## Complete the following checked items: [Dedicated IP](#_Dedicated_IP:_Yes) | Custom From/Reply address | Custom Domain

**Customer Name: \_\_\_\_\_\_\_\_\_ Server Farm:** elabs**\_\_**.com **Customer Site ID: \_\_\_\_\_\_\_\_\_ MLID:** \_\_\_\_\_\_\_\_\_\_

## Please complete all sections. See page 3 for terminology definitions & additional information.

### Dedicated IP: *(Skip this section if you are not using a dedicated IP)*

* Website URL: **\_\_\_\_\_\_\_\_\_\_**
* Link to Privacy Policy: **\_\_\_\_\_\_\_\_\_\_**

### From/Reply-to Address *(Please choose one of the below methods, Option 2 is recommended)*

**Option 1:**  \_\_\_\_\_\_\_\_\_\_1a **Examples:**

* **Standard Domain** reply-12345@ example.com
* **Masked Domain** [reply-12345@emarketing.example.com](mailto:reply-12345@emarketing.example.com) (masked domains can only be used with ACM)

**Note:** Only the numbers before the “@” symbol will change to reflect *each* mailing list’ ID.

**Option 2:**  \_\_\_\_\_\_\_\_\_\_ **Apply Auto-reply filtering  Apply Auto-unsubscribe Handing**[1b](#_Option_2_–) **Example:** marketing@example.com

**Important:**

1. The address cannot be used across multiple lists *regardless of the option selected*, but multiple addresses can be used for the same list
2. Forward all inbound messages to your From Address to the following email address *without keeping copies*:

[Autoreply\_client@farm.com](mailto:Autoreply_client@farm.com) *where “farm” is your hosting farm\*, e.g., elabs12*

1. If you need multiple From/Reply Addresses**,** please complete[Page 2](#_Additional_From/Reply-To_Addresses).
2. **Clickthru URL Domain:** This will be applied to the Custom Clickthru URL[2](#_2Custom_Clickthru_URL), as well as the Custom Return Path address[3](#_3Custom_Return-Path) and will require a [CNAME Entry](#_subdomain.example.com_IN_CNAME) on your webserver.

**Example**: http://email.example.com

**Important:**

* The following DSN entry will need to be made on your web server:

**subdomain.websitedomain.com IN CNAME www.farm.com** *where “farm” is your hosting farm\**

* Only one Custom Domains is available per organization; Please submit one form per organization.

**Custom Domain to use:** \_\_\_\_\_\_\_\_\_\_

**Important:** If you need multiple Custom Domains**,** please complete[Page 2](#_Additional_From/Reply-To_Addresses).

1. **Landing page URL**[**4**](#_4Landing_Page_URL)Where we will direct a recipient who tries to navigate directly to your Custom Domain above (rather than following a link from your email).

**Landing Page URL to use:** \_\_\_\_\_\_\_\_\_\_*(where you want visitors to land should they attempt to browse to your Clickthru URL Domain)*

\*To view your farm, click “Launch EmailLabs” and the farm will appear as the domain’s name

## What Happens Next?

Please send this form to your Implementation Manager or Customer Success Manager, as applicable. They will verify these details and submit the form to Support. After 48 hours you will be updated on the completion of these requests via your Implementation Manager or the Self Service portal and you will be supplied with DNS entries that your DNS administrator will need to enter. These DNS entries will mask the identity of your server so your email messages won’t appear to be sent from ACM HQ’s elabs servers; all the domains visible to recipients will be your own as defined above.

For a Dedicated IP, the set-up process typically takes two weeks and you should expect to spend a minimum of 2 weeks ramping up your new IP before attempting full volumes. Your Implementation Manager or Customer Success Manager will advise you on your ramp-up schedule; very large senders may require a month or more.

# Additional Mailing Lists’ From/Reply-To Addresses

**Option 1 MLID Auto-Filter? Auto-unsub?**

**Email 2: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 3: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 4: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 5: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 6: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 7: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 8: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 9: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 10: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 11: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 12: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Option 2**

**Important:** Any given address cannot be used across multiple Lists, but multiple addresses can be used for the same list.

