

WARMY RESEARCH INSIGHTS

June 2026



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COMPREHENSIVE RESEARCH

INVESTIGATE WHETHER OUTLOOK SEED LIST HELPS EMAILS REACH THE INBOX IN MS365

Outlook seed list and warm-up campaigns are key levers for improving email deliverability in Microsoft 365 environments.

Understanding their impact across different sender health tiers is essential for diagnosing placement failures and prioritizing remediation efforts.

Our analysis reveals that inbox placement in MS365 is heavily influenced by the baseline deliverability state of a sending domain. Both **seed list** and **warm-up interventions** produce measurably different outcomes depending on where a sender starts.

This report examines how seed list enrollment and structured warm-up affects Deliverability Rate (DR) across 3 performance tiers: <40%, 40–70%, and >70% baseline DR.

Backed by placement checker data and warm-up monitoring across active MS365 mailboxes, these findings provide a strategic framework for improving inbox placement for senders at every stage of health.

METHODOLOGY & GOALS

OVERVIEW

By tracking placement data across thousands of MS365 mailboxes, we continuously monitor how messages reach the inbox, get filtered to spam, or fail to deliver entirely.

Our goal was straightforward: to find out whether enrolling in the Outlook seed list and running structured warm-up campaigns genuinely moves the needle on MS365 inbox placement.

In this report, we examine how two proactive deliverability tools (Seed List and Warm-Up) affect sender performance across Microsoft 365.

We break down results across 3 sender health tiers —from completely broken (<40% deliverability) to near-perfect (>70% deliverability)— providing a clear, data-driven view of which senders benefit most, how large the gains are, and where diminishing returns begin.

