

EMAIL DELIVERY

TECHNICAL CONFIGURATION GUIDE

**LEARN HOW TO SET UP YOUR
WEBSITE, CONFIGURE YOUR DNS, AND
MANAGE YOUR LIST(S)**



salesnexus
Target, Connect, Convert





INTRODUCTION

Success in email marketing involves taking care of a number of details, some obvious and some essentially hidden from view.

We created this guide to help you understand and address some of these hidden factors that can make or break the success of your campaigns.

Keep in mind that this is essentially an every evolving game of cat and mouse. Google and Outlook currently dominate the market: 80%+ of emails get read in those platforms. But, they don't publish the "rules" to get placed in the inbox. We have to continually guess, test and adjust. This guide is our current understanding of the most important technical configuration factors to consider. We hope it helps!

SalesNexus is always here to help you if you get stuck. Here are just a few additional helpful options:



[Email Marketing Services](#)



[Email Campaign Guide](#)



[Email Template Guide](#)



WEBSITE SET UP

First we need to have a website set up.

This must be an actual functioning web page that is relevant to the emails being sent.

Select a domain that we will send our email campaigns FROM (the domain in the from address that our emails will be sent from).

DNS SETUP

DMARC DNS Setup: How to Add DMARC at your DNS Provider

1. Visit DNS Hosting Provider & Select Create Record

Now that you have decided on your record. You will need to visit your DNS Hosting provider and login.

From there you will need to find the prompt to create a new record or find the TXT section to edit. Interfaces vary from hosting provider to hosting provider.

Once you have loaded the new record creation wizard, you will notice three important fields:

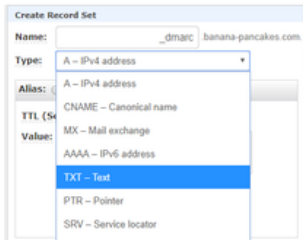
Host/Name:

Record Type:

Value:

The names of these fields may vary across all of the different hosting providers.

2. Select TXT DNS Record Type

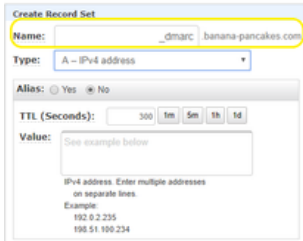


The screenshot shows a 'Create Record Set' form. The 'Name' field contains '_dmarc' and the domain is 'banana-pancakes.com'. The 'Type' dropdown menu is open, showing options: A - IPv4 address, A - IPv4 address, CNAME - Canonical name, MX - Mail exchange, AAAA - IPv6 address, **TXT - Text** (highlighted), PTR - Pointer, and SRV - Service locator. The 'Alias' field is empty, 'TTL (Seconds)' is set to 300, and the 'Value' field is empty.

Based on provider you will likely see a drop down list of DNS record types to choose from.

You will want to select the "TXT" one.

3. Add Host Value



The screenshot shows the 'Create Record Set' form. The 'Name' field is highlighted with a yellow box and contains '_dmarc' and the domain 'banana-pancakes.com'. The 'Type' dropdown is set to 'A - IPv4 address'. The 'Alias' field has 'No' selected. The 'TTL (Seconds)' is set to 300. The 'Value' field contains the text 'See example below' and an example of a DMARC record value: '192 0 2 235 198 51 100 234'.

In this field more than likely you will input the value `_DMARC` and the hosting provider will append the domain or subdomain after that value.

Note: If you are adding a DMARC record for a subdomain, you will likely put the value `_dmarc.subdomain` in the input field and the provider will likely append the domain to the end. An example of this format is displayed below:

HOST/NAME: `_dmarc.blue` `.mxtoolbox.com`

4. Add "Value" information

There are two required tag-value pairs that **MUST** be present on every DMARC record. They are "v" and "p".

- The only tag-value pair for "v" is v=DMARC1
- For the "p" tag pair "p=" can be paired with none, quarantine, or reject. As tag-value pairs they would look like: p=none or p=quarantine or p=reject

MxToolbox recommends all new DMARC records should start with p=none, as this policy value allows you to identify email delivery problems due to the domain's SPF or DKIM so that mail isn't accidentally quarantined or rejected. We also strongly recommend you include the "rua" tag as well so that you will see the resulting reports on your email's performance.

Create Record Set

Name:

Type:

Alias: ☐ Yes ☒ No

TTL (Seconds): 1m 5m 1h 1d

Value:

A text record. Enter multiple values on separate lines. Enclose text in quotation marks.