**MLID Auto-Filter? Auto-unsub?**

**Email 2: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 3: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 4: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 5: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 6: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 7: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 8: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 9: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 10: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 11: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

**Email 12: \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_**

# Configuration Form Definitions

## 

## From/Reply-To address:

### 1aOption 1 – A Reply Handler with a “Masked Domain” requires a CNAME/DNS Entry on your server

**Example:** [*reply-6354@replies.example.com*](mailto:reply-6354@replies.example.com)

### 1bOption 2 – “Super Custom-Reply” requires that the Email address you choose is an active & live address that:

* + Is not used for any other purpose
  + Forwards all messages to [autoreply\_client@yourfarm.com](mailto:autoreply_client@yourfarm.com) where “yourfarm” means your Server Farm name

**Example:** [autoreply\_client@elabs13.com](mailto:autoreply_client@elabs13.com) (to locate your server farm ID, see the ‘Server Farm’ field at the top of this form or click “Launch EmailLabs:” within ACM HQ and the server farm will appear EmailLabs website domain in the address bar).

**Importan**t:

* + Your From/Reply-to Address will need to forward all emails to: autoreply\_client@elabs13.com
  + To use multiple lists:
    - The From Email address cannot be used In more than one list
    - You can use multiple From Email addresses with the same domain on a single list.
  + If you want to change the **From/Reply-to Email address** with each send, each from/reply-to address must be registered with ACM.

## 2Custom Clickthru URL

By default, the links in your messages will lead back to your server so your clicks may be tracked; for example, http://www.elabs13.com/c.html?rtr=on&s=,5qm&ML\_MID=77&MM\_UNIQUEID=40 could be a link in your message. We will then track the click and redirect the clicker to the requested page.  
  
The sub-domain you provided is used to mask the links in your email. Without masking, the links in your emails will show the URL of your server, and will be visible in the text portion of your message or if someone hovers over the link. When using a masked domain, you need to register a CNAME entry:

## enews.example.com IN CNAME www.elabs13.com

By masking the Clickthru domain, your emails will have stronger branding and recipients may feel more secure clicking the links. Please see the domain masking articles in the customer support portal for how to configure new custom clickthru URLs for other lists.

## 3Custom Return-Path Address

The return-path address is the address to which bounce messages are sent. By default, the return-path of your emails will be your server, e.g. newsletter@elabs13.com.   
  
When you send a message from your own email client, the bounces come back to you directly to let you know the message was undeliverable. With our service, the bounces come back to the server to be processed. If an address bounces too many times, it is put into a trashed status so that you no longer send to it.  
  
The return-path of your email messages is not normally seen by recipients. However, it has an impact on your sending reputation and impacts your deliverability. By customizing your return-path, your domain reputation will not be affected by other senders.  
**Please note that there can only be one Custom Return-Path sub-domain per entire account.**

## 4Landing Page URL

If an email recipient is technically savvy, they may try to figure out where emails are really originating from by taking the masked domains and going to the homepage of those URLs. This would typically result in viewing the EmailLabs homepage. However, we can mask this by redirecting such users to a different webpage. By default, we will direct these clickers to your homepage, but you may specify another page above (e.g., your privacy policy or a page dedicated to your newsletter).

## Parts of an Email Message

The graphic below illustrates where masked domains will appear in your emails. Many parts of an email message are not visible to recipients but nonetheless affect your sending reputation.

From: replyto-4392@news.example.com

To: [y@y.com](mailto:y@y.com)

Subject: this

MIME-Version: 1.0

Content-Type: text/plain

Hello,

This is an email.

<a href=”http//news.example.com”>link</a>

HELO smtp.news.example.com

250 mailhost.someisp.com, Hello [208.44.00.11], pleased to meet you

MAIL FROM: newsletter@news.example.com

250 newsletter@mail.news.example.com... Sender ok

RCPT TO: [y@y.com](mailto:y@y.com)

250 [y@y.com](mailto:y@y.com)... Recipient ok

DATA

Email Envelope (not seen by recipients)

Email Message

(seen by recipients)

HELO/EHLO

Return-Path

Clickthrough Domain

Reply-To/From Domain