are interesting and safe, which helps **boost engagement metrics** (opens, clicks, replies) and increases the chances that your future campaigns land in the inbox rather than in Spam or Promotions.

- **Warm up** – this is a gradual process of building and strengthening your reputation as an email sender. You start by sending a small number of carefully crafted messages to engaged recipients, then slowly increase the volume over time. Consistent positive signals help mailbox providers learn that your domain and IP are trustworthy, so your regular campaigns are delivered more reliably.

- **Engagement** – how actively recipients interact with your emails. It includes actions like opening messages, clicking links, replying, moving emails out of spam, marking them as important, or starring them. High engagement tells mailbox providers that your emails are valuable and helps improve deliverability.

Standard warm up

This chart shows the results for a group of mailboxes that used a **standard warm up** without additional engagement clicks.

Over the selected period, we tracked how their deliverability changed as Gmail started to trust them.

The graph reflects the initial reputation of these senders before any extra engagement was added.

Standard Warm-up

● Inbox   ● Spam
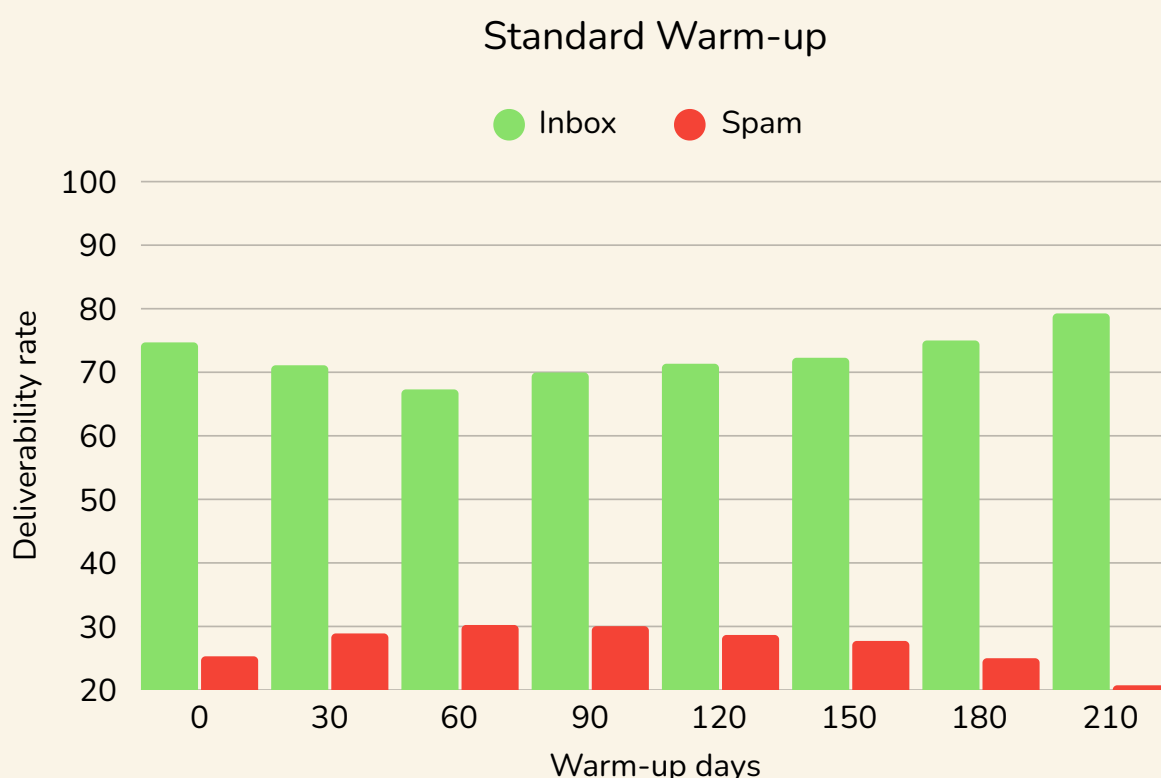
We see that a **standard warm up increases your deliverability over time**, but does not provide a quick solution.