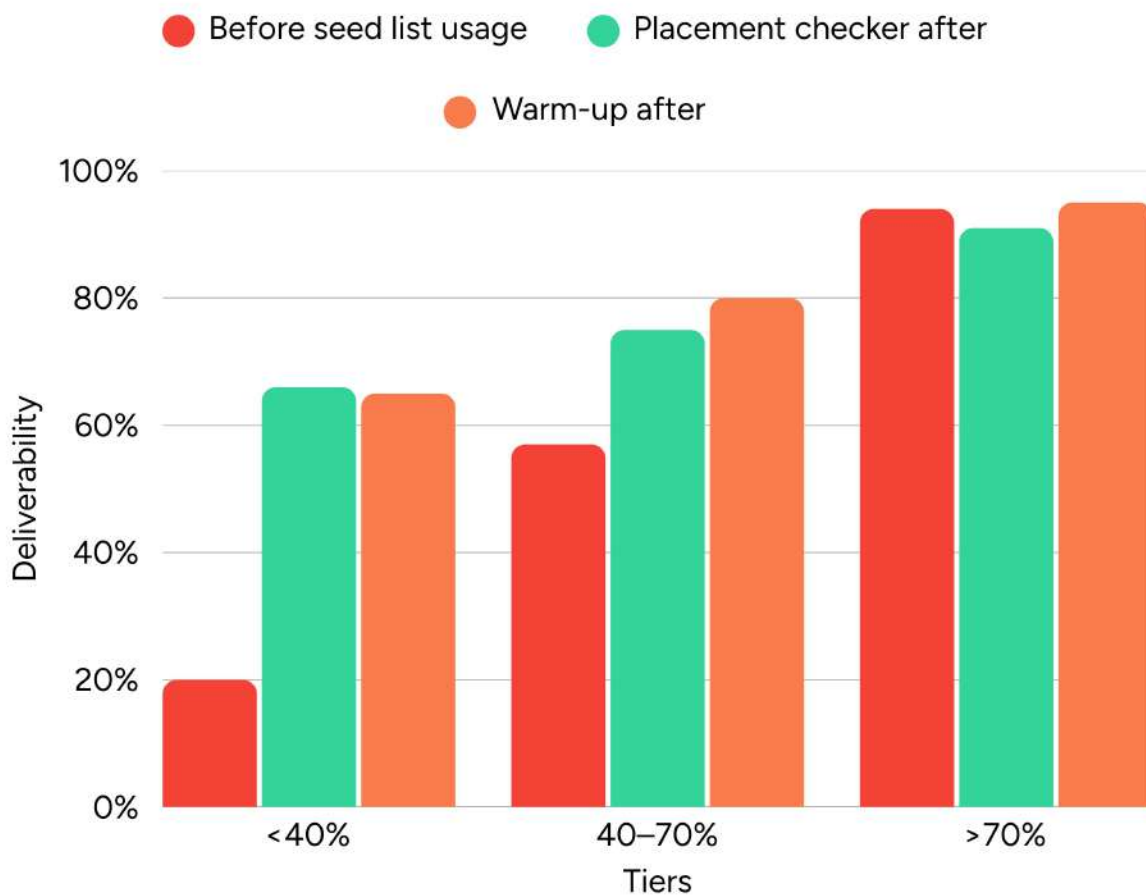
TECHNICAL TERMINOLOGY

KEYWORDS

- **Deliverability Rate:** The percentage of sent emails that successfully reach the recipient's inbox, as opposed to landing in the spam folder, promotions tab, or going missing entirely.
- **Seed list:** A list of mailboxes used to simulate genuine recipient engagement, including opens, clicks, and inbox interactions, with the purpose of building or restoring sender reputation.
- **Placement Checker:** A tool that tests where your emails land across real mailboxes (inbox, spam, promotions) before or during a live campaign.
- **Warm-up:** A process of gradually increasing email sending volume over time to build sender reputation with email providers.
- **Baseline:** The sender's deliverability state before any intervention (no seed list activation, no warm-up). It serves as the reference point for measuring the real impact of the Outlook seed list.

DELIVERABILITY RATE

OVERVIEW: STATISTICAL IMPROVEMENT

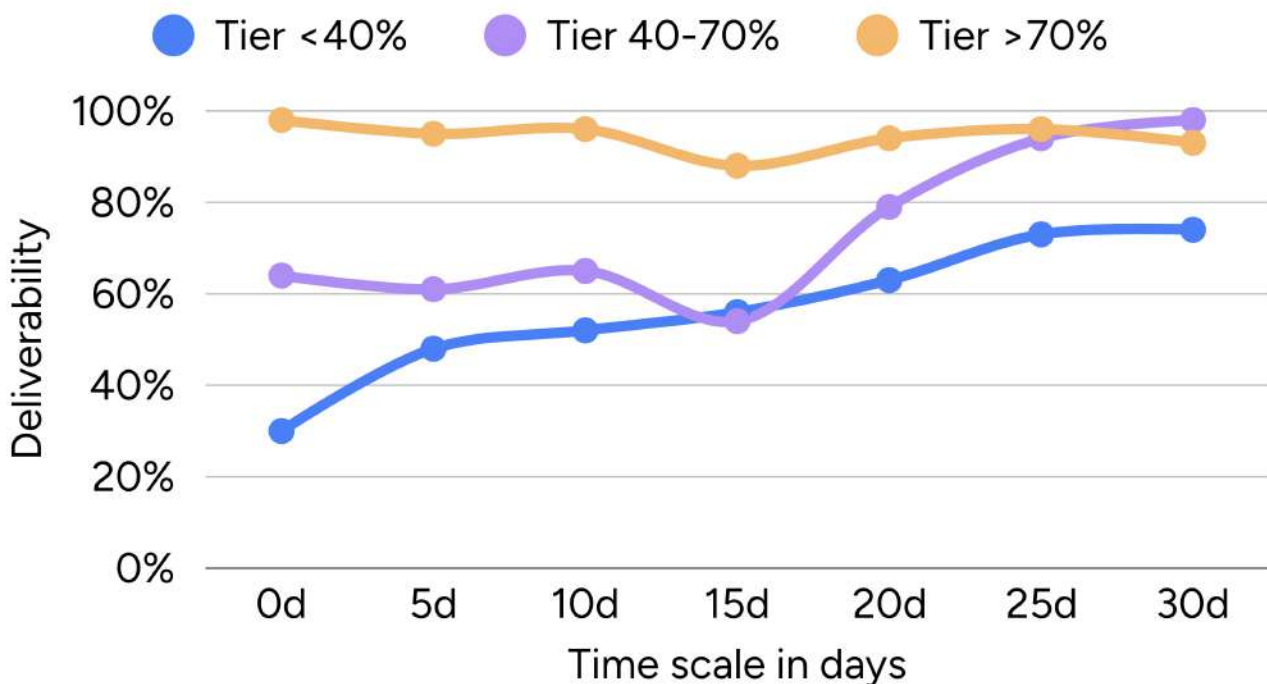


Overall: Deliverability increased from 84% to 86%.

- **Tier <40%:** Biggest jump in the report. Both tools tripled deliverability. Baseline was 20%.
- **Tier 40–70%:** Warm-up edges ahead at 80% vs 75% with Placement Checkers. Steady gains from a solid starting point.
- **Tier >70%:** Already strong at 94% baseline. Both tools maintained performance with minimal change.

