MTA-Hub · infrastructure specification

Lumacart · marketing

Version 1 · warming up · risk medium · PowerMTA · prepared 28/10/2026, 02:25 GMT-5

What you get

Sending points (SMTP)	Nodes	Domains	Per month
20	**10**	**20**	**122 USDT**
in reserve: 0	hoster accounts: 10	one domain per address, tracking too	one-off for domains: 240 USDT

Breakdown by stage

STAGE	MESSAGES	AUDIENCE	MESSAGES PER DAY	SMTP	NODES	ACCOUNTS	DOMAINS	COST
List cleaning	—	30,000	4,286	1	1 (1 IP each)	1	1	7 USDT
Activation	5	21,000	7,000	5	3 (2 IP each)	3	5	35 USDT
Segmentation	8	5,250	1,750	8	3 (3 IP each)	3	8	42.50 USDT
Sales sequence	6	1,050	350	6	3 (2 IP each)	3	6	37.50 USDT
Total				**20**	**10**	**10**	**20**	**122 USDT**

The calculation assumes 6 messages per minute per mailbox provider (the limit is counted per IP). With your list spread (the list is spread across many mailbox providers) that pace would give 43,200 messages a day per address, but the safe ceiling for this list (“own, long untouched”) at “medium” risk is 14,000, and that is what we count with. Every receiver counts its limits on its own: Gmail has no idea how much you sent to Mail.ru.

What to order

ITEM	CONFIGURATION / NOTE	HOSTER AND PLAN	QTY	PER MONTH	ONE-OFF
Node · List cleaning (PowerMTA)	2 vCPU · 2 GB · 20 GB · ubuntu-22.04	Baltic Cloud · List cleaning	1	7 USDT	—
Domains · List cleaning	one domain per IP, tracking domain as well · .com zone	—	1	—	12 USDT
Node · Activation (PowerMTA)	2 vCPU · 2 GB · 30 GB · ubuntu-22.04	Nordhost · Sending node	3	30 USDT	—
IP · Activation	on top of the IPs included in every node tariff (1 per node)	—	2	5 USDT	—
Domains · Activation	one domain per IP, tracking domain as well · .com zone	—	5	—	60 USDT
Node · Segmentation (PowerMTA)	2 vCPU · 4 GB · 40 GB · ubuntu-22.04	Nordhost · Sending node	3	30 USDT	—
IP · Segmentation	on top of the IPs included in every node tariff (1 per node)	—	5	12.50 USDT	—

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ITEM	CONFIGURATION / NOTE	HOSTER AND PLAN	QTY	PER MONTH	ONE-OFF
Domains · Segmentation	one domain per IP, tracking domain as well · .com zone	—	8	—	96 USDT
Node · Sales sequence (PowerMTA)	2 vCPU · 2 GB · 30 GB · ubuntu-22.04	Nordhost · Sending node	3	30 USDT	—
IP · Sales sequence	on top of the IPs included in every node tariff (1 per node)	—	3	7.50 USDT	—
Domains · Sales sequence	one domain per IP, tracking domain as well · .com zone	—	6	—	72 USDT
Total				**122 USDT**	**240 USDT**

Warming up the sending addresses

Rate per address: 50 → 369 messages a day. Ramp-up over 9 days in steps of 25% every day, then 7 days of stabilisation — 16 days in total. You will need ≈ 8,062 recipients who open mail and 15 message variants.

DNS

DNS costs nothing extra: hosters give DNSmanager along with the server, Cloudflare is free. Your layout is a separate DNS account per task, so 20 domains come out as 4 accounts: one account holds 50 zones, but the tasks are kept apart.

Geography

Domain zones: .com, .net, .eu, .de, .fr. Node locations: DE, NL, FR, FI. Europe: European receivers are used to .com and local zones; addresses are better taken in the EU — fewer delays and more trust from local providers.

Estimate assumptions

- Prices come from your own purchase positions (VDS configurations in the builder).
- Domains are a one-off yearly payment at registration; they are not in the monthly cost.
- Software is not in the estimate: neither MTA licences nor anything else.
- Horizon — 3 months: that is how long reaching the volume usually takes, warm-up included.
- Nodes are spread across 10 accounts with different hosters: at least one per task plus the spread that the “medium” risk class requires. Prices will differ between hosters.

What to watch

> There are many sending points not “just in case”: with a list like this one address safely carries 14,000 messages a day, not the 43,200 bare pace would give. Want fewer addresses — stretch the mailing over time or take a warmer list.

> Tasks are spread across accounts: 10 accounts with different hosters, at least one per stage. An account burnt on cleaning will not drag real sending down with it.

> About 80 days before the offer starts: list cleaning 7 d., warm-up 16 d., activation 15 d., segmentation 24 d., sales sequence 18 d. The stages run one after another.

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> More than 8 IPs — take them from at least two /24 subnets: reputation is counted by neighbours too.