Example:
"Sample Text Entries"
"Enclose entries in quotation marks"

- Each tag in this list should be separated by semicolons
- The "rua" & "ruf" tags support multiple email addresses with each separated by a comma
- There are several "Advanced Tags" that can be added, but aren't recommended for initial setup

The record you input into the Value field should look similar to the below example value for a DMARC record.

VALUE:	v=DMARC1; p=none; rua=mailto:dmarcreports@mxtoolbox.com
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5. Hit Create/Save Button

Once you have input all of those details your record should look like the below image and you will want to them hit the save or submit button to generate the record.

Create Record Set

Name:

Type:

Alias: ☐ Yes ☒ No

TTL (Seconds):

Value:

A text record. Enter multiple values on separate lines. Enclose text in quotation marks.

Example:
"Sample Text Entries"
"Enclose entries in quotation marks"

Create

6. Validate Record is Setup Correctly

The last step you will want to perform is to [Run a DMARC Record Check](#) to verify the record you just created has the correct values and syntax.

Set Up Spf & DKIM

This is something you need to have set up. SalesNexus will provide you with TXT records to add to the DNS once we've selected a domain.

DKIM - Domain Keys Identified Mail

What is DKIM?

Domain Keys Identified Mail (DKIM) allows senders to associate a domain name with an email message, thus vouching for its authenticity.

In other words, DKIM is a protocol through which you can give authorization/permission to another service or platform to send out emails using your email address, on your behalf.

Why is it important?

It serves as your digital email signature, telling the recipient's email server that the email genuinely came from you as the sender, and not from other parties that are trying to use/forgo your email address. Thus, this is an added extra layer of security and authenticity.

What the advantage and benefits?

Once Sales Nexus and your email server provider/host setup a DKIM together, this will digitally "sign" all emails coming out from your Sales Nexus account, as authorized/verified for us to send out emails to your recipients, using your email address on your behalf and with your permission. This will make spam filters see that the messages are being sent with your permission to recipients and will mark it as safe and legit.

What's the effect of using a platform/service to send out emails without DKIM?

Spam filters can detect emails that they receive, that does not have the digital signing (DKIM) or have not come from your actual email server, which increases the chance that the unverified emails (without DKIM), will reach the recipient's spam folder, or could be blocked by a firewall or network level spam filter or not even reach the recipient's inbox or spam folder at all.

Some, if not most of the email host/provider's anti-spam software, will treat email messages, that came from a different service/platform compared to where they claimed they were sent from, as dangerous, suspicious or a potential fraudulent email and will most likely tag them as spam or may even block them.

DKIM vs. Without DKIM

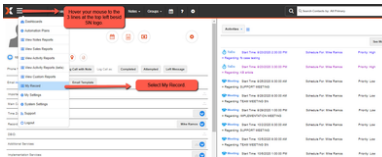


VS

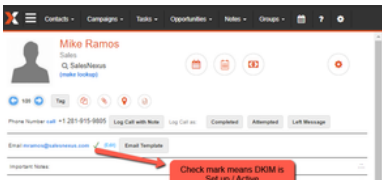


How to check if your DKIM is Active?

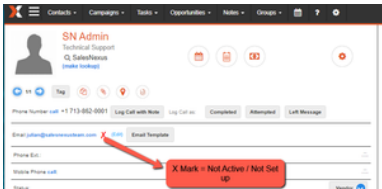
Step 1 : Go to My Record



Step 2: Check on the email and look for a check mark



Note: If you see an red X mark besides the email address it means DKIM is not set up and active.



Set up MX record

Essentially, the receiving mail server will check to see if the domain has an MX record setup. If not, that's a negative sign from an email delivery point of view.

So, just setting up the MX record and at least one functioning email address will suffice.

LIST MANAGEMENT

Cleansing the list

Why cleanse?

Keeping your list clean is the key to successful email marketing and efficient calling campaigns.

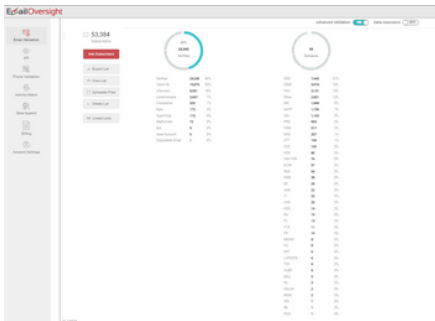
Any list loaded into SalesNexus can be cleansed to validate email addresses and identify spam traps.

