

Creating Send Classifications [1]



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

A send classification is a combination of a [sender profile](#) [3] and a [delivery profile](#) [4]. Send classifications take an extra minute to setup, but is the easiest way to ensure messages are sent as intended. Rather than the sender needing to select a sender profile and delivery profile for each send, they can select a single send classification.

For example, your eComm specialist can create a send classification called CU Connections. By selecting that one send classification, the correct sender profile and delivery profile are automatically selected.

- **Send Classification | CU Connections**
 - **Sender Profile | CU Connections** <connections@cu.edu> [5]
 - **Delivery Profile | CU FOOTER FOR ALL EMAILS**

Note

Only eComm Specialists can create and modify Marketing Cloud send classifications. If you need a send classification added to your account, contact your [eComm Specialist](#) [6].

To create a send classification in Marketing Cloud, complete the following steps:

1. In Marketing Cloud, navigate to Email Studio - Admin - Send Classifications, and click **Create**.

2. Under **Properties**, type a send classification **name** and a **description**. The external ID will automatically populate when you save the send classification.

Properties

Name *(required)*

External Key

Description

3. Under **About CAN-SPAM Classification**, select either **COMMERCIAL** for emails that will use the CU Footer for All Emails or **TRANSACTIONAL** for those that will not offer an option to unsubscribe.

About CAN-SPAM Classification

CAN-SPAM Classification

Commercial

'Commercial' and 'Transactional' have legal meanings under the U.S. Federal CAN-SPAM Act. A Commercial email message, is 'any electronic commercial product or service.' Commercial messages must include a mechanism to unsubscribe, the physical mailing address of the sender, and the presence of an unsubscribe link.

Transactional messages, per CAN-SPAM, are primarily emails that 'facilitate, complete, or confirm a commercial transaction that the recipient is a party to.' per CAN-SPAM, the subject line must be transactional in nature and non-promotional. Also, the email body must present the 'transactional nature' and the presence of an unsubscribe. If you are unsure of classification, we recommend you check 'commercial' and provide an unsubscribe link.

4. Under **Sender Information**, select the sender profile and the delivery profile that should be automatically associated with this send classification.

Sender Information

Sender Profile (required)

CU Connections (connections@cu.edu)

Delivery Profile (required)

CU FOOTER FOR ALL EMAILS

5. Under **Send Priority**, select **Normal**.

Send Priority

Send Priority (required)

Normal

6. Click **Save**.

Related

[Creating Sender Profiles](#) [3]

[Creating Delivery Profiles](#) [4]

[Sender Profiles, Delivery Profiles and Send Classifications](#) [7]

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Creating Send Classifications

Send email when Published:

No

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