

Creating Delivery Profiles ^[1]



September 23, 2019 by [jennifer.mortensen](#) ^[2]

Marketing Cloud delivery profiles specify if the communication is Commercial or Transactional in nature. When creating a delivery profile it's essential to identify an IP address, header, and footer for compliance with CAN-SPAM.

Note

Only eComm Specialists can create and modify Marketing Cloud delivery profiles. If you need a delivery profile added to your account, contact your [eComm Specialist](#) ^[3].

To create delivery profile, complete the following steps:

1. In Marketing Cloud, navigate to **Email Studio - Admin - Delivery Profiles**, and click Create.
2. Under **Properties**, type the name and description of your delivery profile. The external ID will populate automatically upon saving the profile.

Properties

Name *(required)*

CU Connections

External Key

3732

Description

CU Connections

3. Under Delivery Information:

- Make the following selections if you are sending **TRANSACTIONALLY**:
 - Set IP Address to Account Default
 - Set Header to Account Default
 - Set Footer to None

☰ Delivery Information

IP Address

- Account Default
 - Private
- ▾

Header

- None
- Account Default
- Library Content

Footer

- None
- Account Default
- Library Content

- Make the following selections if you are sending **COMMERCIALLY**:
 - Set IP Address to Account Default
 - Set Header to Account Default
 - Set Footer to **CU FOOTER FOR ALL EMAILS**

☰ Delivery Information

IP Address

- Account Default
 - Private
- ▾

Header

- None
- Account Default
- Library Content

Footer

- None
- Account Default
- Library Content: CU FOOTER FOR ALL EMAILS [Preview](#)

☰ My Contents

☰ Shared Contents

- ☰ DO NOT USE-FOR DE
 - **CU FOOTER FOR ALL EMAILS**

4. Click **Save**.

Related

[Creating Sender Profiles](#) [4]

[Creating Send Classifications](#) [5]

[Sender Profiles, Delivery Profiles and Send Classifications](#)

[6]

Marketing Cloud [7], delivery profile [8]

Display Title:

Creating Delivery Profiles

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecommerce-wiki/creating-delivery-profiles>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/creating-delivery-profiles>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/13789>

[3] <https://www.cu.edu/ecommerce/strategy/leadership>

[4] <https://www.cu.edu/blog/ecommerce-wiki/creating-sender-profiles>

[5] <https://www.cu.edu/blog/ecommerce-wiki/creating-send-classifications>

[6] <https://www.cu.edu/blog/ecommerce-wiki/sender-profiles-delivery-profiles-and-send-classifications>

[7] <https://www.cu.edu/blog/ecommerce-wiki/tag/marketing-cloud>

[8] <https://www.cu.edu/blog/ecommerce-wiki/tag/delivery-profile>