WHY USING YOUR OWN DOMAIN?

+ SPF/SenderID
+ DKIM/DomainKey

WWW

emailmanager

Introduction

This guide presents all the necessary information to set up your own domain, SenderID, and DomainKey. It also explains benefits of: system integration, record integration, functionality of each record, and more.

In this guide you will learn:

- ✓ About benefits of using your own domain
- ✓ To create a CNAME record
- ✓ About functionality of DNS entries
- ✓ To synchronize **emailmanager** system with your domain
- ✓ To create SenderID and DomainKey

Own domain - Benefits

Domain configuration consists of creating redirections, so you can access our system by using an address within your domain. If you want to include links and images in the campaign, simply set it up in your domain settings. This configuration ensures a significant increase in the delivery rate of your campaigns by giving greater credibility to your emails.

In this manual, we are going to highlight and present the SenderID and DomainKey settings. Both, SenderID and DomainKey consist of TXT files and are stored on the DNS server of your domain. They are both responsible for ensuring that you are the owner of sending messages.

Indicators show that **1/5** of sent emails do not reach the recipient because:

5% are rejected by the destination server

12% are considered as SPAM

3% are blocked by personal filters

The total number of emails that do not reach their destination is about 20%

It is obvious, that these settings are not only responsible for the service delivery. There are other factors that affect campaign dispatch, such as: submitted content (a word that can be detected by anti-spam filters), message subject, number of images, campaign coding, links, and others. To learn about this issue read our guides about good practice in email marketing.

Own domain

A Domain configuration consist of creating the CNAME entries on DNS server (URL) of your domain. It basically gives the impression that all links and images of your campaigns are hosted on your own server.

But, what is CNAME?

CNAME or **Canonical Name record** is a type of resource record in the Domain Name System (DNS). It specifies that the domain name becomes an alias of another, canonical domain name. ("canonical" usually means: a more generally accepted or standard name.) Below you can find some examples of using CNAME:

www.mydomain.com
0 CNAME "www" is used to access your site.

gmail.mydomain.com
CNAME that can be used to access your Gmail inbox.

crm.mydomain.com
CNAME we will create for you to accomplish the emailmanager access.

> ! Do not delete existing records on your server; just create new records in the required standards.

Attention: Attention: If you do not know how to create a new CNAME, ask the webmaster of your website or support team to assist you.

Where can I configure these settings?

In order to configure your domain settings on **emailmanager** you need to access the control panel of your domain hosting. As the control panel is different on each server, you should first enable the domain selection in order to use it and then choose the option: **DNS Manager, Advanced DNS Zone/Area**.

Adding new records consist of creating subdomains - one for opening the system and one for the record interactions, so that all the links and images of your campaign always indicate an address within your domain.

Alias	TTL	Type	Value / destination
sys.meudominio.com	1440	CNAME	sys.emailmanager.com
app.meudominio.com	1440	CNAME	app.emailmanager.com

How to do it?

It is exactly as described above. In the DNS management screen, simply search for the options: **add record**, or **insert new entry**. The following values are required:

- ✓ Type of record to be created (TXT, CNAME, A, MX). To set your own domain, you will need to select the type: CNAME and enter the entry name.

- ✓ Enter the entry name. This will be your address that you will be using to access the emailmanager platform. (We suggest that you use these names: "**crm**" or "**mkt**")

- ✓ Enter the URL that will open when accessing this address. For **emailmanager** use the following address: **sys.emailmanager.com**

Now repeat the same steps for records interaction. Create a new CNAME record (as above), but instead of using the crm, or mkt name, use **app**. In this case the value (name) will be:

app.emailmanager.com

What is SenderID/DomainKey?

It is a method used to prevent counterfeiting of the return-path (email's return). In order to apply it, the domain administrator should define and publish the addresses of machines that are authorized to make email submissions using your domain name.

Configuring SenderID with emailmanager

The SenderKey configuration is similar to creating the CNAME. So, in the **DNS manager** of your domain create a new record. But this time create a TXT type.
There are two conditions that determine SenderID configuration with **emailmanager**:

- ✓ Where there are no configured SenderID entries on your server:
  "v=spf1 include:spf.emailmanager.com a mx ~all"
- ✓ where you already have a configured SenderID entry on your server. In this case you make changes as it is shown in the example below:

Eexisting SenderID entry:

"v=spf1 ip4:200.239.150 include:spf.site.com.br ~all"

The record should be:

"v=spf1 ip4:200.239.150 include:spf.site.com.br include:spf.emailmanager.com ~all"

Bear in mind, that the SenderID entry presented above is only an example. Values of this record may vary depending on the configuration adopted by your Internet Service Provider. The only thing you will need to do is to add this text: **include:spf.emailmanager.com** in the existing entry.

*For any the above options select this prefix: **"~all"**.

What is DomainKey?

Spam senders may act in a certain way so that their emails appear to have been sent from your domain. To prevent this kind of abuse, we have created a **DIGITAL SIGNATURE** in the header of the messages that are sent from your domain. The generated by **emailmanager** DomainKey only **ACTIVATES** header authentication (DomainKey).

DomainKey configuration

In order to configure the DomainKey with **emailmanager**, simply create a new record (but this time a TXT type).

Add a name: "**default._domainkey**".your domain.com, with the following contents and without line breaks. Then add the following value:

```
v=DKIM1; g=*; k=rsa;
p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQDBLTlS2DySFDRCsAqkUsIjAI7RvuRS6q
5aTMyrdp9LogFjO7yTQKw/vw+bKrhHu1NuVWciRNp32m6E/imM5waqWL7w9xh4O8ap0jwORILrJvl/
4NLLWXR/LuzIzmZ61nChq0vDOjdzCmBR6mALwzES4Ss2gPwldmTbtmVN14+0aQIDAQAB
```

Make sure: that in your control panel you either do or do not enter the DomainKey above quotation marks (").

OK, Everything is fine!
We have completed the configuration of your domain. The next step is to synchronize this information with **emailmanager.**

Configuring your domain on emailmanager.

You have added the permission and authentication data, so that the **emailmanager** is able to send campaigns on your behalf. Now you need to synchronize this information (tell the emailmanager that you are going to use your own domain). Let's log into the system.

> Remember that we have created a CNAME with your domain to access the system, so let's test it and see how it works.

Enter the address in your browser: **crm.yourdomain.com** or **mkt.yourdomain.com**, depending on how the record was created.

> **Did the system request a usermane??**
> It is nothing wrong with that. The data is correct. Do not worry, after synchronizing **emailmanager**, you will be able to use YOUR DOMAIN screen that opens after logging in.

Configuring your own domain with emailmanager

You can access it quickly by going to the Dashboard (in the menu - next to the easy steps) or by clicking: Settings button (gear symbol in the upper right corner) and selecting the option: **Own Domain**

Now, enter the addresses we created above into the following fields.

crm.mydomain.com

app.mydomain.com

System access address

    http://

Interactions address

    http://

To finish click **Check and Save**.

> **Done!**
> We have completed the integration of your domain with **emailmanager**. Maximize your results. Read other tips and guides available on our website and get the full potential of the **emailmanager** system.