

## **Creating Sender Profiles, Delivery Profiles and Send Classifications** <sup>[1]</sup>



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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).

**As of May 2024 | Updating Sender Profiles to Match SAP for Compliance** [Updating Sender Profiles to match SAP for compliance](#) <sup>[3]</sup> must occur for all Sender Profiles (previous and new) as to not impact email delivery.

### **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 [eComm Specialist](#) <sup>[4]</sup>.

**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.

### **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](mailto:connections@cu.edu)> <sup>[5]</sup>
  - **From Name | CU Connections**

- **From Email** | [connections@com.cu.edu](mailto:connections@com.cu.edu) [6]
- **Reply Email** | [connections@cu.edu](mailto:connections@cu.edu) [5]
  - *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](mailto:connections@cu.edu) [5])).
- Enter a sender profile **description** (example: Send from UCCS College of Business).

### Properties

#### 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** with the SAP Domain (see blue box below for varying details for each campus). This means you should use the desired From Email up until the @ symbol and after the @ symbol, use the SAP domain.

### SAP Domains Are Determined by the Business Unit

The SAP Domain used is determined by the Business Unit sending. **For example, if you're sending from an Anschutz Business Unit but sending to an @ucdenver email, use the Anschutz SAP. Failure to do so will prevent the From Email from being 'Verified'.**

See the next red box for details.

Advancement, System & Boulder SAP: **com.cu.edu**

Anschutz SAP: **com.cuanschultz.edu**

Denver SAP: **com.ucdenver.edu**

UCCS SAP: **com.uccs.edu**

**Sender Information**

**Sender (required)**

☐ Choose from list:

CU System University Communications <contact@cu.edu>

☒ Use the specified information:

**i** Changing your 'from address' to include a domain (@domain) without authentication in place of DomainKeys leads to improved deliverability, reputation and brand protection. If you have purchased your domain (yourdomain.com) you set up during this process. If you have questions, please contact your administrator.

From Name: CU Connections

From Email: connections@com.cu.edu

Verified

**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: **com.cu.edu**, **com.colorado.edu**, **com.ucdenver.edu**, **com.cuanschultz.edu**, or **com.uccs.edu**. 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 [5])

## Custom Reply Mail Management Settings

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☒ Use custom settings below

☐ Use direct forwards

Forward to:

☐ Choose from list:

CU System University Relations <contact@cu.edu>


☒ Use specified information

**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 available

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#### 4. Click Save.

## Delivery Profile | Footer

Marketing Cloud delivery profiles specify if the communication is Commercial or Transactional. 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.

 **Properties**

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**Name (required)**

**External Key**

**Description**

#### 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**

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**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 **Account Default**


 **Delivery Information**

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**IP Address**

☒ Account Default

☐ Private



**Header**

☐ None

☒ Account Default

☐ Library Content

**Footer**

☐ None

☒ Account Default

☐ Library Content

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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 [sender profile](#) [7] and a [delivery profile](#) [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.

 **Properties**

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**Name (required)**

CU Connections

**External Key**

3097

**Description**

CU Connections

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 message that contains 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 has requested.' per CAN-SPAM, the subject line must be transactional in nature and non-promotional. Also, the email body must present the 'transactional nature of the message' and the presence of an unsubscribe link. 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.

#### 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 Content

- [Bulk Sender Compliance](#) <sup>[8]</sup>
- [Sender Profiles, Delivery Profiles and Send Classifications](#) <sup>[9]</sup> (for Users)
- [Updating Sender Profiles to Match SAP for Compliance](#) <sup>[3]</sup> (for eComm specialists)

### Display Title:

Creating Sender Profiles, Delivery Profiles and Send Classifications

### Send email when Published:

No

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

classifications

## **Links**

[1] <https://www.cu.edu/blog/ecommerce-wiki/creating-sender-profiles-delivery-profiles-and-send-classifications>  
[2] <https://www.cu.edu/blog/ecommerce-wiki/author/13789> [3] <https://www.cu.edu/blog/ecommerce-wiki/updating-sender-profiles-match-sap-compliance> [4] <https://www.cu.edu/ecommerce/strategy/leadership>  
[5] <mailto:connections@cu.edu> [6] <mailto:connections@com.cu.edu> [7] <https://www.cu.edu/node/168840>  
[8] <https://www.cu.edu/blog/ecommerce-wiki/bulk-sender-compliance> [9] <https://www.cu.edu/blog/ecommerce-wiki/sender-profiles-delivery-profiles-and-send-classifications>