# Creating Sender Profiles, Delivery Profiles and Send Classifications [1]



September 23, 2019 by jennifer.mortensen [2]

Learn how to create sender profiles, delivery profiles and send classifications in Marketing Cloud so that communications contain the correct from information, email footer and commercial vs. transactional distinction (CAN-SPAM Classification).

**IMPORTANT** Overriding Delivery Profiles (rather than using Send Classifications) can have unintended CAN-SPAM implications - such as folks not receiving transactional emails when they should. Send Classifications must be created by the eComm specialist and used by the sender to ensure the CAN-SPAM classification is accurate.

#### **Note**

Only eComm Specialists can create and modify Sender Profiles, Delivery Profiles, and Send Classifications in Marketing Cloud. If you need this information added to your account, contact your <a href="MarketingCloud">eComm Specialist</a> [3].

### **Sender Profile | From Information**

**IMPORTANT** If you are in a shared Business Unit. Follow the existing naming convention by preceding the Sender Profile Name with your unit's abbreviation in all caps.

A Sender Profile specifies the information that is displayed in the recipient's inbox and drives where a message will be sent if they click 'reply'. The sender profile is made up of three different items. In this example, we will use CU Connections, a weekly newsletter distributed to CU employees.

- Sender Profile | CU Connections < connections@cu.edu [4]>
  - From Name | CU Connections
  - o From Email | connections@cu.edu [4]
  - o Reply Email | connections@cu.edu [4]
    - This could be the same or different than the 'from email'

- 1. To begin creating a new sender profile (or to modify an existing one), navigate to the appropriate **Business Unit**, enter **Email Studio**, and then click **Admin Sender Profiles**.
- 2. Click **New** to create a new sender profile, or click the name of an existing profile to modify it.
- 3. Configure your sender profile as follows:

### **Properties**

- Enter a sender profile name with the email address included to make distinguishing between similar names easier for your users (example: CU Connections ( connections@cu.edu [4]))
- Enter a sender profile **description** (example: Send from UCCS College of Business)



### Name (required)

CU Connections (connections@cu.edu)

### **External Key**

5064

### **Description**

**CU Connections** 

#### **Sender Information**

- Select "Use the specified information"
  - Enter a From Name (example: CU Connections)
  - Enter a From Email (example: connections@cu.edu [4])

### Sender Information

### Sender (required)

Choose from list:

CU System University Relations <contact@cu.edu>

### Use the specified information:

Changing your 'from address' to include a domain (@dodomain via Sender ID, SPF and/or DomainKeys leads to domain you use should be the domain (typically someth more information.

From Name: CU Connections

From Email: |connections@cu.edu

**NOTE** You'll notice in the screenshot above that next to the **From Email** text box, there is a button that reads **Verified**. This means the email address you entered is a sendable profile because it is already part of one of CU's verified sending domains: **cu.edu**, **colorado.edu**, **ucdenver.edu**, **cuanschutz.edu**, **uccs.edu**, or **cufund.org**. If you are creating a sender profile for a non-CU domain, read these instructions to verify your sender profile.

#### **Custom Reply Mail Management Settings**

- Select "Use custom settings below"
- Select "use specified information"
  - Enter a Name (required) (Example: CU Connections)
  - Enter an Address (required) (Example: connections@cu.edu [4])

■ Custom Reply Mail Management Settings
✓Use custom settings below
Use direct forwards
Forward to:
Choose from list:
CU System University Relations <contact@cu.edu></contact@cu.edu>
<ul> <li>Use specified information</li> </ul>
Name (required) CU Connections
Address (required)
connections@cu.edu
Forward using triggered send
Triggered send to forward: No triggered sends available \$
Use Auto Reply
Reply using triggered send
Triggered send to auto reply with: No triggered sends ava

4. Click Save.

### **Delivery Profile | Footer**

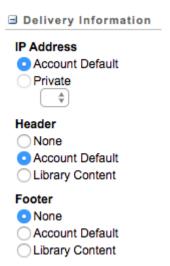
Marketing Cloud delivery profiles specify if the communication is Commercial or Transactional in nature. When creating a delivery profile it's essential to identify an IP address, header, and footer for compliance with CAN-SPAM.

To create a 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.

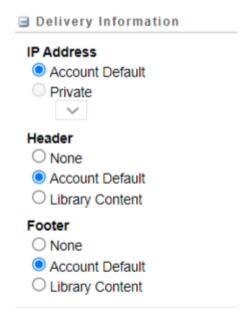


- 3. Under Delivery Information:
  - Make the following selections if you are sending TRANSACTIONALLY:
    - Set IP Address to Account Default
    - Set Header to Account Default
    - Set Footer to None



- Make the following selections if you are sending **COMMERCIALLY**:
  - Set IP Address to Account Default

- Set Header to Account Default
- Set Footer to Account Default



4. Click Save.

## Send Classification | Sender Information, Footer & CAN-SPAM Classification

**IMPORTANT** If you are in a shared Business Unit. Follow the existing naming convention by preceding the Send Classification Name with your unit's abbreviation in all caps.

A send classification is a CAN-SPAM classification plus the combination of a <u>sender profile</u> [5] and a <u>delivery profile</u> [1].

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.



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.

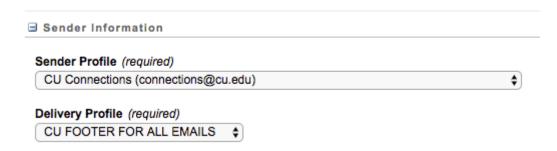


'Commercial' and 'Transactional' have legal meanings under the U.S. Federal CAN-SPAM Act. A Commercial email message, is 'any ele commercial product or service.' Commercial messages must include a mechanism to unsubscribe, the physical mailing address of the s presence of an unsubscribe link.

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

**IMPORTANT** Overriding Delivery Profiles can have unintended CAN-SPAM implications - such as folks not getting transactional emails when they should. Send Classifications must be created by the eComm specialist and used by the sender to ensure the CAN-SPAM classification is accurate.

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



Under Send Priority, select Normal.



6. Click Save.

#### Related

• Sender Profiles, Delivery Profiles and Send Classifications [6] (for users)

#### **Display Title:**

Creating Sender Profiles, Delivery Profiles and Send Classifications

#### Send email when Published:

Nια

**Source URL:**<a href="https://www.cu.edu/blog/ecomm-wiki/creating-sender-profiles-delivery-profiles-and-send-classifications">https://www.cu.edu/blog/ecomm-wiki/creating-sender-profiles-delivery-profiles-and-send-classifications</a>

#### Links

- [1] https://www.cu.edu/blog/ecomm-wiki/creating-sender-profiles-delivery-profiles-and-send-classifications
- [2] https://www.cu.edu/blog/ecomm-wiki/author/13789 [3] https://www.cu.edu/ecomm/strategy/leadership
- [4] mailto:connections@cu.edu [5] https://www.cu.edu/blog/ecomm-wiki/creating-sender-profiles
- [6] https://www.cu.edu/blog/ecomm-wiki/sender-profiles-delivery-profiles-and-send-classifications