DELIVERABILITY RATE

**PLACEMENT CHECKERS
STATISTICAL IMPROVEMENT
WITH TIME SCALE**

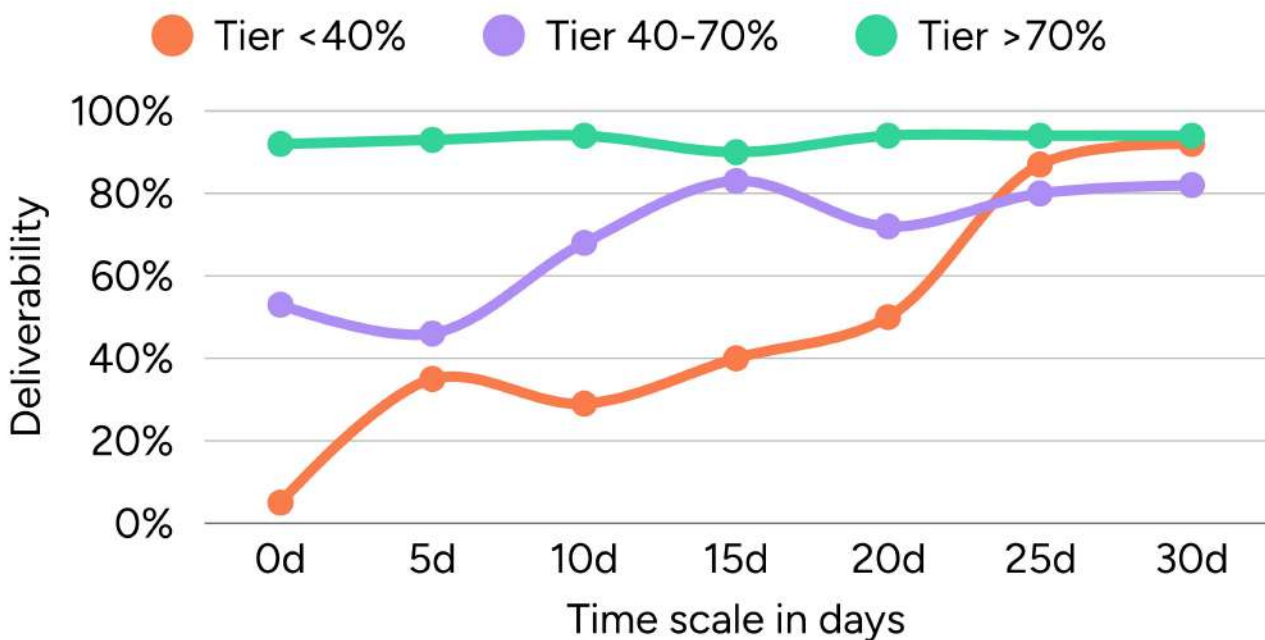


Day 0 is the day seed list activation began.

- **Tier <40%:** Started at 30%, climbed steadily to 74% by day 30. **Increased** by +44%.
- **Tier 40-70%:** Started at 64%, climbed steadily to 98% by day 30. **Increased** by +34%.
- **Tier >70%:** Started at 98%, climbed steadily to 93% by day 30. **Decreased** by -5%.

DELIVERABILITY RATE

WARM-UP STATISTICAL IMPROVEMENT WITH TIME SCALE



Day 0 is the day seed list activation began.

- **Tier <40%:** Started at 5%, climbed steadily to 92% by day 30. **Increased** by +87%.
- **Tier 40-70%:** Started at 53%, climbed steadily to 82% by day 30. **Increased** by +29%.
- **Tier >70%:** Started at 92%, climbed steadily to 94% by day 30. **Increased** by +2%.

IMPACT ANALYSIS

SUMMARY

Tiers	Before seed list usage	Placement checker after	Warm-up after
<40%	20%	66% (+46%)	65% (+45%)
40-70%	57%	75% (+18%)	80% (+23%)
>70%	94%	91% (-3%)	95% (+1%)

Placement Checkers: Overall deliverability **increased** from 82% to 84%. Placement Checkers delivered strong gains for weak and mid-tier senders, with the seed list playing a key role in improving their inbox placement. High-reputation senders saw a slight drop, suggesting they have less to gain from this approach.

Warm-up: Overall deliverability **increased** from 86% to 88%. Warm-up delivered strong gains for weak and mid-tier senders, significantly boosting deliverability from low baselines, with the seed list helping drive consistent inbox placement. High-reputation senders were already strong and saw only a marginal improvement, showing that warm-up adds little value once sender reputation is already established.

Overall: Deliverability **increased** from 84% to 86% across all sender tiers. Both tools improved deliverability for weak and mid-tier senders, with the seed list driving meaningful inbox placement gains. High-reputation senders saw little change, as they were already performing well.

MEET THE TEAM

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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Email Channel. Reliable

WE DON'T SEND EMAILS **WE GET THEM SEEN**

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



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