

Setting Up Dedicated IP with HubSpot

Please note: If you purchase either the Dedicated IP or Transactional Email add-on, an email delivery expert from our team will work with you on your specific implementation. The information below has been provided to give you an idea of what that process looks like.

What is Dedicated IP?

Similar to most Email Service Providers, HubSpot sends email on your behalf using shared IP addresses by default. However, for customers who send high volumes of email and want control over their own sending reputation and deliverability, HubSpot offers the [Dedicated IP add-on](#) for \$500/month.

How does it work?

It is important to note that we are not sending through an SMTP email relay, in which you would be the engine and we would be the port through which emails are sent. As your delivery partner, we've built a heavy integration with SendGrid so we can send white labeled emails on your behalf.

Is it secure?

Our dedicated IP service is compatible with Transport Layer Security, or TLS. We automatically detect the security requirement from your recipients and optimize the email accordingly.

What is the process to set it up?

After you purchase the Dedicated IP add-on, a member of our email deliverability team will get in touch with you to guide you through the process of setting it up. We tailor the program to your needs by asking for two pieces of information:

1. Which subdomain would you like to use? We use this information to white label the server and generate the DNS records we'll need added for the integration.
2. How much mail do you plan on sending? This is so we can determine how many IP addresses to assign in order to support your email volume.

Additional Information about the DNS records

1. The subdomain you choose must be unique to your dedicated IP and should not be used for other HubSpot functionality. Please note it won't be in your Domain Manager.
2. The integration requires an A record, CNAME and TXT records for email authentication.
 - The A/CNAME records are for setting up and white labeling your new email server.
 - The TXT records are to designate the new HubSpot system as authorized to send on your domains behalf.
 - SPF: You will need to add the IP address to your domains SPF policy. We will work with you to formulate a plan if you have an existing SPF TXT record.
 - DKIM: We will generate two DKIM TXT records, the public key for both your domain and HubSpot subdomain. This is used to associate your email sending domain (i.e. companyname.com) to your messages.

For specifics on sending transactional email through HubSpot's SMTP API, please reference the [developer documentation](#).