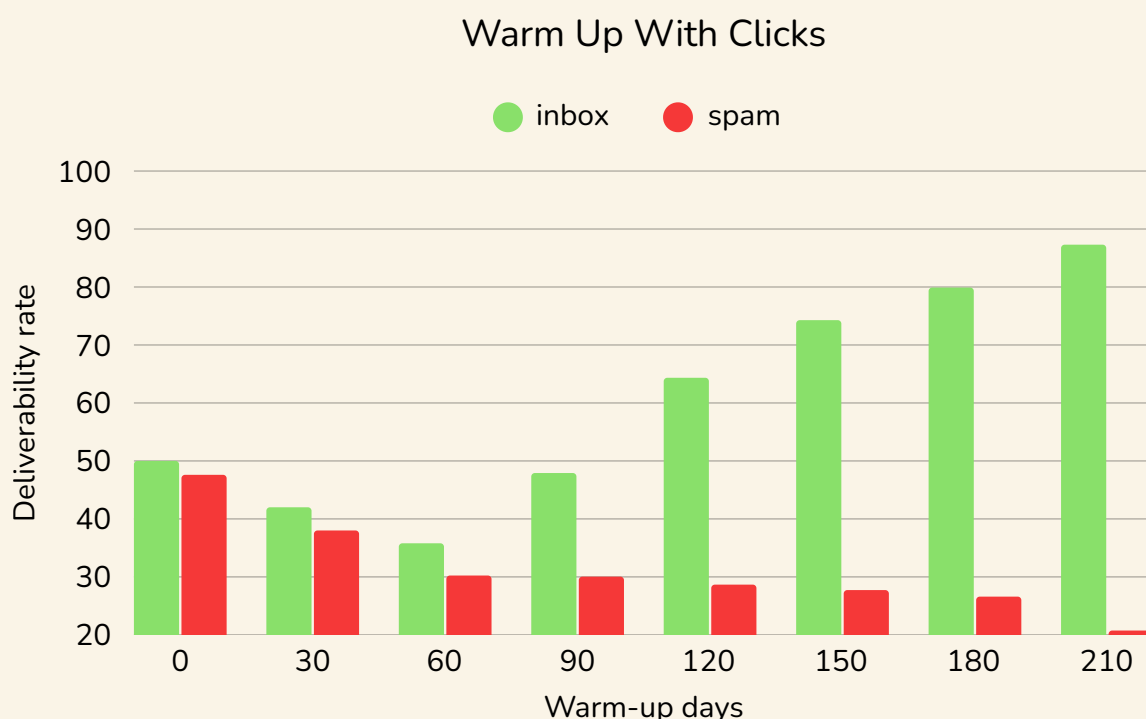- Starting point: **74.7%**
- End point: **79.26%**

Result: We got an increase of **4.56%**.

Warm Up With Clicks

This chart shows a different group of mailboxes that also just started warming up but using Warm Up With Clicks.

As with the previous chart, we tracked how their deliverability changed over the same period. In this approach, the senders receive additional engagement (opens and clicks) during the warm up process.

The sample for this cohort is about **1,300 emails**, which is why the starting deliverability point on this graph is different from the standard warm-up chart.

Warm Up With Clicks

● inbox   ● spam

Here we see that Warm Up With Clicks generated a much better result and the front growth is much greater than with a simple warm up. This is due to the engagement provided by the receiver.

- Starting point: **50%**
- End point: **87.30%**

Result: The growth over the entire period of use is **37.30%**.

Summary

Standard warm up :
- Start: **74.7%** → End: **79.26%**
- Growth over the period: **+4.56** percentage points.
- **Key result:** Deliverability improved, but slowly and with a small overall uplift.

Warm up with clicks :
- Start: **50%** → End: **87.30%**
- Growth over the period: **+37.30** percentage points.
- **Key result:** The curve rises sharply as engagement is added during warm-up.

Comparison & Conclusion :
- The growth Warm Up With Clicks is almost **8× higher** than with Standard Warm Up and even ends with a better final deliverability rate: **87.3%** vs **79.26%**, despite starting from a lower position.
- These results show that engagement is the key factor. When **recipients actively interact with emails**, mailbox providers rapidly upgrade sender reputation. Passive warm up without engagement works mainly as light maintenance, while warm up with clicks actually unlocks strong deliverability and inbox reach.

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Auto All-In-One Tool For Email Deliverability To Make Your Email Channel Reliable

We are passionate about solving email deliverability challenges and making email a reliable channel for every business

325+
Years Of Combined Email
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9 countries
Home To Our
Talented Team

95+
Countries Have Daily
Active Users In Warmy

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Vinnytsia, Ukraine

Warsaw, Poland

San Francisco, USA

Worldwide, Remote

Vilnius, Lithuania