A **Spam Trap** is an email address created by Spam Filters or one of the major ISPs (Yahoo, Gmail, Comcast, etc.) for the purpose of identifying email blasts.

We want to make sure that the lists you use are clean of as many spam traps as possible. To help with that we have **List Validation** turned on for all database. This service looks at any new contacts being imported into your database and checks them against known spam traps. By doing this, we keep your good name off the major spam filter programs and allow you to get your message to the people you want to reach.

Cleansing your list improves email delivery rates and avoids spam complaints.

Here's an Example of Cleansing Results



Response Code	Response Text	Description
0	Retry	Unable to establish a validation response from the ISP - retry again.
1	Verified	Email address is deliverable.
2	Undeliverable	Email address does not exist, invalid, suspended, over quota or disabled.
3	Catch All	Domain of email address accepts all mail and it is impossible to determine validity. If the email address was acquired organically or you have confidence in the validity of the email address, then send at your discretion.
4	Role	Email is associated to common distribution groups, abuse@, sales@, no-reply@, test@ and etc.
5	Malformed	Email address does not conform to valid email format.
6	SpamTrap	Avoid SpamTrap emails at all cost. Those accounts are kept alive to damage sender reputation.
7	Complainer	Complainers are commonly users who like to complain after receiving email. Complaints can vary from ISP notification to cease and desist letters. In some rare cases they can also pursue litigation. These are valid addresses but we do not recommend sending mail.
9	Bot	Bots are email accounts that are maintained by bot servers for sending spam, clicking every link and other harmful or harmless activities.
10	Seed Account	Seed accounts are known email addresses that are maintained in masses for various reasons. Most commonly they are used for compliance tracking.
11	Unknown	Email address cannot be verified at the moment. Retrying later may succeed.
12	Unauthorized	Unauthorized API access. This error will be returned if IP or URL are not whitelisted and there are over 50 requests within 24 hours.
13	Disposable Email	Temporary email account that is designed to only be used few times before expiring.
20	Suppressed	Email is in known suppression list. This is only available when advanced validation is enabled on particular list.

How to cleanse

You have the option to either cleanse your whole database or cleanse the invalid lists that are selected in the grid below the selection screen.

Cleanse With Strikelron

You can choose to use either your own Strikelron account or to purchase the service through the SalesNexus shopping cart. To use your own Strikelron account, you must have a valid Strikelron account already created. Purchasing the service through Salesnexus will submit the request to process the list automatically once the purchase is completed.

Once you have entered or selected the options you want, click Start Cleansing.

Cleanse with Strikelron

This will validate each email address with Strikelron. Valid emails will have the Do Not Send cleared. While Invalid emails will be marked as Do Not Send.

☒ Use My Strikelron Account

Strikelron UserName:

Strikelron Password:

☐ Purchase Through SalesNexus

Cleanse:

-- Select --



Start Cleansing

You will be asked to confirm your request; Clicking **GO** will submit the request to the service.

NOTE: The automation service will not create a cleanse request if the quantity that was actually purchased is less than the number of emails in the database or in the list(s).

Building a Bigger List



COLD OUTREACH
Effective, Fast & Affordable!

salesnexus
Target, Connect, Convert

Learn how to easily build a list of target customers with emails, phone numbers, address and more.

RampedUp.io

Over 500 million professional contacts including emails, business phone, mobile phone, mailing address, social media profiles and more. Contact data is sourced using LinkedIn and maintained by continuously scanning LinkedIn for updates. Every email address is validated.

Pricing Options

	One Time Purchase	One Time Purchase	Subscription	Subscription	Subscription
choose your plan	\$500	\$1,500	\$340 <small>Cost Per Month</small>	\$600 <small>Cost Per Month</small>	\$750 <small>Cost Per Month</small>
Contacts per Month	1000 Contacts	5000 Contacts	1000 Contacts	3000 Contacts	5000 Contacts
Cost per Contact	\$0.50	\$0.30	\$0.34	\$0.20	\$0.15
3 Months Minimum	✗	✗	✓	✓	✓
30 Cancellation Required	✗	✗	✓	✓	✓

We hope this helps clear up the step you need to take to start sending out email campaigns, and ensuring that your emails correctly land in the right place.

For more information, you can visit our website at:

www.salesnexus.com

And get some additional support and resources in our

Learning Center

Here are some quick links to get you started in Email Marketing:



Email Marketing Services



Email Campaign Guide



Email Template Guide



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